

Team Not for Profit Project Walk-Through

HAC/GV/11-2010

For the team NFP, you choose one organization from the ones your team members wrote about in their individual briefing memos. You then choose a fundraiser that would fit your organization and the people you want to come to it and write a persuasive proposal to a local corporation for money to get the event organized (“seed money”). Here is what is in your proposal:

- Persuasive Letter (required) Write this last, after you plan the event and work out the budget.
- Two-page Executive Summary (required) with a third pages of sources listed using APA format. Write this section first as described below.
- Event Budget (required). You need to list all the types of income you expect from the event and all the expenses you can think of. If you have in-kind donations, (a dinner certificate for a silent auction? Food for volunteers?) add in the value under income and subtract it under expenses so it zeroes out.
- Support materials (optional). To show how well planned your event is, you might prepare an invitation, program, flyer, t-shirt design, letter from a donor, etc. that “show” how the event will take place.

Your proposal should motivate the Board of Directors of your chosen local company to donate to your organization to get the event started. To motivate, you need to demonstrate the value of your cause/project, the benefits to the sponsoring organization, and your overall business expertise. You need a donor to underwrite the basic costs of organizing and setting up the event. You need to convince the donor of the soundness and value of your proposal. Originality counts (DO NOT copy an existing event). Here are some suggestions to get you started on your Executive Summary. You should be able to use parts of the individual briefing memo on the organization in this section.

Name of Organization Name of Event and Date of Event Executive Summary

The introductory paragraph should talk about the organization’s value to San Diego. Tell how many people are helped each year, or how much money the organization spends on programs (be specific about what the programs do rather than just using the general mission statement from the website). If you can begin to show where there is a need in the organization, that can lead to your request for help with your event later.

Heading about organization’s benefits to community

Include two-three paragraphs about how the event helps people in San Diego. Be specific; consider using attachments if program or financial information would help sell your cause.

Heading about what the current need of the organization is

Discuss what the organization needs to do even more for the community. Again, be as specific as possible.

Heading about your wonderful upcoming event

In this part, give details about the event (make it sound compelling and well-organized by giving details and sounding enthusiastic about it). Mention the donation you need from the local company to get the event started. This part should be two paragraphs but can be longer.

Heading about what corporation will get out of the donation

Discuss where the name of the sponsor will be publicized, giving specifics like where ads will run, how many invitations, programs, flyers you are distributing, if you list donors on your

website). A final reminder at the bottom of the second page about the benefits to the community is also a positive idea.

Developing Your Event Budget

The budget is a key document because it provides the Board with a financial statement which projects your anticipated expenditures and revenue. The following provides the traditional layout to report this kind of information.

Name of Organization
Budgeted Income Statement
Event Date or End of Month Date

**Family Literacy Foundation
Reading Carnival Budget
May 4, 2006**

Revenues:

| | |
|--------------------------------------|-----------------|
| Donation from Barnes & Noble | \$5,000.00 |
| In-Kind Donations (Schedule A) | 600.00 |
| Food and Beverages (Schedule B) | 5,100.00 |
| Admittance Fees | |
| Adults (\$5.00 @ 400) | 2,000.00 |
| Children (\$3.00 @ 600) | 1,800.00 |
| Raffle Ticket Sales (\$1.00 @ 2,000) | <u>2,000.00</u> |

Total Revenues: 16,500.00

Expenses:

| | |
|--|---------------|
| Ballroom Rental | 1,000.00 |
| In-Kind Donations--Advertising (Schedule A) | 600.00 |
| Food, Beverages, Cooking & Prep (Schedule C) | 1,746.00 |
| Hand Stamps (2 @ \$3.00) | 6.00 |
| Raffle Tickets (2 large bundles @ \$10.00) | 20.00 |
| Entertainment & Decorations (Schedule D) | 50.00 |
| First Aid (1 kit @ \$50.00) | 50.00 |
| Table & Chair Rentals (From Hotel) | 100.00 |
| Volunteer T-Shirts (60 @ \$5.00 each) | 300.00 |
| Security (10 people @ \$10/hour for 4 hours) | 400.00 |
| Cash Boxes (11 @ \$12) | 132.00 |
| Prizes (Schedule E) | <u>164.00</u> |

Total Expenses: 5,168.00

Net Proceeds from Event: 11,332.00

*All proceeds from the reading carnival will benefit the United Through Reading Program.