



Application for Benefit Performance Event

Organization Name:

Address:

Phone: _____

Website:

Contact : _____

Title:

E-mail: _____

Phone Ext:

Description/Mission: _____

Are you a non-profit organization? _____

What region do you serve?

How many active Board members currently serve your organization? _____* How many on your staff? _____

Approximately how many are on your postal mailing list? _____ On your e-mail list? _____

Would this event be your first fundraising event? _____ If not, how many events have you had?

Generally describe past fundraising events and approximate dollars raised.

What dates/date range are you considering for this event?

What factors have you considered when selecting the date?

What is your attendance goal for this event? _____* What is your net fundraising goal for this event? _____*

In addition to the performance, what else are you considering for this event? ** (please check all that apply)

___ Pre-show Reception (Heavy Hors d' oeuvres & Wine, Desserts, Wine & Cheese, etc.)

___ Silent/Live Auction ___ Raffle ___ Concession Sale

___ Dinner ___ Bar ___ Other

In what ways do you plan to publicize your event? (please check all that apply)

___ E-mail Blast(s)

___ Printed Invitations

___ Postcards

___ Posters

___ Org. Website

___ Non-Profit Websites

___ Newspaper(s)

___ Radio

___ Community Marquees

___ TV/Local Cable

___ Org. Newsletter

___ Board/Staff Tix Sales Quotas

___ Magazine(s)

___ Metromix

___ Online Bulletin

Boards

* *Our past-show data clearly shows a direct correlation between high Board involvement and very successful events.*

** *Our past-show data clearly shows that organizations who add activities to the performance significantly increase their fundraising.*