

Staging Special Events



FUND RAISING

Steps and Strategies To Make Your Next Event a Winner

Launched in 1982 by Jim and Patty Rouse, The Enterprise Foundation is a national, nonprofit housing and community development organization dedicated to bringing lasting improvements to distressed communities.

Copyright 1999, The Enterprise Foundation, Inc.
All rights reserved.
ISBN: 0-942901-61-4

No content from this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or any information storage and retrieval system, without permission from the Communications department of The Enterprise Foundation. However, you may photocopy any worksheets or sample pages that may be contained in this manual.

This publication is designed to provide accurate and authoritative information on the subject covered. It is sold with the understanding that The Enterprise Foundation is not rendering legal, accounting or other project-specific advice. For expert assistance, contact a competent professional.

COMMUNITY DEVELOPMENT LIBRARY™

This book is part of the Enterprise Community Development Library, an invaluable reference collection for nonprofit organizations dedicated to revitalizing and reconnecting neighborhoods to mainstream America. One of many resources available through Enterprise, it offers industry-proven information in simple, easy-to-read formats. From planning to governance, fund raising to money management, and program operations to communications, the Community Development Library will help your organization succeed.

ADDITIONAL ENTERPRISE RESOURCES

The Enterprise Foundation provides nonprofit organizations with expert consultation and training as well as an extensive collection of print and online tools. For more information, please visit our Web site at www.enterprisefoundation.org.



About This Manual

What is a special event?

A special event is an occasion held by a nonprofit organization to help it raise funds as well as the visibility of the organization within the community. Often held as part of the annual meeting, a special event is an opportunity for a nonprofit to thank its volunteers and supporters and promote its message while increasing its resource base.

Staging Special Events is designed for board members and staff of nonprofit community development organizations who are learning how to organize or manage special events for their organization. It walks you through the planning process and the actual event itself and includes information on:

- Planning a successful special event
- Recruiting sponsors and underwriters
- Making the event work
- Special event timeline
- Creating a budget
- Examples of printed materials

This manual focuses on a special event held in conjunction with an annual meeting, which is a logical scenario for many nonprofits. Nonetheless, the information provided here can be used to organize other types of events.

This manual is part of the *Fund Raising* series within the Enterprise Community Development Library™. This series provides detailed information on all aspects of fund raising — from developing resources to managing a fund-raising campaign. Manuals in the series provide information to:

- Familiarize yourself with the fund-raising process.
- Organize your office for successful fund raising.
- Develop a relationship with federated campaigns.

Table of Contents

Introduction	2
Planning a Successful Special Event	3
Recruiting Sponsors and Underwriters	7
Making the Event Work	9
Special Event Timeline	11
Creating a Budget	12
Examples of Printed Materials	14
Appendix	16

Introduction

Though special events should not be attempted by nonprofits just starting out, more and more organizations are holding special events because, if managed properly, they can produce two valuable benefits:

- They raise a nonprofit's profile in the community.
- They offer a chance to make money.

Special events are an opportunity to talk to an interested audience about your accomplishments and plans for the future.

Events can inspire volunteers, donors, board members and staff, and encourage future contributions. Special events can provide an opening to approach a potential business relationship. They are also good opportunities to involve local officials and business leaders. And because they may attract media attention, special events can offer your nonprofit free exposure to a wide audience through television and radio coverage.

Your special event can be a rallying point and a reason to celebrate your good works. If financially successful, it can boost your ability to meet the ever-increasing demands for your services as well as the ever-increasing costs of operation. Special events can bring invaluable good will to your nonprofit as well as funds to your coffers.

Unfortunately, a special event that is unorganized and loses money does more harm than good. The key is planning, staffing, attention to detail and, most important, adhering to your budget.

There are two primary benefits to staging a special event: to raise resources to support your work and to increase the visibility of your organization.

Planning a Successful Special Event

There are two primary benefits to staging a special event: to raise resources to support your work and to increase the visibility (or promote the good work) of your organization. Because raising money is one of the chief goals, it makes sense to keep your expenses low. One way is to plan a special event in conjunction with your annual meeting. This section walks you through the different steps involved in planning and organizing a special event.

CAN YOUR ORGANIZATION AFFORD A SPECIAL EVENT?

The first thing to look at before attempting a special event is your organization's budget and staffing. What will this event cost in money as well as manpower (and be specific)? Will it fit into your budget, and do you have the proper staff to organize, plan and execute such an event? If you cannot afford one and do not have the staff to support it, putting a special event off until you do have the budget and manpower is the answer. Trying to put a special event together with little money and staff will show in your final product and those in attendance will get a poor impression of your organization.

CREATE A REALISTIC BUDGET — AND STICK TO IT

Your budget must include each category of items you will spend money on. This includes food, location rental, invitations, programs, brochures, guest speakers, entertainment, audio/visual systems, publicity and video or slide production. Although you can start with a rough estimate of these costs, you ultimately must detail them. (See the section Creating a Budget for details.)

Be realistic about ticket sales. Consider your target audience and what they can afford, and what is reasonable for the kind of event you are hosting. You cannot just raise ticket prices to cover higher costs. A higher ticket price means fewer tickets sold, which means fewer people attending, and less visibility and goodwill for your organization. Most importantly, it means less money. Set a fair ticket price that will cover your

costs, not tax your guests, and enable you to make a profit. Keep in mind that you can develop and sell sponsorship packages to help keep individual ticket prices lower.

The costs of food can eat into the fund-raising results. Not only is dinner the most expensive meal of the day, people expect wine and drinks to be served with it. As an alternative to a dinner event, consider having an early breakfast meeting instead.

Part of the budgeting process will be negotiating with outside vendors or consultants and deciding which to use. For example, you may need to hire an event planner, a public relations firm, a caterer, a music group or a decorator. To prevent complications, work with fewer, not more, outside vendors. Make sure there is someone on the committee coordinating the efforts of the various vendors.

START PLANNING AT LEAST SIX MONTHS BEFORE THE EVENT

You will need time to orchestrate all the details involved in a special event, so once your non-profit has decided to hold one, set your date at least six months ahead. This gives you time to reserve the right venue, secure underwriters, pick a theme and, most important, sell tickets.

You will also need to form a committee and assign a point person to oversee and coordinate the efforts of various people. Committee members should have expertise in and be responsible for specific aspects of the event. For instance, one member may have skills in publicity and media relations, another in coordinating entertainment, and someone else in overseeing financial operations. Always keep in mind that the amount of time these staff members will need for this project will be extensive.

INVOLVE YOUR BOARD

Because your board has the overall responsibility for the organization, get its guidance and buy-in up front. The type of event, scope of your budget and designation of people to chair the event are all considerations you should take to your board.

You will want to involve the board at the beginning. Hold a meeting to discuss the theme of the event, the size, and other elements such as the kind of food, the nature of any awards to be presented, who will be included and so on. Your committee should go to the meeting with some specific ideas to direct the efforts of the board members and keep the agenda focused.

The board will also be largely responsible for ticket sales. Some nonprofits appoint board members as ticket captains to organize sales. These captains generally recruit their own team of sales people. Some ticket captains focus exclusively on selling company tables, sponsorships, etc., while others concentrate on vendors, businesses and individuals your nonprofit worked with the past year. As the teams make contacts, they submit names to be included on the invitation list.

DECIDE ON THE AUDIENCE

Decide on who you want to attend. Do you want community residents, corporate leaders, both? Your approach to them may be somewhat different. As you plan your theme and the event program, it will be important to clearly understand your audience.

DECIDE ON THE THEME

Is it a 10-year celebration? Have you reached a major goal during the year, such as developing your 100th home? Do you want to recognize individuals or companies that made a difference? Do you want to generate enthusiasm and spirit or thank your founders? Decide on an appropriate theme; it will help you talk about your accomplishments.

Brainstorm ideas; do not limit your thinking. You can sponsor a bike ride or race, a 10K run, a golf tournament, a party or even a ball. Try piggybacking with a holiday like Halloween, July 4th or Memorial Day. Make your special event unique by involving local celebrities or coordinating events such as an art show, a talent contest or an oldies party. Make sure that the event is appropriate for your organization's image and for your desired sponsors.

If you do not want to go it alone, look for another nonprofit to partner with you. There are also firms that specialize in events like celebrity basketball that will give you a share of the revenues for your help in promoting the event. You may also want to approach an organization that puts on events and see if they will offer services to your nonprofit. This could be a corporate sponsor or an entertainment venue.

Because theme parties or sports events generally take extra work and usually cost more, do your math to ensure you have a reasonable opportunity to make enough money to warrant the time and the risk. For example, a fashion show requires a women's clothier to stage the show and pay for models, lighting, clothing, hair-dressers and music — an expensive undertaking. But it can be a real money-maker.

Just remember, ultimately your job is to raise money for your organization, not pay for an event. Do not let your event cost more than you expect to make from ticket sales.

DECIDE ON A LOCATION

The site for the meeting will set the tone. Depending on the type of event, you may want to hold it in the neighborhood, in a building you have yet to renovate or one you have recently completed, at a city landmark or at a fancy hotel. Location will affect the type of special event you select as well as the food and entertainment. For example, a more modest menu is appropriate in a less extravagant location. Location may also determine who will be able to attend. If your locale is difficult to reach, many people will be less inclined to attend.

IDENTIFY AND RECRUIT POTENTIAL SPONSORS

Sponsors, or underwriters, are just that — they underwrite the costs of your event. They can be individuals or businesses, but they have one thing in common: they are interested in the work you do and want to see you succeed. Narrow your list of potential sponsors to those who support your work.

Start by contacting companies that have helped you in the past and have sponsored similar non-profit events. Include companies on your list that can identify with your mission, such as banks. As sponsors of the event, underwriters will want to know what you want to achieve with the event and how you have budgeted for it. They will also want to know what they will get from it. Consider developing sponsorship or underwriting packages at varying levels so that you can give companies different opportunities to contribute.

The sponsorship packet should include: organizational marketing materials (including an annual report), any letters of support from board members, corporate or community leaders encouraging participation, and the sponsorship package. Form a special board committee to focus on sponsorships. See the section on Recruiting Sponsors and Underwriters for more information. Refer to the *Communication* series of the Community Development Library for information on creating annual reports and other communications vehicles.

NAME THE CHAIR OF THE EVENT

Work with your board to name a chair to head up your event. Depending on your circumstances, you may decide to name two chairs, one to do the work and the other as an honorary chair to help raise money. The chair or chairs may, or may not, include current board members. The chairs should have connections that will help ensure the success of the event.

SELECT AN OPEN DATE

Select a date free of other community events that would draw from your potential guests. Do not pick a date too close to Thanksgiving or religious holidays. Once you decide on a date, reserve the location you want to use.

INVITE COMMUNITY VIPS

With sufficient prior planning, you can get on the schedules of your mayor and other elected officials, plus civic and business leaders. Their presence can make your event a “must attend.” These community VIPs should be personally invited well in advance and receive at least two complimentary tickets.

PREPARE YOUR PROGRAM

Your event gives you a platform to promote your mission and accomplishments. However, even if you could talk for days about your non-profit, keep your entire program to 45 minutes or less. You can design your program to incorporate a collage of people and presentations. For example, you could build around a noted guest speaker and hear from a person who was helped by your nonprofit as well as a local leader to show community support. Video presentations are also effective communications tools. If your budget cannot bear the expense of a video, create a slide show or PowerPoint presentation. Keep the presentation lively and upbeat.

By hosting a national figure or local celebrity at your event, you should be able to draw a large crowd. However, securing a commitment from a well-known person requires substantial lead time, and it may be expensive. Know what your budget can afford. A person who has a particular interest in your type of community development may forgo a fee. If you work through a national speakers bureau, count on paying a hefty honorarium. Even lesser known celebrities command \$15,000 to \$20,000.

Signing a national figure may also give you an opening to approach a company that you would not otherwise approach. If your speaker will agree to attend a private reception for your sponsor or large donors, you can use this as a bonus to entice potential sponsors to sign up. Some companies, especially local businesses, may underwrite your event just for the status of being associated with that particular individual.

Set aside a portion of your 45-minute program to acknowledge those who have helped your organization. People appreciate and respond to recognition. It also enhances their pride in being a part of your efforts. Awards are appropriate for volunteers, board members, contributors and community leaders and can range from certificates to plaques to specially printed shirts and caps.

Although you may think that you cannot hand out too many awards, be judicious. Too many awards dilutes the significance of the award. If everyone is getting one, an award is meaningless. Make sure the awards reflect genuine contributions to your efforts.

Presenting the awards can also consume a lot of time. When deciding on the length of award presentations, calculate the announcement time, as well as the time it will take the recipients to come to the podium, receive their award and return to their seats.

BE ENTERPRISING

Your goal is to raise money, so use each opportunity to promote your event. Here are some examples:

- Sell ads in your program to both underwrite costs and raise money.
- Put up posters around town to generate interest in your event.
- Send public service announcements to local radio and television stations if the event has a communitywide appeal.
- Design a knockout sponsorship package.

Recruiting Sponsors and Underwriters

Sponsors want to be associated with an event that will bring them prestige and visibility. “Cause marketing” is gaining popularity among companies wanting to show customers they are helping make the world better. Supporting your organization might fit well under a local business’ cause marketing plan. To find underwriters, you must understand and meet their needs, so do some research and target businesses that provide services related to your mission.

POSSIBLE SPONSORS

Your most obvious targets are companies that touch the work your nonprofit is involved in. For example, banks and mortgage companies like to support affordable-housing nonprofits because nonprofits’ projects create business and help meet requirements of the Community Reinvestment Act. Local real estate companies also want to be associated with community development organizations because of the improvements you make to neighborhoods.

MEETING WITH A POTENTIAL SPONSOR

Be prepared when you meet with a potential sponsor. In addition to knowing the details of your special event and your organization’s work, you should also know as much as possible about this company’s work and why it should underwrite your event. Board members should attend sponsorship appointments to show board and community support for the organization and the event. Also, be sure to know which pot of money the sponsorship dollars would be coming from. It will defeat your purpose if the money the sponsor is giving you for the event comes from dollars already earmarked as support for your organization.

Information and professionalism are important when you are asking for sponsorship. To increase your chances of getting a positive response, offer the following materials at the meeting:

- Annual report and brochure
- A presentation — flip chart or slide presentation — that includes:
 - Your mission
 - Short organizational history
 - Major accomplishments
 - List of current and past contributors
 - Good works in the local community
- A tentative program schedule
- A list of the VIPs you are inviting
- Sponsorship package details (a sponsorship package sample is located in the appendix)

To find underwriters, you must understand and meet their needs, so do some research and target businesses that provide services related to your mission.

After you make your presentation, ask if they would consider sponsoring your event. If they answer yes:

- Ask for a specific dollar amount.
- Set up a time to further discuss the details of sponsorship and their level of involvement in the event.
- Thank them for their interest and time spent meeting with you.

If a potential sponsor declines because of budget limits, ask that your event be put in next year’s budget. Make sure to follow up.

After the meeting, send a thank you letter and ask the board member who attended the meeting to telephone the potential sponsor to thank them for considering the request, whether they sponsor the event or not.

See *The Fund-Raising Process* manual in the Community Development Library's *Fund Raising* series for more information on meeting with potential sponsors.

RECOGNIZING A SPONSOR (SPONSORSHIP PACKAGE)

One reason a company or person agrees to fund your event is for the recognition, and you have several opportunities to do this appropriately. However, if your sponsor asks for anonymity, be certain to comply. Here are some examples of ways to recognize sponsors:

- Put their name on the front of the program.
- Let a company representative speak at the event — not necessarily the keynote address but to introduce the main speaker or present some or all of the awards.
- Display their corporate signs or banners in the room.
- Distribute favors from the company (ink pens, mouse pads, mugs).
- Include the company's name in your advertising or public service announcements.
- Print the sponsor's name on tickets.
- Write an article in your newsletter about the sponsor.
- Include the sponsor's name in all news releases.

The benefit of attracting sponsors is that their support helps defray other costs, helping you keep to your budget, and it helps you develop or augment your relationship with them.

You can charge more money for sponsorships if there is enough perceived value for the sponsor. For example, if you are selling tickets for \$50 each or a table of 10 for \$500, you can create a sponsorship package of \$2,000 that includes a table of 10. You can give the sponsor recognition in other ways that they are willing to support but cost you little (such as speaking opportunities highlighted in the program). Be sure to deliver what you promise.

The benefit of attracting sponsors is that their support helps defray other costs, helping you keep to your budget, and it helps you develop or augment your relationship with them.

You can prioritize this list to accommodate the various levels of underwriting your event may receive and to inspire larger donations. Be sure, however, there is equity in sponsorship benefits across all levels.

Making the Event Work

You have spent months planning the event and selling tickets. You have spent precious funds with the intention of making money. Now that the big day is here, how do you ensure your guests enjoy themselves? To help answer that question, here are some checklists to follow. As you create a timeline for doing the tasks outlined here, make certain you give yourself enough time to correct any problems.

DEVELOP SCRIPT AND BRIEFING BOOK

This should include:

- Job descriptions and responsibilities for volunteers (greeters, staff to accompany photographers, staff to help with seating, etc.)
- Sections including:
 - Alphabetical listing of guests
 - Seating chart
 - Program agenda and script
 - VIP names, affiliations and background
 - List of guests by table

BEFORE GUESTS ARRIVE

- Check the audio/visual and sound equipment.
- Double-check the room setup.
- Make sure number of attendees and number of seats match.
- Double-check with the caterer on when food will be served.
- Place the program and other materials and giveaways on the dinner tables (or they can be handed out at check-in).
- Set up the registration table, organizing the name tags alphabetically.
- Tell the photographer what pictures to shoot.
- Ensure your sponsors' materials, banners or signs are in place.

- Designate someone to watch for reporters and help them get the information and quotes they need.
- Check that directional signage is up.
- Inform your honorary chair, board and executive director about public officials and major donors who will be present. Offer brief background information on them.
- Do an event briefing with all staff and volunteers.

AT THE EVENT

- Stick to the time frame appropriate for the theme; do not overplay the event.
- Keep your program 45 minutes or less (including awards, presentations, entertainment, etc.).
- Allow time for networking.
- Intersperse your staff and board members with your guests — remind the staff that their jobs are to be the perfect hosts.
- Greet all guests as they enter.
- Communicate your good works through a well-designed program, displays and setting.
- Find out which dignitaries are present so they can be recognized from the podium.
- Make certain your entertainment knows when and what to play.
- Identify reporters and media representatives who attend and be sure to speak with them.
- Hold evening functions right after work or late in the day so people can come directly from work. Breakfasts are best before work and luncheons are good between 11:30 a.m. and 1:30 p.m.

AFTER THE EVENT

- Write a personal thank you letter to all of your underwriting sponsors. Include details about the outcome of the event (number of people attending, net proceeds, publicity) and invite them back as a sponsor next year. Thank your speaker, honorary chairs and all of your volunteers. For a personal touch, enclose an event photo along with your letter.

Fully document the event so you can use the materials in your presentations to donors. Pictures of a variety of people attending may testify to the broad-based appeal and community support for your mission.

- Write about your event in your next newsletter and include photographs.
- Present a written report to your board, detailing the amount of money raised, numbers in attendance and any personal anecdotes demonstrating the impact your event had on the community. Think about ways you can improve your next event.
- If you are using the event to kick off a larger fund-raising program, use your presentation to pitch to individual donors. If you are creating a slide or video presentation for the event, create it with an eye toward future fund-raising purposes.
- Fully document the event so you can use the materials in your presentations to donors. Pictures of a variety of people attending may testify to the broad-based appeal and community support for your mission.

Special Event Timeline

Organizing a special event consists of a series of chronological steps. Although the steps you take may vary because of circumstances unique to your event, you can use the following chart to plot your event. In all events, be sure to revisit your budget weekly to be sure you are on track. This timeline, and other sample materials described later, are samples for an annual meeting event that includes a dinner and reception.

Step	Timeline
Estimate a ballpark budget	6 months out
Form an event committee (assign committee, staff responsibilities)	6 months out
Produce a detailed budget	6 months out
Recruit sponsors	6 months to 1 month out
Publicize in your newsletter	6 months out until event day
Select the date, location and outside vendors	5 months out
Finalize outstanding budget items	3 months out
Identify materials or favors you will give attendees	3 months out
Plan program, determine speakers	3 months out
Identify who will manage ticket sales and seating	3 months out
Print save-the-date cards to announce your event	3 months out
Identify people and organizations receiving awards	3 months out
Buy awards	3 to 2 months out
Produce materials or favors	3 to 2 months out
Hire or arrange musicians	3 to 2 months out
Phone to invite elected officials and local celebrities	2 1/2 months out
Send out a save-the-date card	2 months out
Finalize menu	2 months out
Send a news release and public service announcements if event has communitywide appeal	2 months out
Finalize and print invitations	2 months out
Hire photographer	2 months out
Send invitations	1 1/2 months out
Determine room setup	1 month out
Produce programs	1 month out
Prepare your remarks and talking points for others	3 weeks out
Make telephone calls to potential attendees (depending on the need and ticket sales to date)	3 weeks out
Prepare name tags	1 week out

Creating a Budget

YOUR PURPOSE IS FUND RAISING

Always remember that if the purpose of your event is to increase resources for your organization, your event must *make* money. Your success will be judged by the dollars the event nets. Secondary benefits, including publicity, are also important.

That is why it is critical that you develop a good budget and stick with it. You must use a budget in the early stages of your planning to estimate the event's feasibility. You then should have an

itemized budget no less than three months away from the event. Be realistic. You will do more harm than good to your organization if you do not develop a wise budget and adhere to it.

To give you an idea of what should be included in your budget, here is a sample. Prices reflect a medium-sized Midwestern city and will vary depending on the cost of living in your community. The appearance fee or honorarium for the speakers is not included because this can vary so widely.

People in attendance: 200

Invitation list: 1,000

Expenses	
Food	\$2,000 to \$8,000
Soft drinks, bar	\$1,000
Audio/visual equipment	\$400 to \$1,000
Video	\$10,000 to \$30,000
Slide show (if done professionally)	\$5,000
PowerPoint presentation (if done professionally)	\$3,000
Printed event program*	\$500
Save-the-date card*	\$700
Postage	\$190
Invitations* (design, envelope, RSVP card)	\$2,000
Postage	\$320
Entertainment	\$300 to \$1,000
Sponsor signs for the podium and easel	\$350
Name tags	\$100
Sponsorship recruitment materials	\$300
Plaques (for 10)	\$500
Budget Total	\$28,360 to \$56,160

**Includes writing, design and printing.*

REVENUES

Here are two possible scenarios (there are many more) for taking in \$50,000 at your event.

- Sell 200 tickets individually at \$250 each just to break even at \$50,000 (this is probably not feasible for most events); or sell tickets individually *and* through sponsorships.
- Sell five sponsorships, including a table of 10 seats, at \$5,000 each (\$25,000 and 50 seats token). Sell five sponsorships, including five seats, at \$2,500 each (\$12,500 and 25 seats token). Sell the remaining 125 seats for \$100 (\$12,500) to break even, or more for a profit.

You can see why it's critically important to watch the budget and control costs.

Sponsorships are a great way to defray costs and get businesses to support you. Every penny spent means less profit in the bottom line.

Examples of Printed Materials

The following are examples of a save-the-date card, an invitation and program that show the basic information that should be included in each. You can capture the reader's attention with color and interesting text — but remember to keep your message clear and simple.

SAVE-THE-DATE CARD

Send this two months before the invitation as a reminder to hold the date.

Save the Date
Hope City CDC presents:
RAISE THE ROOF!
A Celebration of Communities for Change:
New Homes, New Hope
Friday, June 27, 2000
Please circle the date of our special event in your appointment calendar.
We will be sending details soon.

INVITATION

Hope City CDC presents:
RAISE THE ROOF!
A Celebration of Communities for Change:
New Homes, New Hope
Friday, June 27, 2000 • Hope City Community Center
6:30 Reception • 7:45 Dinner and Program
Keynote Speaker
The Hon. J.D. Aspen, Mayor of Hope City
Individual tickets \$175
Sponsorships available.
RSVP by June 20, 2000 • 410.555.2323

PROGRAM

**Hope City CDC presents:
RAISE THE ROOF!**

A Celebration of Communities for Change:
New Homes, New Hope

Reception

Welcome by Jane Jones
Chair of the Hope City CDC Board of Directors

Dinner

Remarks by Steve Smith
Vice President, First Bank of Hope City

Keynote Speaker

The Hon. J.D. Aspen, Mayor of Hope City

Performance by members of the Hope City Institute of Dance

Appendix

SAMPLE SPONSORSHIP PACKAGE

The following is an example of the cover letter that should accompany your sponsorship package. *(All titles and names are fictitious and are used as examples only.)*

Hope City Community Development Corporation

Dear Friends,

For more than a decade, Hope City CDC has been helping low-income families find opportunities for decent, affordable housing. We have helped more than 10,000 men, women and children improve their quality of life.

On June 27, the Hope City CDC is hosting a fund-raising dinner in Hope City to raise awareness of our efforts with grassroots and other partners in Hope City.

The proceeds from the evening will help low-income people in Hope City. Every \$2,000 contributed to Hope City CDC's programs results in the production of three homes for poor people in Hope City at a cost of \$270,000. This is possible because your contribution is leveraged many times over by combining other private, local, state and federal funds.

Our board chair, Jane Jones, and Steve Smith, vice president of First Bank of Hope City, are chairing the dinner committee.

On all accounts, it promises to be an entertaining evening with a powerful message about the progress that has been made and opportunities to do more. Support from our friends is crucial to the success of the event.

Enclosed you will find more detailed information on the event, Hope City CDC and underwriting opportunities. We look forward to welcoming you on June 27.



Jim Brown

EVENT INFORMATION

Next, you should include event information, beginning with a brief summary of the event and why it is being held.

**Hope City Community Development Corporation presents:
RAISE THE ROOF!**

A Celebration of
Communities for Change:
New Homes, New Hope

June 27, 2000

Hope City Community Center
123 Main Street
Hope City, Any State

The Honorable J.D. Aspen, mayor of Hope City, has graciously agreed to be the honorary chair for a special evening and dinner hosted by the Hope City CDC. This event will launch Hope City CDC's new \$1 million fund-raising campaign to support its new five-year program.

Hope City CDC board chair, Jane Jones, and Steve Smith, vice president of First Bank of Hope City, are leading the efforts of the dinner committee. Other distinguished friends and colleagues from Hope City CDC's board are ensuring the success of this event.

The evening promises to be a dynamic and exciting celebration of Hope City CDC's work with grassroots partners and the accomplishments of our many friends and patrons. More than 400 individuals and business leaders are expected to join community leaders for the evening.

QUESTIONS ANSWERED AND SPONSORSHIPS AVAILABLE

The remaining pages should highlight the schedule, your organization and its accomplishments, the support needed, why the community should support you and the various sponsorship packages available.

RAISE THE ROOF!

WILL THIS EVENT BE DIFFERENT?

Yes! Plans for the evening include:

Reception: 6:30–7:45 p.m.

- While sampling a variety of cultural cuisines, guests will walk through a neighborhood “streetscape” that illustrates the work of grassroots groups assisted by Hope City CDC. Powerful images of children, families and their communities will be incorporated.
- Guests will be encouraged to dress informally so that they can experience the feel of the neighborhood.
- Entertainment during the reception will feature neighborhood performers and will include interaction with community leaders and guests.

Dinner: 7:45–8:30 p.m.

- Guests will attend an informal, seated dinner.

Dinner Program: 8:30–9:15 p.m.

- Lively performers from Hope City Institute of Dance and others will complement the personal stories of people whose lives have been touched by the work of Hope City CDC.
- Proceeds from the evening will help support Hope City CDC programs to rehabilitate apartments that can become fit, affordable homes for poor men, women and children in the community.

WHAT SUPPORT IS NEEDED?

The Hope City CDC’s new five-year fund-raising campaign is expected to raise \$1 million to demonstrate rational solutions to the problems in our inner city. By supporting the dinner, you will be supporting Hope City CDC’s intensified efforts to dramatically increase low-income housing and community development activities in Hope City so that all people can have the opportunity to live in decent, affordable homes and move up and out of poverty.

Participation in Raise the Roof! makes you one of the first contributors to the new campaign. There are several ways you can become involved in this important event:

- Underwrite the evening as a presenting sponsor, benefactor or patron.
- Help buy or sell tables of 10.
- Purchase individual tickets.

Sponsorships are available to underwrite the event as well as provide in-kind contributions. In return for sponsorship, underwriters will be recognized at the event for the crucial role they play in helping to build for Hope City's future.

For a complete sponsorship package or more information, please contact Anna Ames at 555.2424.

WHAT IS THE HOPE CITY CDC?

The Hope City CDC is a local nonprofit organization. Its mission is to see that all low-income people in the greater Hope City area have the opportunity for fit and affordable housing and the chance to move out of poverty into the mainstream of American life.

WHY IS THE WORK OF HOPE CITY CDC SO IMPORTANT?

The swelling tide of homelessness and the dreadful social and housing conditions of many of our working poor families are a threat to the stability of our city. Hope City CDC uses a comprehensive approach to demonstrate workable solutions to the challenges presented by urban decline. Hope City CDC brings together financial and technical resources to produce housing affordable to low-income people. Hope City CDC helps develop ways to link human services with housing so that residents can reach their full potential through education and employment opportunities. To ensure that support for poor people continues to grow, we work at all levels of government on low-income housing policies and programs.

WHAT ARE SOME OF HOPE CITY CDC'S ACCOMPLISHMENTS?

- Hope City CDC facilitates rehabilitation of nearly 75 once-abandoned buildings to provide decent, affordable homes for nearly 750 poor people.
- Hope City CDC develops innovative programs such as the Community Life Centers, which will integrate housing with job training and day care.
- Hope City CDC creates home-ownership opportunities for low-income people.

WHY SHOULD YOU SUPPORT THE HOPE CITY CDC?

Your support is vital to Hope City CDC's ability to bring together the necessary resources to help poor men, women and children move up and out of poverty.

RAISE THE ROOF! SPONSORSHIP PACKAGE BENEFITS

PRESENTING SPONSOR: \$10,000

- Listing as the sole presenting sponsor for the event in the dinner program, including a brief description of your contributions to community development
- Name and logo on invitations as presenting sponsor (commitment must be received by Feb. 15, 2000)
- Corporate name and logo printed on front of tickets
- Special on-stage thanks during evening's entertainment, highlighting the company's role in community development
- Inclusion in Hope City CDC publications (circulation and names of publications)
- Press release highlighting your involvement as the presenting sponsor (if preferred)
- Recognition in correspondence relating to the event
- Mention in Hope City CDC's five-year campaign materials
- Inclusion in relevant media for event
- Ability to use event for own publicity purposes
- One premier table for 10

BENEFACTOR: \$5,000

- Listing as a benefactor in the dinner program to include brief description of benefactor's contributions to community development
- Corporate name and logo printed on back of tickets
- On-stage special thanks during evening's entertainment
- Inclusion in Hope City CDC publications (circulation and names of publications)
- Press release highlighting your involvement as a benefactor (if preferred)
- Recognition in correspondence relating to the event
- Mention in Hope City CDC's five-year campaign materials
- Inclusion in relevant media for event
- Ability to use event for own publicity purposes
- One premier table for 10

PATRON: \$2,500

- Listing as a patron in the dinner program
- Inclusion in Hope City CDC publications (circulation and names of publications)
- Inclusion in press releases relating to the event
- Recognition in correspondence relating to the event
- Inclusion in relevant media for event
- Ability to use event for own publicity purposes
- One table for 10

THE ENTERPRISE FOUNDATION

The Foundation's mission is to see that all low-income people in the United States have access to fit and affordable housing and an opportunity to move out of poverty and into the mainstream of American life. To achieve that mission, we strive to:

- Build a national community revitalization movement.
- Demonstrate what is possible in low-income communities.
- Communicate and advocate what works in community development.

As the nation's leader in community development, Enterprise cultivates, collects and disseminates expertise and resources to help communities across America successfully improve the quality of life for low-income people.

ACKNOWLEDGMENTS

Author: Kathleen Murphy, MurphyEpson
Contributors: Bill Batko, Carter Cosgrove + Company, Ben Hecht, Catherine Hyde, Matt Perrenod, Jane Usero, Benjamin Warnke

SPECIAL THANKS

Research and development of this manual was made possible by the National Community Development Initiative, which is a consortium of 15 major national corporations and foundations and the U.S. Department of Housing and Urban Development, and scores of public and private organizations. NCDI was created to support and sustain the efforts of community development organizations.

FOR MORE INFORMATION

The Enterprise Foundation
10227 Wincopin Circle, Suite 500
Columbia, Maryland 21044-3400

tel: 410.964.1230
fax: 410.964.1918
email: mail@enterprisefoundation.org

For more information about The Enterprise Foundation or the Community Development Library™, visit us at www.enterprisefoundation.org. To review our online community magazine, check out www.horizonmag.com.



ISBN 0-942901-61-4



9 780942 901610