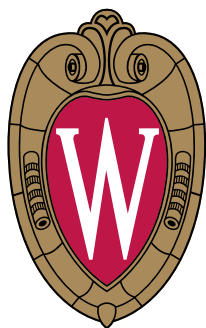




# Student Organization

## Event Planning Handbook



UNIVERSITY OF WISCONSIN  
**LAW SCHOOL**

# PREFACE

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This handbook is an event planning guide for UW Law School student organizations. Outlined in this booklet are who to contact, fundraising tips, where to host your event, and how to budget for an event. Please read this handbook before planning your event.

# CONTENTS

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|  |       |
|--|-------|
| Important Considerations Before Committing to Your Event ..... | 3     |
| Registering as a University of Wisconsin Organization .....    | 4     |
| Where to Start: The Law School Events Office .....             | 5-6   |
| Checklists .....   | 7-12  |
| Fundraising and Funding .....                                  | 13-22 |
| Fundraising for Charities .....                                | 23-24 |
| Venues .....   | 25-26 |
| Events in the Law School .....                                 | 27-28 |
| Catering .....   | 29-30 |
| Alcohol .....  | 31    |
| Promotion .....  | 32-33 |
| Student Organization on the UW Law School Web Site .....       | 34    |
| Speakers .....   | 35    |
| Entertainment .....  | 36    |
| Payment of Expenses .....                                      | 37    |
| Duplication .....  | 38    |
| Fleet Car Authorization .....                                  | 39    |

# IMPORTANT CONSIDERATIONS

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Before committing to an event, conference, or symposium the following three items should be seriously evaluated by your organization:

- 1) Are there enough people from your organization willing to commit significant time and skills to the event planning and execution?
- 2) Does your organization have significant lead time to properly plan the event? A minimum of six months is the usual lead time unless it is a national conference – if it is a national conference, the planning should start one year before the conference.
- 3) Does your organization have significant funds or a solid fundraising plan? Fundraising requires significant research, effort, and time by the members of the committee. It is important that your organization meet its fundraising goals.

If you have answered “yes” to all three questions, your organization has completed the first step towards having a successful event.

# REGISTERING AS A UW ORGANIZATION

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To receive University funding, reserve rooms in campus facilities, or use UW catering services, your student organization must be registered with the Center for Leadership & Involvement (<http://www.cfli.wisc.edu/>).

To register your student organization, please visit:  
[http://www.cfli.wisc.edu/student\\_org\\_registration.htm](http://www.cfli.wisc.edu/student_org_registration.htm)

All student organizations are required to register annually to keep their registered student organization in good standing. If your organization registered last year, you must complete an online orientation session. If your student organization was not registered last year you must attend a Center for Leadership & Involvement orientation session in person as part of the registration process. The Center for Leadership & Involvement also requires that all student organizations submit copies of their bylaws and constitution when they register.

All information on applications and orientation sessions can be found on the Center for Leadership & Involvement website at <http://www.cfli.wisc.edu/>. Examples and suggestions on writing student organization constitutions and bylaws can be found at [http://cfli.wisc.edu/hb\\_const\\_bylaws.htm](http://cfli.wisc.edu/hb_const_bylaws.htm). The Center for Leadership & Involvement is also available for any student organizations needing assistance in writing their constitution and bylaws. The Center for Leadership & Involvement can be reached at 608-263-0365 or [cfli@odos.wisc.edu](mailto:cfli@odos.wisc.edu).

The University of Wisconsin Law School Events Office is available to give you guidance in planning your event. We can evaluate your proposal and resources and give you sound advice as to whether your event is feasible.

**Law School Events Office Staff:**

- Lynn Thompson, Director of Alumni and Student Events ([Lfthomp1@wisc.edu](mailto:Lfthomp1@wisc.edu), 262-4915)
  
- Jini Rabas, Director of Alumni Relations ([jmrabas@wisc.edu](mailto:jmrabas@wisc.edu), 263-7906)
  
- Kimberly Frank, Alumni and Student Events Coordinator ([kafrank2@wisc.edu](mailto:kafrank2@wisc.edu), 890-0140)

Here are just some of the issues that we will discuss with you:

- Event checklists
- Promotion
- Staff assistance
- CLE credit
- Fundraising ideas
- Budgeting
- Possible locations

- **National Conference Sponsorship**

If your organization is planning to bid on a national conference or if your organization is interested in having the UW Law School co-sponsor a national conference, you **must** talk to Lynn Thompson before making any written or oral commitment.

The following are requirements that must be met for the UW Law School to consider co-sponsoring a national conference:

- 1) Written requests for Law School co-sponsorship must be made at least six months before event date to Lynn Thompson
- 2) Overview of the committed members of the organization who will be working on the event with descriptions of who will be doing what
- 3) Faculty member who has agreed to actively work with your organization on the execution of the event
- 4) Promotion plan
- 5) Proposed budget
- 6) Fundraising proposals and goals
- 7) Additional anticipated sponsors

# CHECKLISTS

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The following tables indicate items that should be included in your event checklist:

## Timeline

| <b>5-6 Months in Advance</b>  | <b>2-3 Months in Advance</b>                                 | <b>2 Weeks Prior</b>   |
|---|--|--|
| Meet with Events Office   | Create promotional materials                                 | Confirm catering/ give guarantee   |
| Determine goals of program  | Begin to advertise – send out save the dates and invitations | Finalize last minute details   |
| Create a budget with estimates and apply for funding through the UW Student Organization Office | Complete all accommodations for speakers and entertainment   | Review guest list, make sure everyone who needs to be there is invited and any special accommodations are made |
| Make reservations and check availability of equipment   | Sell tickets if applicable or set up online registration     | Confirm volunteers and their duties  |
| Project a target audience   | Confirm event information with invited guests                | Re-market event – add new signs/flyers, etc.   |

| <b>1 Week Prior</b>             | <b>Day of Event</b>   | <b>After the Event</b>  |
|---------------------------------|---|---|
| Prepare name badges             | Meet and greet speakers and entertainment upon arrival  | Send thank you notes to speaker and entertainment   |
| Check registrations             | Make sure location is set up correctly (at least 2 hours before event)  | Send out event survey to guests to evaluate – solicit feedback from volunteers, members, and guests |
| Contact people with balance due | Make sure registration materials are set if applicable (name badges, handouts, pens, pencils, programs, etc.) | Write down any changes you would make in the future   |
| Confirm facilities              | Set up any last minute signage  | Pay all bills   |
| Confirm speaker                 | Make sure any checks needed to pay for event expenses are cut and given to the proper parties                 | Take down all advertisements  |

--Continued--

| 5-6 Months in Advance   | 2-3 Months in Advance                              | 2 Weeks Prior   |
|---|--|---|
| Decide on performers/ speakers /presenters – negotiate all terms and request a written contract once all funding is secured | Buy event supplies                                 | Confirm any audio visual requests                                       |
| Determine a promotion plan  | Buy any decorations needed                         | Make arrangements with speaker/ entertainment for arrival if applicable |
| Create a fundraising plan and meet with Jini Rabas before doing any fundraising   | Invite “special guests” to the event               | Duplicate handout materials   |
| Ensure adequate volunteers to plan and carry out the event  | Provide facility with menu and set-up arrangements | Print programs  |
| Event approval  | Make hotel reservations for speaker (s)            |   |
|   | Complete web site if applicable for event          |   |
|   | Ask for a biography from the speaker               |   |
|   | Create and format program                          |   |

| 1 Week Prior          | Day of Event | After the Event |
|-----------------------|--------------|-----------------|
| Confirm entertainment |              |                 |
|                       |              |                 |
|                       |              |                 |
|                       |              |                 |
|                       |              |                 |
|                       |              |                 |
|                       |              |                 |
|                       |              |                 |

## Things to Think About in Preparation of your Event

| Location(s)  | Funding  |
|--|--|
| What kind of venue does our budget allow?  | Research funding opportunities through the University (ASM, MCC, etc.) |
| Locate proper space or venue for program   | Meet with Jini Rabas regarding fundraising and budgeting               |
| Capacity of space  | Prepare a detailed budget with estimates                               |
| Check on limitations of the location with relation to the type of event you are planning | Prepare for a fundraiser if needed – create a fundraising plan         |
| Accessibility – All locations MUST be handicap accessible                                | Check deadlines for funding sources                                    |
| Is food or beverage allowed?   |  |
| Rain location if outdoors  |  |
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|  |  |
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| <b>Equipment</b>                                    | <b>Supplies</b>                               |
|---|---|
| Rooms   | Maps and directions                           |
| Microphone, podium, speaker                         | Tickets                                       |
| Lighting  | Directional Signs – other signage             |
| Lectern   | Tape, staplers, pens & pencils                |
| Tables and chairs                                   | Printed programs                              |
| Stage or platform                                   | Parking permits                               |
| Head table  | Name badges                                   |
| Trash cans, clean up crews                          | Cash box and change                           |
| Barricades  | Registration forms                            |
| Coat rack   | Decorations                                   |
| Food and beverage service                           | Trash bags                                    |
| Projector laptop                                    | Tablecloths                                   |
| Water for speakers                                  | Promotional signs, flyers, door hangers, etc. |
| Equipment for PowerPoint presentation if applicable |   |

# FUNDRAISING AND FUNDING

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The University of Wisconsin offers a variety of funding options for registered student organizations that are planning to host an event, symposium, or conference. Your organization should apply for funding through one or more of these sources.

All UW event funding sources have very strict application processes and deadlines. It is important that you read their websites carefully.

**Do not overlook these sources, as it should be your first place to look for funding.** (If you request any funding assistance from the Law School, the first question we will ask you is “Did you apply for funding through any of the UW funding sources?”)

The University of Wisconsin Center for Leadership & Involvement’s *Student Organization Handbook* is an excellent resource for how to raise funds for your organization’s events. Information from the Center for Leadership & Involvement on fundraising can be found at [http://cfli.wisc.edu/hb\\_fundraising.htm](http://cfli.wisc.edu/hb_fundraising.htm).

The Multicultural Council (MCC), the Associated Students of Madison (ASM), Letters & Science Anonymous fund, and the Wisconsin Experience Co-sponsorship Grant are just a few of the sources of funding offered by the UW. More information on these funding options can be found at their websites listed below:

1) MCC - <http://msc.wisc.edu/council/funding.php>

An MCC application must be submitted at least 30 days in advance of the scheduled event and the event must occur at least 14 days after the MCC Hearing meeting (which is held twice a month).

2) ASM -

<http://www.asm.wisc.edu/cms/content/view/18/44/>

Grants over \$6,000 must be submitted six weeks before the event, while grants under \$6,000 four weeks prior to the event day. In addition, all applications must be submitted by noon Friday before the weekly Tuesday meeting - this deadline is strictly enforced.

3) Anonymous Fund -

<http://www.ls.wisc.edu/handbook/ChapterTwo/ChII-17.htm>

Deadlines for submission for the are September 17; November 5, 2010; February 7, 2011 (block grants only) and April 4, 2011. The Committee meets approximately three weeks after each deadline; you will be notified shortly after the meeting by email or by phone on the outcome of your proposal.

4) Wisconsin Experience Co-Sponsorship Grant-

[http://cfli.wisc.edu/wi\\_exp\\_grant/soo.html](http://cfli.wisc.edu/wi_exp_grant/soo.html)

Deadlines are the 1st and 15th of every month during the academic year; the committee reviews all received applications within 10 days of each deadline.

Please also refer to the funding chart on the next page for other funding options and information. (*Excerpted from the UW Center for Leadership & Involvement Handbook*)

# Funding Chart

## A Comparison of Major Funding Sources for Registered Student Organizations

|  | <b>Multicultural Council Grants</b>   | <b>Wisconsin Union Directorate (WUD)</b>   | <b>ASM Event Grants</b>   |
|--|---|--|---|
| <b>Requirements</b>                                    | Only students from Registered Student Organizations. All MCC co-sponsored events must be FREE and OPEN to the University community.   | Will co-sponsor programs with Registered Student Organizations and academic departments.   | Only Registered Student Organizations.  |
| <b>Types of Events/ Organizations Funded</b>           | Program events must be directly related to the MCC policies. Furthermore, all events must enhance the cultural awareness and competency of the University community.  | Informative, recreational and participatory events including late night programming (i.e. lectures; debates; art exhibits; volunteer experiences; film; music; outdoor recreational activities.)   | Events that are held on or near the UW campus, are open to all University students, and do not charge admission/entrance fees and do not collect donations.   |
| <b>Kinds of Materials and Expenses Funds Can Cover</b> | Honoraria; travel; lodging; printing; copying; advertising; equipment; space rental.  | Specifics should be discussed with director of sponsoring committee. Typically include speaker fees, promotion, entertainer fees and misc. supplies.<br><br>Late Night Grant specifics should be discussed with the Vice-President for Program Administration. | Honoraria; speaker and entertainer fees; printing; advertising; travel and lodging for speakers and entertainers; equipment rental; supplies.   |
| <b>Kinds of Materials and Expenses NOT Covered</b>     | Funds may not be used for paying for food or beverages; off-campus programs(at the discretion of the MCC); travel related to an academic department; ticket sales; fundraising events; social or recreational activities; periodicals, costumes or other supplies | Limitations are mandated by state law. Details available from committee directors.   | Fund-raisers, food and beverages, gifts, donations, contributions, financial aid, legal services, expenses incurred prior to ASM approval, conference travel, publications, non-university printing services. |

| <b>ASM<br/>Operations Grants</b>   | <b>ASM<br/>Travel Grants</b>   | <b>ASM<br/>Open Fund</b>   |
|--|--|--|
| Only Registered Student Organizations.   | Only Registered Student Organizations.   | Only Registered Student Organizations.   |
| All Registered Student Organizations are eligible to apply.  | All Registered Student Organizations are eligible to apply.  | All Registered Student Organizations are eligible to apply.  |
| Printing, postage, office supplies, equipment rental, membership dues, subscriptions, advertising and other. | Registration fees, lodging, and transportation.  | Printing ordered and produced by Student Print (\$100 max). Office supplies from University Bookstore (\$50 max). Postage, membership fees & advertising (\$100 max); check with ASM Office for specifics. Groups have a total max of up to \$200. |
| Events, wages, salaries, stipends, gifts, grants, prizes, legal services, food or beverages.                 | Travel expenses that benefit individuals rather than the student group and the campus community. Food is not funded. | Fundraisers, food & beverages, gifts, donations, contributions, financial aid, legal services, expenses incurred prior to ASM approval, wages, salaries, stipends, non-university printing services.   |

|                                   | <b>Multicultural Council Grants</b>  | <b>Wisconsin Union Directorate (WUD)</b>   | <b>ASM Event Grants</b>  |
|-----------------------------------|--|--|--|
| <b>Amounts Typically Provided</b> | Amount varies: \$50 to \$7,000.<br>Maximum co-funding of 50% of events, and maximum co-funding of 30% for travel.  | Amount varies. Also, can provide a variety of in-kind services: use of telephones; access to advisors; student volunteers; use of the Union's Marketing Department; etc.   | \$10 to \$11,880<br>Average is \$1,205   |
| <b>Procedure for Application</b>  | It is mandatory that those interested in submitting MCC proposals consult with the MCC Advisor/ Financial Specialist prior to submitting a proposal. Groups organizing a large event (projected cost more than \$2,500) must consult with MCC Advisor at least 60 days before the event.   | Contact the specific committee director; information available at <a href="http://www.union.wisc.edu/wud">http://www.union.wisc.edu/wud</a> . A budget and co-sponsorship form, completed and signed by all parties, <i>must</i> be approved. Funds can then be spent and publicity may be released to the public. | Apply online at <a href="http://www.asm.wisc.edu/financial/egrant.html">www.asm.wisc.edu/financial/egrant.html</a> After submitting the application, organizations must present their grant application to the Finance Committee at one of their regular meetings. |
| <b>Deadlines</b>                  | All proposals must be submitted by MCC calendar deadlines found at <a href="http://www.msc.wisc.edu">www.msc.wisc.edu</a> . All proposals must be submitted at least 30 days prior to the event. Proposed programs must be held a minimum of 14 days after the scheduled MCC hearing date. Exceptions will be made only for those events scheduled within the first four weeks of the fall semester or the first two weeks of the spring semester. | Timing is different for each committee. Committees are expected to be full participants in the program planning process. The Late Night Grant applications must be submitted at least 3 weeks prior to the event.  | Applications for <b>\$6,000</b> or less must be received by at least four weeks prior to the event. Applications for more than <b>\$6,000</b> must be received by at least six weeks before the date of the scheduled event.                                       |
| <b>Contact Information</b>        | MCC Advisor, 262-4503. MCC is the funding arm of the Multicultural Student Center. Offices are located on the 2nd floor of the Red Gym, 716 Langdon St.  | Jacklyn John, Vice President-Administration, 262 7853, <a href="mailto:john@wisc.edu">john@wisc.edu</a> or contact the appropriate committee cosponsoring your event. List of committee directors available online <a href="http://www.union.wisc.edu/wud">www.union.wisc.edu/wud</a>                              | Tim Fung, <a href="mailto:tcfung@wisc.edu">tcfung@wisc.edu</a> , or call ASM's Financial Specialists at 265-2272   |

| <b>ASM<br/>Operations Grants</b>  | <b>ASM<br/>Travel Grants</b>   | <b>ASM<br/>Open Fund</b>  |
|---|--|---|
| \$180 to \$2,600<br>Average is \$713  | \$55 to \$1,240<br>Average is \$480  | Any amount up to \$200  |
| Apply online at <a href="http://www.asm.wisc.edu/financial/opgrant.html">www.asm.wisc.edu/financial/opgrant.html</a> . After submitting the application, organizations must present their grant application to the Finance Committee. | Apply online at <a href="http://www.asm.wisc.edu/financial/egrant.html">www.asm.wisc.edu/financial/egrant.html</a> After submitting the application, organizations must present their grant application to the Finance Committee at one of their regular meetings. | Application must be submitted online at <a href="http://www.asm.wisc.edu/financial/openfund.html">www.asm.wisc.edu/financial/openfund.html</a> . It will take three working days to process. You will be contacted to attend a workshop, after which you are able to access the resources available. You will be contacted via electronic mail. |
| Funding for the current year 09-10 was decided this past February 2010.<br>Funding will be available for approved groups from August 2010 – May 2011.   | Applications must be submitted at least 4 weeks in advance if the amount requested is less than \$5,000. If over \$5,000, the application is due at least 6 weeks prior to travel.   | Applications must be submitted online at <a href="http://www.asm.wisc.edu/finance/Openfund/Openfundapp.htm">http://www.asm.wisc.edu/finance/Openfund/Openfundapp.htm</a> . Applications may be submitted anytime from September 1, 2010 until funding runs out.   |
| Tim Fung, <a href="mailto:tcfung@wisc.edu">tcfung@wisc.edu</a> , or call ASM's Financial Specialists at 265-2272.   | Tim Fung, <a href="mailto:tcfung@wisc.edu">tcfung@wisc.edu</a> , or call ASM's Financial Specialists at 265-2272.  | Tim Fung, <a href="mailto:tcfung@wisc.edu">tcfung@wisc.edu</a> , or call ASM's Financial Specialists at 265-2272  |

## Fundraising Continued...

More information on UW grants can be found at <http://grants.library.wisc.edu/organizations/studentorganizations.html>.

- **University departmental sponsorship of registered student organization events or activities** (*Excerpted from the UW Center for Leadership & Involvement. The full handbook is online at <http://cfl.wisc.edu/handbook.htm>.)*

A university department (the Law School) may choose to sponsor some or all of a registered student organization's events and activities. A department electing to sponsor a Registered Student Organization event or activity should ensure that the nature and extent of the sponsorship is clearly understood by both the department and the organization. In order to sponsor a Registered Student Organization event or activity, a department must adhere to the practices as specified in the Minimum Requirements for University Departmental Sponsorship of Registered Student Organization Events or Activities.

- **Commercial sponsorship of registered student organization events or activities** (*Excerpted from the UW Center for Leadership & Involvement at [http://cfl.wisc.edu/PP\\_Resource\\_Guide/events/revenue.html](http://cfl.wisc.edu/PP_Resource_Guide/events/revenue.html).)*

A registered student organization may not use university facilities to raise money for itself or charity by selling or promoting a commercial product. If registered student organizations accept a corporate/business contribution for its activities, the recognition of that contribution must follow university policies. When recognizing contributions from businesses to a student organization program, the business name must be secondary on the event publicity. The event is sponsored by the student organization, not the business!

For more information, refer to the following policies and guidelines located in the Student Organization Handbook ([http://soo.studentorg.wisc.edu/handbook/07-08/handbook\\_home.html](http://soo.studentorg.wisc.edu/handbook/07-08/handbook_home.html)):

- 1) Registered Student Organization: Sponsorship Addendum to Facility Use Agreement
  - 2) The University Facility Guidelines for Acknowledgements by University Units and Registered Student Organizations of Non-University Revenue Support
  - 3) Revenue Producing Events in University Facilities and Grounds
  - 4) Allowable Items for Sale in Campus Facilities or on Campus Grounds
- **Items that can be sold in campus facilities as a fundraiser** (*Excerpted from the UW Center for Leadership & Involvement at [http://cfl.wisc.edu/PP\\_Resource\\_Guide/events/revenue.html](http://cfl.wisc.edu/PP_Resource_Guide/events/revenue.html).*)

The following items may be sold for fundraising purposes:

- Food items (Home baked goods are not allowed)
- Book sales/signing in conjunction with an event
- Items connected with culture at multicultural event
- Homemade craft type items
- Items that have connections with group - Sale of products related to the organization i.e., plant sale by Horticulture Club, Christmas tree sale by Forestry Club
- Tickets to Registered Student Organization sponsored events

## Fundraising Continued...

- An organization's t-shirt, other apparel and novelty items when it ties into the organization or event
- A group's literary publication
- Flowers

The following items may **NOT** be sold for fundraising purposes:

- Homemade food
- Alcohol
- Tobacco
- Credit card applications, whereby an RSO receives monetary subsidy for each credit card application distributed.
- Other than food, items that clearly promote or endorse commercial products where the items are not related to the purpose and mission of the organization. (Examples include discount & coupon cards and books.)

- **Temporary food sales for fundraising purposes**

*(Excerpted from the UW Center for Leadership & Involvement Handbook, Chapter 7. The full handbook is online at <http://www.cfli.wisc.edu/handbook.html>.)*

Food sales can be profitable, but there are three things to remember: (1) get permission for the campus location (2) purchase an Environmental Health permit and (3) the sale of home-baked goods is not permitted.

1) Location: Any outdoor campus location needs to be reserved with Central Reservations Office/Meeting Services, 608-262-2511. Indoor locations require permission from the Building Manager of the facility desired. (Contact Josh Cutler, the Law School's Building Manager, at [cutler@wisc.edu](mailto:cutler@wisc.edu) or 608-262-3138.)

2) Permit: To sell food and/or beverages, you must obtain a Temporary Food Stand Permit from the University Health Services, Environmental Health Program, 333 East Campus Mall, (608)262-1809. Permits are issued at the University Health Services 4th floor Cashier's Desk from 8:00 AM - 4:30 PM. The cost of the permit is approximately \$10.00, and it is valid for up to five days of operation per semester at a specific site.

*Note: Sale of food/beverage is limited to periods of 5 days or less per semester per student organization. Simply changing applicants' names or slightly altering locations to avoid this restriction is not permitted.*

3) Food: Obtain food from the Wisconsin Union, University Housing Residence Halls or a state licensed vendor (their permit will be displayed at their store). Doughnuts, cookies and other bakery goods must be obtained from a licensed bakery. *Home-prepared foods are not permitted.* For additional information, contact the Environmental Health Program office, 608-262-1809 or [rjhentsc@wisc.edu](mailto:rjhentsc@wisc.edu).

*(Excerpted from the UW Center for Leadership & Involvement online at [http://www.cfli.wisc.edu/hb\\_fundraising.htm](http://www.cfli.wisc.edu/hb_fundraising.htm))*

- **Using University facilities to raise money for charities**

Registered student organizations may use University facilities/grounds to raise funds for the benefit of non-profit 501(c)(3) charitable organizations. Note that all non-profit organizations are not 501(c)(3) approved. 501(c)(3) non-profit status is determined by the IRS upon application for such status.

In both scenarios described below (charitable fundraising events/ activities limited to students, faculty and staff AND those open to the public), registered student organizations are encouraged to contact the Central Reservations Office, 608-262-2511 for more complete information on approvals and forms required for such events.

- **Charitable fundraising events/activities limited to students, faculty and staff**

In using university facilities to fundraise for charitable organizations, registered student organizations must comply with all applicable University policies and guidelines, including those listed above under the heading “Fundraising Using University Facilities”. Unless your event meets the conditions described below, including university department co-sponsorship, your event’s attendance is limited to students, faculty and staff.

- **Charitable events/activities open to the public**

If an RSO wishes to open the event/activity to the public, perhaps in the case of a run/walk charity event or other benefit event/activity, registered student organizations must comply with at least one of the following conditions:

1) The on campus event/activity is sponsored by a registered student organization and is in support of a specific non-profit charity, as defined above, provided that:

- The event will not include sales of any products.
- All or a portion of the fee/donation will go to the non-profit charity.
- The exact amount of the individual fee/donation that will go to the non-profit charity is specified in all promotions.
- If the registered student organization wants to hold the event the following year, they need to demonstrate that the funds from the previous year were received by the given non-profit entity.

2) The event is co-sponsored by a University department, in which case the funds must be deposited in the appropriate university account.

3) The Chancellor or her designee authorizes an exception. In most cases for registered student organizations /departmental reservations, the Central Reservations Office will authorize such an exception to revenue producing policies.

When hosting an event, there are several options to choose from when picking a venue.

1) Law School

To request a classroom for an informal Law School event, please use the online events calendar system located at <http://www.law.wisc.edu/calendar/>. To reserve a room, you must log in by clicking on the “Log In” link on the left hand tool bar.

To reserve Lubar Commons, you must also list a faculty sponsor.

If you have trouble using the online events calendar system, contact [help@law.wisc.edu](mailto:help@law.wisc.edu) for training or trouble shooting.

*\*Law School functions and classes may pre-empt any reservations.*

2) Other University buildings (*Note: in order to use/reserve space in a University building for an event, you must have Jini Rabas co-sign for your organization. You can reach Jini by email at [jmrabas@wisc.edu](mailto:jmrabas@wisc.edu).*)

- To reserve space in Memorial Union, contact Central Reservations at (608) 262-2511 or email them at [centralreso@union.wisc.edu](mailto:centralreso@union.wisc.edu).
- To reserve space in the Pyle Center, contact UW Extension Conference Centers at (608) 262-0881 or (608) 262-1814 or email them at [scheduling@ecc.uwex.edu](mailto:scheduling@ecc.uwex.edu).
- To reserve space in any other buildings on campus, you must contact the building manager for the specific building in which you would like space

reserved. Permission must be granted by the building manager.

3) University Club

To reserve space at the University Club, contact Ed Zalewski at 262-5023 or [uclub@bascom.wisc.edu](mailto:uclub@bascom.wisc.edu).

4) Private venues

The Law School Events Office can provide you with a list of possible downtown venues.

If any University or WLAA funding is being used to pay for venue charges (including food, alcohol, A-V, or room charges) the contracts must be reviewed by the Law School Events Office or Josh Cutler, Financial Specialist ([cutler@wisc.edu](mailto:cutler@wisc.edu), 608-262-3138).

*Remember: Always pick a venue that is handicapped accessible.*

# EVENTS IN THE LAW SCHOOL

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When hosting an event on Law School grounds, the following can help in planning and executing your event. In all cases, please make all arrangements at least 4 weeks prior to the date of your event. Student organizations and individual students need to obtain permission from Ruth Robarts at [rrobarts@wisc.edu](mailto:rrobarts@wisc.edu) or 608-262-8557 before hosting an event in the Law School or on Law School grounds. Please review the following items and contact the appropriate staff members to make necessary arrangements. (Excerpted from <http://law.wisc.edu/facilities/eventcheck.htm>.)

- A/V & tech services

For videotaping, TV/VCR, microphones, computer/projector, overflow rooms, etc., request services online at [www.law.wisc.edu/help/media/equipreq.htm](http://www.law.wisc.edu/help/media/equipreq.htm). For questions, see Technology Services staff in room 6113 (608-262-5242, [help@law.wisc.edu](mailto:help@law.wisc.edu)).

- Building access

The Law Building is generally open during the open hours for the Law Library (see <http://library.law.wisc.edu/about/information/index.html> for details). Sometimes, the building opens *before* the Law Library does, but we can not ensure this, since opening and closing depend on campus security and custodial staff. If your event is scheduled at a time when the building is closed, you must contact Josh Cutler, the Law School's Building Manager, at [cutler@wisc.edu](mailto:cutler@wisc.edu) or 608-262-3138 to make special arrangements.

- Clean-up

You are responsible for throwing away food, putting away tables, straightening tables and chairs, and other necessary cleaning after your event. You can either find staff or student volunteers or hire UW Maintenance to provide clean up services (the charge is \$72/day.) Contact Josh Cutler at [cutler@wisc.edu](mailto:cutler@wisc.edu) or 608-262-3138 for details.

- Facilities services

See Josh Cutler in room 5110 ([cutler@wisc.edu](mailto:cutler@wisc.edu), 608-262-3138) to request extra seating, tables, furniture arrangements, maintenance, heating/cooling, etc. NOTE: If your event is scheduled on a weekend, you will have to make arrangements for heating/cooling.

- Parking

See Theresa Evans in the Dean's Office to make arrangements ([tmevans2@wisc.edu](mailto:tmevans2@wisc.edu), 608-262-0618). Please note that parking near the Law School is very limited and may not be available for your event.

# CATERING

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Policies regarding catering, food, and beverage services in all campus buildings are set by the University of Wisconsin.

- **Food and beverage service**

- For on-campus events, you must first contact University Housing Catering at 608-262-5577 or Memorial Union Catering at 608-262-2511 (you will need a UW Requisition Number drawn from the fund you have been approved to use: See Josh Cutler to prepare the requisition). If neither Union nor Housing is available, you may use a licensed vendor of your choice for your catering needs.

- **No sales of homemade food**

It is against University policy to sell or accept donations for any “homemade” goods. “Homemade” goods not only include cookies, cake, and brownies, but also puppy chow, home-cooked macaroni and cheese, home-cooked bread, home-cooked chili, etc.

- *Comment to General Rule Number 1*

- Homemade food is allowed at an organization potluck if the event is only open to members of the organization and guests. Risk Management defines a “potluck” as an event at which everyone brings food. University policy also requires that student organizations not charge for food at potlucks or charge admission fees.*

- **Food sales are allowed only when all of these conditions are met:**

- 1) A \$10 temporary food sale permit has been purchased from University Health Services. These permits are good for 5 days throughout the semester. The Wisconsin Law Alumni Association has agreed to front the cost of the permits for registered student organizations. Contact Alumni Director Jini Rabas at [jmrabas@wisc.edu](mailto:jmrabas@wisc.edu) if your organization is planning a food sale. She needs one week’s notice.

- 2) The food is purchased from a campus catering service or from an approved, off-site vendor. A listing of approved vendors can be found at the Office of Risk Management website [http://riskinfo.bussvc.wisc.edu/Certs/Certs\\_Main\\_Menu.aspx](http://riskinfo.bussvc.wisc.edu/Certs/Certs_Main_Menu.aspx) under the “Certificates of Insurance” section. There are many approved vendors.
- 3) The food is handled in accordance with University Health regulations.
- 4) The student group hosting the event is registered as an official Registered Student Organization with the Center for Leadership and Involvement. Organizations should apply for registered status on line at [http://www.cfli.wisc.edu/student\\_org\\_registration.htm](http://www.cfli.wisc.edu/student_org_registration.htm)  
**Food give-aways are allowed only when the following conditions are met:**
  - 1) The food given away is pre-packaged and not home-baked. Jimmy John’s sandwiches, pizza, etc. is considered “pre-packaged.”
  - 2) The food is handled following university health regulations and general hygiene rules.

This rule applies to student organizations, journals, Westlaw and Lexis-Nexis (and other BarBri tabling, etc.), SBA, the Law School Administration and any other affected groups or organizations. Please note that no permit is required and homemade foods are allowed in the case of campus events that are only open to members and guests, such as potlucks, so long as donations are required of participants.

# ALCOHOL

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Alcoholic beverage service on University property requires a separate permit. See Main Office in Room 5110 for permit forms. Alcohol may be served at an on-campus event only when all of the following rules are followed:

- 1) The student organization has filed an “alcohol permit” in the Main Office, Room 5110. Visit <http://legal.wisc.edu/reference/alcohol-service.html> to download the permit.
- 2) Alcohol may not be the “sole purpose” or “focus” of the event.
- 3) A responsible university employee must be present to prevent underage persons from consuming alcoholic beverages and to be sure that organizations do not serve persons who are already intoxicated.
- 4) Anyone who consumes alcohol must show identification proving that he or she is 21 or older. No exceptions.
- 5) There must always be non-alcoholic beverages and food items available at an event with alcoholic beverages.
- 6) Cash for alcohol may not change hands or be perceived to change hands.

The sale and service of alcohol beverages on campus is governed by federal laws, Wisconsin statutes, University of Wisconsin System Administrative Codes, and UW-Madison regulations. The following information is only a general guide for student organizations. It is not a complete list of laws, rules, and regulations that may apply.

*Note: UW-Madison Facilities Use Policy P-8 II.E states that advertising on campus or advertising using University resources may not include specific reference to alcohol as a part of the event. References to alcohol are prohibited in either printed or word or graphic image.*

# PROMOTION

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It is always important to determine your target audience before starting your promotion plan. To reach the non-university audience, writing a press release can help introduce your event to the local community, as well as provide public media coverage. When promoting your event within the Law School, there are several inexpensive options to consider:

*(Excerpted from 2008 Read This First)*

- **Events calendar**

The Law School's online events calendar is at [www.law.wisc.edu/events](http://www.law.wisc.edu/events), ([events@law.wisc.edu](mailto:events@law.wisc.edu)). Provide event details (date, time, contact information, description, room) to the Main Office (Room 5110) 608-262-2240.

- **Newsletter announcement**

The Law School's newsletter is online at [www.law.wisc.edu/newsletter](http://www.law.wisc.edu/newsletter). Provide an announcement via web at <http://www.law.wisc.edu/newsletter/admin/>.

- **News Coverage**

For possible media coverage of a talk or symposium that is open to the public, or a possible news item on [www.law.wisc.edu](http://www.law.wisc.edu), e-mail all relevant details to Dianne Sattinger in room 6232 ([dlsattinger@wisc.edu](mailto:dlsattinger@wisc.edu), 608-262-8555).

- **Permanent signage**

The Building Manager must approve design and placement of permanent signage. If necessary, approved signs will be ordered from the UW Copy Shop (608-262-0668).

- **Departmental and student organization bulletin boards**

Law School departments and student organizations that maintain their own designated bulletin boards may use their discretion in posting signs on those boards. There are no duration limits to postings on departmental and

student organization bulletin boards. Departments and organizations must police their own boards to ensure that unauthorized signage is removed.

- **General postings**

“Postings” are temporary signs advertising a University-related event, organization, or service. Please drop off a copy of your posting at the Main Office (Room 5110) so that general inquires can be answered.

Postings are restricted to approved locations. Currently, approved locations include:

- Bulletin boards that are not designated for exclusive departmental or organization use
- Clips (“Grip-a-Strips”) on classroom room signs
- Plastic sign holders on columns in the atrium
- Easels
- **Postings may not be taped or otherwise affixed to painted or wooden surfaces, doors, doorframes, glass, or to any surface not included in the above list.**

Postings should be of the minimum necessary quantity and size to effectively serve their intended purposes. Only one 8 ½” x 11” or smaller sign can be posted in sign clips or holders at one time. “Stacking,” “chaining,” or attaching signs to other signs will not be permitted.

- **Website**

Creating a website with your organization that has information on your event is a great way to publicize an event. You might also want to have a link in your student organization’s UW Law School web page to a website on your event.

To have your student organization put on the UW Law School web site, please follow the steps below:

**Step 1:** Make sure your organization is registered with the University of Wisconsin Center for Leadership and Involvement Office: <http://www.cfli.wisc.edu/>. (Your organization must register annually.)

**Step 2:** Once the organization is registered for the school year, contact the Law School's IT department at [HELP@law.wisc.edu](mailto:HELP@law.wisc.edu) and request that your organization be included in the Law School's list of student organizations at <http://law.wisc.edu/current/orgs.html>

**Step 3:** If your organization would like to have its webpages hosted on the Law School web site, it is necessary that a member of your organization contact the IT department to set up a web training appointment. Contact [HELP@law.wisc.edu](mailto:HELP@law.wisc.edu) to arrange a time for a member of the IT staff to meet with your organization's representative to be trained on adding and updating your organization's web page.

Registered Student Organizations can also have a website hosted through DoIT. DoIT offers web hosting to Registered Student Organizations free of charge. To obtain organizational website space, a student organization must first have completed the organization registration requirements with the Center for Leadership & Involvement. More information can be found at [http://cfli.wisc.edu/hb\\_doit\\_support.htm](http://cfli.wisc.edu/hb_doit_support.htm) (*Excerpted from the UW Center for Leadership & Involvement online at <http://cfli.wisc.edu/handbook.htm>.*)

DoIT also offers a variety of classes on web development free of charge to current UW students. A class training schedule and more information can be found at <http://www.doit.wisc.edu/training/student/calendar.aspx>.

# SPEAKERS

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When contacting potential speakers, the following information should be discussed:

- 1) Purpose of the event
- 2) Date and time of speech
- 3) Approximate duration of speech
- 4) Audience
- 5) Honoraria
- 6) Expense guidelines (what you will pay for and what expenses will not be allowed)
- 7) Travel arrangements: need for hotel arrangements
- 8) Special AV needs for presentation

If speaker is available:

- 1) Confirm date and time in writing
- 2) Get all contact information
- 3) Send expense guidelines (available from the Law School Events Office)

Be aware that inviting speakers from outside the U.S. will put a significant strain on your budget and will require more aggressive fundraising by your committee.

# ENTERTAINMENT

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Choose appropriate entertainment for your audience. Any contracts involving entertainment should be reviewed by Jini Rabas before signing. Also keep in mind the size and home base of your entertainment group if you will be paying for lodging and travel.

## PAYMENT OF EXPENSES

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Event reimbursement and payment of bills:

- If you are receiving funding from MCC, ASM or any other University organization, please work directly with those organizations regarding reimbursement or payment of bills.
- If you are receiving funds from the Law School, you need to work with Josh Culter ([cutler@wisc.edu](mailto:cutler@wisc.edu), or 608-262-3138).
- If you are receiving funds from the Dean or Alumni Relations office, you will need to work with Jini Rabas, director of alumni relations, at [jmrabas@wisc.edu](mailto:jmrabas@wisc.edu) or 608-263-7906. Bills should be forwarded to Jini Rabas immediately upon receiving them. Paying bills or providing reimbursement takes at least one week. Any late fees incurred by failure of a student or the group to provide the bill or reimbursement request in a timely manner will be incurred by the student or the group. To receive payment or reimbursement, the student group must provide an itemized bill or receipt. A copy of a credit card receipt is not acceptable.

## DUPLICATION

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When hosting an event, you will likely need to print materials. See Tom Veith in the Law School Copy Shop Room 2246 ([copyshop@law.wisc.edu](mailto:copyshop@law.wisc.edu), 608-262-0668) for copying of flyers, signs, brochures, name cards, etc. The design of original materials is up to you. Outside printers have a higher charge, so we encourage you to use the copy shop at the Law School.

## FLEET CAR AUTHORIZATION

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Fleet cars are a good way to transport speakers or entertainment to your event. Students will need to take an online test on driving rules before being authorized to use fleet cars. You will need to have an authorized driver for your organization to use fleet cars during the year. More information can be found at [http://cfli.wisc.edu/hb\\_car\\_fleet.htm](http://cfli.wisc.edu/hb_car_fleet.htm).

This handbook is intended to provide you with guidance and tips in planning a successful event. If you have any questions, please feel free to contact the Law School Events Office staff in Room 2320.