Fundraising Event

Why Have an Event?

- A forum to let community know what your organization does
  Displaying pictures, video presentation and brochures.
- Way to raise money for your organization.
  Another avenue to get donations.

Draw Backs of Event:

- Cost money
  Certain amount of money is spent up front in most cases.
- Takes volunteer time
  Coordinating meetings, researching sights, designing promotional materials, marketing pieces, assisting volunteers in sending solicitation letters, sending invitations, tracking invitations, working with sight staff and catering, etc.
- Takes volunteer commitment – event must be volunteer driven
  Volunteers will not take an active role if they have no input in the planning the event. Volunteers are a big part of the public relations aspect of the organization. Through them the organization can have doors opened into the corporate and business world.
- May not be able to ask same donors that supported you in other projects.
  They may only support you once a year and you have to select which project.
- No guarantee the event will be successful
  Things can happen such as snow storm if in winter, picking wrong type of event and it does not attract people

How to Select Volunteers and Structure Committee?

- Identify a volunteer to chair the committee.
  Have a written job description for that position. Most volunteers want to know what the job is and how much time will it take?
- Work with chair of event to identify volunteers that will work on the committee.

Identification of businesses and individuals to solicit

- Volunteers should identify companies and individuals.
  (Need name, title, company name, address, phone and fax numbers)
- Need to identify all vendors the organization uses.
- Pull list of current and past donors.
- Compile all lists to eliminate duplications
- If volunteers have a direct link to an organization they should be the one to solicit donation.

Securing Speakers/Celebrities

- This is an age-old problem. Depending upon whom you want, the next step is seeing if they will appear at no cost or just their travel.
- Sometimes volunteers may have a connection and can assist you in this endeavor.
- An organization's best bet is to try to secure someone that will appeal to your audience.

Selecting the type of Event

- Call first meeting together and brainstorm ideas for an event.
- It is always better if the chair and volunteers assigned to this project have some prepared suggestions for types of events. It helps start the committee discussing suggestions and plants the seeds for other ideas to spring from.
- For established events – this can be an opportunity to but a different spin on it. It is important to be careful with established events. People are use to it a certain way, so it might be advisable to make small changes. If the net profit has been declining or just staying the same, this is time to make bigger and more drastic changes.
- The type of event governs where you can have an event.
- Do any of your volunteers have personal contacts at corporations or businesses that could hold your event in their place of business?
- Some venues you cannot bring in any outside food and must use their caterer.
- ***Get Written Proposal –****Ask venue for a written proposal on costs:*
    1. *Do do they need deposit?*
    2. *Food Costs*
    3. *Is there a separate cost for venue*
    4. *What are taxes – usually around 25% (taxes and gratuity)*
    5. *Charge for parking*
    6. *There may be cost related to av equipment, bar tender, podium, linen, etc.*

After the Executive Committee approves the proposal, then get it signed by Chair and also get the venue contact person to sign proposal. If there is not a signed contract, the venue can add additional costs and you have no legal grounds to object.

Fundraising Event

Site Location Questions to Ask

Name _____
Address _____
City/State/Zip_____
Contact Person_____Phone #_____
Email Address _____

	Questions
1.	What is the capacity of the venue? List rooms and what they can hold? List if there is a cost difference between different rooms in venue.
2.	Deposit – do they require a deposit and how much?
3.	Is there a room charge – some venues have a room charge even if you buy food.
4.	When can you come in to do set up for the event?
5.	Do they charge for extra tables for displays, registration etc. Will they provide linen to cover them?
6.	When do they want the first count of people and when is the final count due.
7.	Parking – where is parking for the location and it is secure (lighting etc)
8.	Venues Guidelines and Rules – ask for a copy of their policies.
9.	Restrooms – where are they located – if you have people with mobility issues you need to think about this.
10	Can you bring outside food?
11	Menu: Check over menu options carefully – **GET AN ITEMIZED PROPOSAL BEFORE MAKING A COMMITMENT**. ***REMEMBER – WAYNE 12 EC MEMBERS MUST APPROVE PROPOSAL BEFORE CHAIR CAN SIGN CONTRACT.***
12	Sound System – do they microphones and is there a charge for this service
13	Projectors, Screens – do you need these and if so does the facility have them you can use. Is there a charge it?
14	Podium and American Flag?
15	There may be other questions you need to ask depending on what activity you are doing.

Fundraising Event

Marketing Materials such as flyers, brochures, solicitation letters, etc.

- All marketing material needs to be geared towards the audience it is going to.
- Standard information that needs to be on all material:
  - Date & Time of Event
  - Where is the event - address, map?, cross street, phone number of site?
  - Dress Attire for event
  - Who to contact if there are any questions about event?
  - What is the purpose of the event?
  - List members/or honorary members.
  - When do you want reservations returned by?
  - Contact information – who to ask questions to.
  - Who to make **checks payable to?**

For Political Committees and Political Candidates must include this statement:
Paid for by regulated funds by the **NAME OF COMMITTEE OR CANDIDATE'S COMMITTEE NAME AND ADDRESS.**

Invitation List for Event

- Everyone should identify people.
- Do not forget city and state officials – where appropriate

Design Budget

- Designing budget is critical. This will be the key for how hard your volunteers will work.
- What is the goal $ you want to raise – it is important to set a goal – volunteers like to attain goals.
- What are the items you will need printing, signs, food, etc.
- Part of the budget is figuring what you need to charge to cover expense and also make your net profit goal.
- Based on what the budget volunteers may be able to assist in getting printing in-kind through their own work or associates they know. These items still need to be on budget, because it gives a good picture on what was saved by acquiring in-kind donations.
- Part of the budget can also be corporate sponsorship solicitation.

Fundraising Event

2025 Picnic Budget

INCOME		Description of items		Actual	2025
Ticket Sales					-
Individual $10			60	570.00	600.00
Donations			4		100.00
Sponsors	Friends	$50	2		100.00
	Bronze	$100	8	400.00	400.00
Totals Income			60	970.00	1,200.00
EXPENSES					-
Food					
Hot Dogs (All Beef) 120	96		1	15.99	15.99
Hamburgers		$29.85 for 18 ct	5	129.25	129.25
Hot Dog Buns		$3.19 x 3	3	9.57	9.57
Hamburger Buns		$3.19 x 5	5	15.95	15.95
1 Mustard, 2 kethup and 1 relish			1	10.00	10.00
Kraft single slice cheese		$11.19 for 72 slices	1	11.00	11.00
Onions		donated			
CHIPS				40.00	40.00
Water 16.9 fl. oz 40 pack		40 Count	2	4.00	8.00
tomatoes		*donated*			
Potato salad				8.00	8.00
Pop					????
LEMONS				6.50	6.59
cookies				10.00	10.00
Misc.					
Napkins			250pk	14.00	
Forks and Knives		Need 150 of each			
2024 - Silverware 180 Ford, 120 Spoons and 60 Knives					
Plates - heavy duty plates		2024 had 200	200	18.00	
small plates			200	16.00	
Reynolds Wrap to cover fod		*One Large*			
Solo Cups			240	10.00	14.00
Anedot Expense				15.00	15.00
Site Cost		Taylor		40.00	280.00
Total Expenses				373.26	573.35
NET INCOME				596.74	626.65

Legal/Insurance (ADA, copyright, etc.)

- Do you need liability insurance to use this venue.
- If you have outside organizations that are conducting pony rides, balloon rides or other risk activities at your event, do they have coverage? Need to get approval from the venue where you are holding the event. They will need to name your organization additional insured on their certificate".

  This term means the other organization/company's insurance is responsible first and only after they hit their maximum would your insurance company be responsible.
- Double check that you do not violate any copyright laws in printing materials.

NON PROFIT SECTION ONLY

- Securing outright donations all printed material need to have the MISC license number printed on it.
- If you are conducting a raffle you need to know the laws. It takes 4 weeks to secure a raffle license. Only nonprofits can secure a license.
- Letters need to be sent on donations. On the letter it needs to state the fair market value and the donation amount.

Press Releases

- Design press releases and press packets for PR. (Who, What, Where and how to get tickets)
- Send information to newspaper calendar of events.
- Press Release is sent after the event with pictures.
- Press Packets – have two or three at event, so if media shows up you can give them information on your organization. They should include overview of nonprofit, purpose of fundraiser, list of accomplishments of agency, brochure and contact information for any follow up questions.

Relationship Building

- Need to work with local newspapers, radio station and TV to build relationship with what you are going to put on.
- Have volunteers work on getting the word out to the friends and coworkers.

Design Invitation/letter/flyer

Standard information that needs to be on all material:

- Date of Event
- Time of Event
- Where is the event - address, if needed map, cross street, phone number of site
- Back up date
- Dress Attire for event
- Who to contact if there are any questions about event?
- What is the purpose of the event?
- Recognition – List sponsors - use this as a way to recognize the sponsor who have made an early commitment to be a sponsor.

- Sometimes it is key as to who is on the committee – list committee members and/or honorary committee members.
- When do you want reservations returned by?
- Who to make checks payable to?

Develop material for day of event.

The program booklet should contain some basic information about your organization:

- Name, address, phone numbers, website, etc.
- Mission Statement
- Purpose of organization.
- Overview of Programs.
- List of sponsors of event.
- Agenda – timeline of the activities for the event so people know what is happening when.
- Sponsors Ads
- Recognition – you can use this vehicle as a way to recognize volunteers or special corporate supporters – you could also hand out physical awards to people at a fundraising event.
- Brief information on the organization.
- Keep brief, but is there any other information the participants need.

Printers - For program booklet make sure that you work with printer to find out:

1. How much will it cost? Get bids.
2. When do they need text for booklet?
3. Do they charge extra for last minute changes?
4. You always want to see camera ready copy from printer.

Day of Event Tasks

- When can you get in to put up decorations?
- Valet parking? Do they have enough people to handle the number of cars?
- Registration table.
- Programs – who is responsible for them?
- Name tags for participants?
- Should you have direction signage?
- Who is the point person for problems (it needs to be someone who knows the whole plan of action that day)?
- There should be a list of volunteers and who is doing what.
- Who is handling clean up?
- If you are using someone else's building who will be the contact person if a problem happens with site arrangements?

Event Evaluation/Follow-up

- Volunteers and staff need to meet shortly after event while it is fresh in their minds to discuss the positives and negatives of event.
- This is a good time to discuss changes or additions to the next year's event.

Fundraising Event

Soliciting Donations for District Committees

(In accordance with the IRS no donations are tax deductible.)

Overview:

There are two accounts that all District Committees utilize in collecting donations from individuals, sole proprietors and corporations. No donations can be received from Foreign Entities.

Contributions are not tax deductible for federal income purposes. .

1. Admin Account – You can only pay for operating expenses such as costs for events, websites, supplies etc. No funds can be used from this account to donate to candidates, printing for candidates, or events for candidates.
    a. Admin is the **ONLY** account that can receive corporate checks.
    b. Admin is the **ONLY** account that can receive cash deposits from food sales, merchandise sales etc.
    c. Admin can receive business and individual donations.
    d. You can not transfer money from Admin account to the Campaign Account.

2. Campaign Account – All donations and expenses from this account must be logged into the MERTS system.
    a. Campaign Account can **ONLY** receive Sole Proprietors and individuals.
    b. Campaign Account can **ONLY** receive money orders, checks and or credit card payments.
    c. Can not use Venmo or Cash App tied to an individual.
    d. No cash can be deposited into the campaign account.
    e. Expenses can include donations to candidates and printing for candidates.
    f. You can pay for events out of this account.
    g. Money CAN be transferred from the Campaign account into the admin account.

See attached form the specific information needed for Treasurer's reporting.

Corporation Donations – you can place ads in event program books on websites to acknowledge donations by companies. There are no limits.

Individual donations or membership payments – you can place ads for individuals in program book and website to acknowledge their funds.

All Flyers and promotional Material must include this information:

Paid for by regulated funds by the Wayne 12 Congressional Republican Committee (add address of treasurer)

Fundraising Event

Individual Donation

Name:_____

Address:_____ _____

City:_____ **State**:_____ **Zip**:_____

Occupation:_____***Employer/business n**

Name:_____

Business Address_____ Congressional District:_____

Cell Phone:_____ Home Phone:_____

Email:_____

Elected Official or Precinct Delegate?_____

Amount Enclosed:$ _____

Company Donation

Name:_____

Company Name:_____

Business Address:_____

City:_____ **State**:_____ **Zip**:_____

Cell Phone:_____ Business Phone:_____

Email:_____

Must Check One: _____ Corporation Business ____ Sole Proprietary Business

Amount Enclosed:$ _____

Contribution will be used towards the administrative or general fund by the **name of organization** to support its goals and objectives. Contributions are not tax deductible for federal income purposes. Funds from Foreign Entities are Prohibited.

Please return this form with a check made payable to **name of organization** and mail to **address.** For more information, contact _____