



## **Official Guidelines and Procedures for Snowflake Events**

### **What are Snowflake Events?**

Snowflake events are designed to be a day of fun for children of fallen military heroes, an opportunity to get out and have a great time with other families. These events are spread out around the country to be in the families' own backyards without extensive travel (usually within 2-3 hours driving to the event).

Any Snowflake Event must be age appropriate for the Snowball Children. There can be no alcohol or smoking in the presence of the families

### **How Does an NCOA Chapter Plan an event?**

First and foremost your chapter must be approved by NCOA Headquarters and you must provide HQ with a primary POC for Snowflake events with complete contact information to include email and cell phone.

The first step in organizing a Snowflake event is to determine whether the chapter wants to do an exclusive event OR work with local businesses or events in your area and have them sponsor the families to an already-scheduled event in your area.

In an exclusive chapter sponsored Snowflake event your chapter must develop a plan for the event, determine the costs, raise funds for the entire event, build an agenda for the day and coordinate logistics. A chapter-sponsored event can be simply a picnic or barbeque in a local park, a bowling or skating outing, trip to zoo - the ideas are endless, limited only by imagination! Every Snowflake idea must be approved by NCOA HQ before you begin!

The second option is to look at the existing events in your area. If you are in a major location that has sporting events, theme parks, or other major type of events, your chapter may choose to solicit these facilities or events to sponsor a Snowflake event and your chapter then provides the manpower to make the event a reality.

Keep in mind that the cost to the Snowball Ball family should be negligible. Chapter should factor parking cost and food costs into their planning. In some cases, the sporting facility/theme park can be approach to waive parking costs or provide food vouchers.

When planning any event, keep in mind the number of children (and parents) you will be able to host. Some areas of the country have hundreds of children in their area and others may only have a few. This will be initially checked when your chapter notifies NCOA HQ that you would

like to host/coordinate an event. If the number of attendees will be limited (and this is no problem), this fact must be shared with NCOA HQs so that Snowball families can be informed that RSVPs and head counts are critical.

Once your Snowflake event is approved, an invitation/flyer must be provided to NCOA HQ so that the Snowball Express Snowflake Coordinator can start the ball rolling and get the invitation/flyer out to the local Snowball Express Families. Contact information for the chapter's primary POC for Snowflake events will be provided to the Snowball Express Snowflake Coordinator so that RSVP information is shared with the chapter.

We will have our team of regional and local support to provide guidance and assistance in successfully executing the Snowflake event. Snowball Express will offer the necessary paperwork for donors to deduct their donations through the SBE 501(c)(3).

Pictures, pictures, pictures. Be sure to take lots of pictures and provide an event write up to NCOA HQ shortly following the event so we can post it on the website.