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 MARRED 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?