

TO BENEFIT, OR NOT TO BENEFIT, THAT IS THE BIG QUESTION

From "THE ULTIMATE BENEFIT BOOK" (Out of print)

by Marilyn Brentlinger & Judith Weiss

• CRITERIA FOR SUCCESSFUL BENEFITS

- 1) THEY RAISE SIGNIFICANT AMOUNTS OF MONEY
- 2) THEY HAVE A HIGH TICKET-PRICE STRUCTURE
- 3) TICKETS ARE PRESOLD
- 4) THEY ARE DELIBERATELY TARGETED TO A WELL-DEFINED MARKET
- 5) THEY PROMOTE COMMUNITY INVOLVEMENT AND CONTINUING SUPPORT
- 6) THEY ARE CAREFULLY PLANNED AND EXECUTED, DOWN TO THE LAST DETAIL

• WHEN IS A BENEFIT NOT OF BENEFIT?

- 1) WHEN IT DOES NOT MAKE MONEY
- 2) WHEN IT FAILS TO USE THAT OPPORTUNITY TO MAKE NEW FRIENDS
- 3) WHEN IT DIVERTS ATTENTION----INTERFERES WITH OTHER FUND-RAISING
- 4) WHEN VOLUNTEERS AND STAFF FAIL TO COMMUNICATE EFFECTIVELY
- 5) WHEN IT FAILS TO ATTRACT ENOUGH UNDERWRITING TO REDUCE EXPENSES
- 6) WHEN THE EVENT IS MARRIED BY AVOIDABLE MISTAKES----POOR ATTENDANCE

• ARE YOU READY TO BEGIN?

- 1) DO YOU HAVE A CHAIRPERSON WHO IS QUALIFIED AND WILL WORK HARD?
- 2) DO YOU HAVE VOLUNTEERS WHO ARE ORGANIZED AND READY TO START?
- 3) DO YOU HAVE AN ACTIVE, DEDICATED AND SUPPORTIVE BOARD?
- 4) IS THERE ENOUGH TIME FOR THE VOLUNTEERS TO DO A VERY GOOD JOB?
- 5) DO YOU HAVE ADEQUATE STAFF SUPPORT?
- 6) DOES YOUR ORGANIZATION HAVE AN UP-TO-DATE MAILING LIST?
- 7) WILL THIS BENEFIT BE YOUR ONLY REQUEST FOR FUNDS AT THIS TIME?
- 8) IS YOUR ORGANIZATION WELL RECOGNIZED IN THE COMMUNITY?
- 9) DO YOU HAVE POTENTIAL SPONSORS AND PATRONS TO MAKE A GOOD PROFIT?