

## Event Information Sheet

You are planning a “Fundraising Event” for [insert you name] Episcopal Church. Before the Vestry gives its support, we have asked organizers to file a business plan so as to aid in our discussion. You do not have to have all of these answers, but the more information you can provide, the better evaluation we can give.

1. What is the type of event you are planning (pig roast, flea market, concert, etc.) :
  
2. [insert your name] is a church, rather than a civic service organization. Does this event support in any way the branding, missional values, or vision of the church? If so, explain.
  
3. Have similar events been scheduled within the last year by other organizations in the area?
  
4. Would proceeds realized be intended for a particular purpose, or for the general fund?
  
5. What is the date and time you are requesting for this event?
  
6. What physical plant resources will you require (rooms, tables, cloths, chairs, elevator, electrical equipment, kitchen equipment, garbage, washer & dryer, etc.)?
  
7. What is the relative costs of the volunteer hours from the congregation will you be requesting?
  - a. Organization and planning: \_\_\_\_\_ hours
  - b. Sales and PR \_\_\_\_\_ hours
  - c. Event management: \_\_\_\_\_ hours
  - d. Take down and clean up: \_\_\_\_\_ hours
    - i. Total \_\_\_\_\_ hours
    - ii. X \$8 (min wage) \$ \_\_\_\_\_

8. What is the relative costs of the material donation will you be requesting from the congregation?
- |                             |          |
|-----------------------------|----------|
| a. Donated goods & services | \$ _____ |
| b. PR, printing, signage    | \$ _____ |
| c. Transportation           | \$ _____ |
| d. Supplies                 | \$ _____ |
| i. Total                    | \$ _____ |
9. What are the total actual costs of any outside goods or service you will be contracting?  
\$ \_\_\_\_\_
- a. Are you requesting "up front underwriting from EC?" \_\_\_\_\_
- i. If so, amount and explanation:  
\_\_\_\_\_
- b. Are any special permits, insurance, etc. needed? \_\_\_\_\_ If so, explain:
10. What is the net profit you expect from this event?
- |   |            |
|---|------------|
| a. Gross Sales                            | \$ _____   |
| b. Minus costs, services, time & material | - \$ _____ |
| i. Total                                  | \$ _____   |
11. Any other information you believe would be helpful to EC in evaluating this event.
12. Chair or person responsible for the planning and execution of this event:
- \_\_\_\_\_
- a. Phone: \_\_\_\_\_
- b. Email: \_\_\_\_\_

**An example of what we are trying to prevent:**

A member of St. Swithins in the Swamp (ASA 50) remembers that the church where she summers on Long Island has an auction every year. Not only do members donate items, but local merchants donate merchandise. These items are actioned off to the public at a grand gala event. She volunteers to chair such an event for St Swithins—she likes organizing these things. “It raises lots of money and is good exposure for our church,” she advises. She receives Vestry’s blessing.

Beginning two months before the event:

- The chair begins to canvass local merchants. Items begin to be delivered to the church.
- The parish hall is commandeered as a working area
- The chair and two friends begin to catalogue and organize the items. The chair begins to whine at announcements on Sunday that she needs more help
- Some members of the church whisper that they were not consulted on this project. Other members complain that they are unable to use the parish hall for their programs “because of the unsightly mess” of the auction’s work area.
- The sexton complains that she can’t get her regular work done because the Chair expects her to work on the auction.
- 30 days before the event, the Chair presents Vestry with expenses for newspaper advertising, an auctioneer, and other expenses.
- The events occurs. It is lightly attended. The UMC had a similar auction the month before (“We’ve always had the auction,” their elder says, rather proprietorially.) The RC parish was having a pig roast the same evening.
- The Chair rises at announcements every Sunday for the next month and crows the “glorious event raised \$2500 for the church! And we had so much fun!” A final accounting would indicate:

○ Revenue:	\$2500
○ Marketing:	- 250
○ Auctioneer	- 200
○ “Refreshments”	- 100
○ Supplies	-100

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\$1850

- 100 vol hrs - 800 (at min wage \$8/hr)
- Parish staff - 400

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\$ 650

- Several complains were received from angry merchants—one who is a vocal church member—that their donated merchandise was auctioned for far less than the wholesale value. *e.g.*, Wine baskets valued wholesale at \$50, auctioned for \$40. *“I shouldda bought it back myself and resold it. Hell, I shouldda just written you a check, it would have been cheaper.”*
- Several members are actually feeling that way themselves: “Rather than all this, I’d have just written a check!”

- Several clans within the church are not speaking to each other. The chairlady is feeling unappreciated and her family has been absent lately. Everyone is feeling exhausted.
- Vestry is just feeling “burned.”
- There are items left in the parish hall.

The event, at best, created net income of \$650. Between the write downs from the merchants and loss of goodwill, it could be argued that the fundraising event destroyed rather than created value for the church. There has to be a better way.

- Oh, and the choir now wants to know if they could have a fundraiser.