



OUR MISSION: We help girls and women achieve economic self-sufficiency and realize life goals through funds and programs in the areas of health, wellness, career and life skills.

## Event Proposal Application

### Pre-planning Checklist

- What do you hope to accomplish with this event?
- Has a similar event been held or organized before? If you were not the person in charge, please consult with the organizer or attendees regarding what they thought worked and what did not. Use these as tools for success.
- How much time will you need to organize this event? Consider the time commitment your event will require. Create a time line for when tasks need to be completed, listing those individuals responsible for each.
- What are your resources? Before committing to an event, you need to think about the resources you have on hand. Do you know someone who has helped organize this type of event before?
- Do you know a local business owner that might donate space, food/beverage, and/or items?
- What is your budget? Plan a budget and stick to it. There may be significant costs involved depending upon the type of special event you are planning.
- Do you have a back-up plan? You may need a contingency plan if your event is held outdoors and the weather does not cooperate.

### Top Ten Pointers For Successful Event Planning

1. **Approval Must Be Received In Writing Prior To Moving Forward On Your Event.** After conceiving of your event, it is important to complete our event proposal. Permission is necessary in order to execute your special event using the *FUND FOR WOMEN AT THE COMMUNITY FOUNDATION OF ELMIRA-CORNING & THE FINGER LAKES™* logo/marketing & educational materials.
2. **Event Team.** The *success* of a special event is directly correlated to the enthusiasm of those organizing it! Create a group committee that includes enthusiastic, skilled and motivated individuals.
3. **Set Goals.** Be realistic when setting your both financial and/ or non-financial event goals.
4. **Brainstorm.** Use your imagination to create fun and successful fundraisers!
5. **Make Sure You Have The Right Event.** Utilize the skills and assets of your group or committee members.
6. **Schedule The Event.** Be mindful of any other fundraising events that are scheduled in your area that may conflict with your event. Also, make sure your event is held at a time when attendance will be high, such as on the weekend or outside of the usual 9-5 work week hours.
7. **Budget.** Obviously, keeping costs low will generate a larger profit for your event. Be sure to account for costs such as venue, food, postage, permits etc.
8. **Marketing Communication.** Be sure to communicate to the *FUND FOR WOMEN AT THE COMMUNITY FOUNDATION OF ELMIRA-CORNING & THE FINGER LAKES™* your proposed plans for using our brand name/logo and marketing/educational materials. Its use must be approved prior to the using it on any marketing materials.
9. **Funds Collection & Communication.** Remember to be very clear up-front regarding how funds will be generated for your proposed event; i.e., if you are selling tickets to an event, be sure to display what percentage of the price of the ticket will be donated to the *FUND FOR WOMEN AT THE COMMUNITY FOUNDATION OF ELMIRA-CORNING & THE FINGER LAKES™*.
10. **Thank You & Have Fun!** 😊 Please be sure to thank those people who have helped organize and stage your event. They would also be proud to hear how much money was raised in support of the *FUND FOR WOMEN AT THE COMMUNITY FOUNDATION OF ELMIRA-CORNING & THE FINGER LAKES™*.

**Please return your event proposal form to**

**Email: [Fund4Women@yahoo.com](mailto:Fund4Women@yahoo.com) or**

**Mail: FUND FOR WOMEN™, Events Committee Chair, PO BOX 777, Corning, NY 14830**

Thank you for submitting your event proposal. We appreciate your time and interest in supporting and promoting the mission of the *FUND FOR WOMEN AT THE COMMUNITY FOUNDATION OF ELMIRA-CORNING & THE FINGER LAKES™*.



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Proposed event title	
Event description	
<b>Event goals</b>  <i>For example:</i> <ul style="list-style-type: none"> <li>▪ To increase. . .</li> <li>▪ To create . . .</li> <li>▪ To develop. .</li> </ul>	
Event date	
Event location	
Event time	
<b>Event target audience description</b> <ul style="list-style-type: none"> <li>▪ e.g. demographic, geographic etc.</li> </ul>	
Forecast number of attendees	
<b>Have you appointed an event chairperson?</b>	<input type="checkbox"/> <b>Yes*</b> <input type="checkbox"/> <b>No</b>  If yes*:  Chairperson Name: _____  Email: _____  Tel: _____
<b>Have you formed a committee to help plan and execute this event?</b>	<input type="checkbox"/> <b>Yes*</b> <input type="checkbox"/> <b>No</b> If yes*, state the full names of the event committee members



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Forecast the number of volunteers to plan and execute this event	Preplanning Volunteers #: _____ Event Set-up Volunteers #: _____ Event Volunteers #: _____ Post event Volunteers #: _____														
Will you be having a <i>FUND FOR WOMEN™</i> membership table at this event?	<input type="checkbox"/> Yes <input type="checkbox"/> No														
Do you plan to seek gifts or donations from local businesses for this event? <ul style="list-style-type: none"> <li>▪ If <b>yes*</b>, please provide a list of potential businesses. <i>FUND FOR WOMEN™</i> Events Committee will review and (subject to) approve the list of businesses to be approached.</li> </ul>	<input type="checkbox"/> <b>Yes*</b> <input type="checkbox"/> No  If <b>yes*</b> , explain:														
Will this proposed event serve alcohol?	<input type="checkbox"/> <b>Yes*</b> <input type="checkbox"/> No  If <b>yes*</b> , does your site/venue location have a liquor license? <input type="checkbox"/> <b>Yes*</b> <input type="checkbox"/> No														
Will you like this event announced on our <i>FUND FOR WOMEN™</i> e-news?	<input type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No*</b>  If <b>no*</b> , explain:														
Will you require an RSVP for your event planning?	<input type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No</b>														
<b>Projected Event Revenue</b>  <ul style="list-style-type: none"> <li>▪ Will this event raise funds for the <i>FUND FOR WOMEN AT THE COMMUNITY FOUNDATION OF ELMIRA-CORNING &amp; THE FINGER LAKES™</i>?</li> <li>▪ If so, please provide projected revenues from this event.</li> </ul>	<input type="checkbox"/> <b>Yes*</b> <input type="checkbox"/> <b>No</b>  If <b>yes*</b> , please provided your forecasted projected revenues? <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="border-bottom: 1px solid black; width: 70%;">New Membership</td> <td style="border-bottom: 1px solid black; width: 30%; text-align: right;">\$</td> </tr> <tr> <td style="border-bottom: 1px solid black;">Ticket Sales</td> <td style="border-bottom: 1px solid black; text-align: right;">\$</td> </tr> <tr> <td style="border-bottom: 1px solid black;">Product Sales</td> <td style="border-bottom: 1px solid black; text-align: right;">\$</td> </tr> <tr> <td style="border-bottom: 1px solid black;">Sponsorships</td> <td style="border-bottom: 1px solid black; text-align: right;">\$</td> </tr> <tr> <td style="border-bottom: 1px solid black;">Auctions</td> <td style="border-bottom: 1px solid black; text-align: right;">\$</td> </tr> <tr> <td style="border-bottom: 1px solid black;">Other</td> <td style="border-bottom: 1px solid black; text-align: right;">\$</td> </tr> <tr> <td><b>Total forecasted projected revenues</b></td> <td style="text-align: right;"><b>\$</b></td> </tr> </table>	New Membership	\$	Ticket Sales	\$	Product Sales	\$	Sponsorships	\$	Auctions	\$	Other	\$	<b>Total forecasted projected revenues</b>	<b>\$</b>
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<p><b>Projected Expenses</b></p> <p>Will this event incur any expenses?</p> <ul style="list-style-type: none"> <li>▪ If so, please provide the projected expenses.</li> </ul>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Site/Venue Fee</td> <td style="width: 50%;">\$</td> </tr> <tr> <td>Entertainment Fee</td> <td>\$</td> </tr> <tr> <td>Honorarium Fee <i>e.g. guest speaker fee</i></td> <td>\$</td> </tr> <tr> <td>AV Equipment</td> <td>\$</td> </tr> <tr> <td>Promotion</td> <td> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Advertising, e.g. print, radio, and/or other media</td> <td style="width: 30%;">\$</td> </tr> <tr> <td>Printing, e.g., Posters, invites, etc.</td> <td>\$</td> </tr> <tr> <td>Direct Mail, e.g., printing and postage</td> <td>\$</td> </tr> <tr> <td>Email (e.g., set-up)</td> <td>\$</td> </tr> <tr> <td>Promotional items</td> <td>\$</td> </tr> <tr> <td>Other:</td> <td>\$</td> </tr> <tr> <td><b>Total promotional expenses</b></td> <td><b>\$</b></td> </tr> </table> </td> </tr> <tr> <td>Staffing, Security, <i>e.g., labor expenses</i></td> <td>\$</td> </tr> <tr> <td>Food</td> <td>\$</td> </tr> <tr> <td>Beverage</td> <td>\$</td> </tr> <tr> <td>Other:</td> <td>\$</td> </tr> <tr style="background-color: #800000; height: 15px;"> <td colspan="2"></td> </tr> <tr> <td><b>Total event projected expenses</b></td> <td><b>\$</b></td> </tr> </table>	Site/Venue Fee	\$	Entertainment Fee	\$	Honorarium Fee <i>e.g. guest speaker fee</i>	\$	AV Equipment	\$	Promotion	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Advertising, e.g. print, radio, and/or other media</td> <td style="width: 30%;">\$</td> </tr> <tr> <td>Printing, e.g., Posters, invites, etc.</td> <td>\$</td> </tr> <tr> <td>Direct Mail, e.g., printing and postage</td> <td>\$</td> </tr> <tr> <td>Email (e.g., set-up)</td> <td>\$</td> </tr> <tr> <td>Promotional items</td> <td>\$</td> </tr> <tr> <td>Other:</td> <td>\$</td> </tr> <tr> <td><b>Total promotional expenses</b></td> <td><b>\$</b></td> </tr> </table>	Advertising, e.g. print, radio, and/or other media	\$	Printing, e.g., Posters, invites, etc.	\$	Direct Mail, e.g., printing and postage	\$	Email (e.g., set-up)	\$	Promotional items	\$	Other:	\$	<b>Total promotional expenses</b>	<b>\$</b>	Staffing, Security, <i>e.g., labor expenses</i>	\$	Food	\$	Beverage	\$	Other:	\$			<b>Total event projected expenses</b>	<b>\$</b>
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<p><b>Proposed Timeline Event Planning</b></p> <p>When would you begin specific types of event preparation and planning?</p> <p><i>Directions:</i></p> <ul style="list-style-type: none"> <li>▪ Submit your dates and brief descriptions in a bullet point format.</li> </ul>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Phase 1 Date range</td> <td>Brief proposed timeline description:</td> </tr> <tr> <td>Phase 2 Date range</td> <td>Brief proposed timeline description:</td> </tr> <tr> <td>Phase 3 Date range</td> <td>Brief proposed timeline description:</td> </tr> <tr> <td>Phase 4 Date range</td> <td>Brief proposed timeline description:</td> </tr> </table>	Phase 1 Date range	Brief proposed timeline description:	Phase 2 Date range	Brief proposed timeline description:	Phase 3 Date range	Brief proposed timeline description:	Phase 4 Date range	Brief proposed timeline description:																												
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<p><b>Evaluation</b></p> <p><i>How will you evaluate the success of your event?</i></p> <p>Evaluation benchmarks <b>should</b> include:</p> <ul style="list-style-type: none"> <li>▪ Membership</li> <li>▪ Level of financial support</li> <li>▪ Participation</li> <li>▪ Opinion surveys/evaluation of event</li> </ul>	<p>Evaluation Benchmark 1</p> <hr/> <p>Evaluation Benchmark 2</p> <hr/> <p>Evaluation Benchmark 3</p>
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**How the *FUND FOR WOMEN AT THE COMMUNITY FOUNDATION OF ELMIRA-CORNING & THE FINGER LAKES™* Events Committee can assist you in the event-planning process?**

- Offer both advice and expertise on the planning of your event.
- Advertise your event on our online event calendar and e-newsletter.
- Provide a list of possible volunteers or group/committee members to help with your event.
- If you receive written approval to plan and execute this event; we will provide marketing materials (brand name, logo) and educational materials for your use.

**How the *FUND FOR WOMEN AT THE COMMUNITY FOUNDATION OF ELMIRA-CORNING & THE FINGER LAKES™* Events Committee cannot assist you in the event-planning process?**

**We state this information in advance so that there are no disappointments or misunderstandings with regards to your event preparation.**

- Promote your event anywhere other than the online event calendar and e-newsletter.
- Fund or reimburse any expenses incurred throughout the planning and execution of the event.
- Guarantee attendance.
- Solicit sponsorship revenue.

**\*Important Note**

***FUND FOR WOMEN AT THE COMMUNITY FOUNDATION OF ELMIRA-CORNING & THE FINGER Lakes™* must approve this event proposal prior to holding or publicizing your event. We will respond to you (approve or disapprove) within 30 days of submitting your event proposal.**



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### Terms & Conditions

- This is a third party fundraiser letter of agreement between the *FUND FOR WOMEN AT THE COMMUNITY FOUNDATION OF ELMIRA-CORNING & THE FINGER LAKES™* and \_\_\_\_\_
- *FUND FOR WOMEN AT THE COMMUNITY FOUNDATION OF ELMIRA-CORNING & THE FINGER LAKES™* will not pay any expenses incurred by the above named Third Party Special Event.
- Any questions about tax receipt guidelines will be directed to the *FUND FOR WOMEN AT THE COMMUNITY FOUNDATION OF ELMIRA-CORNING & THE FINGER LAKES™* Events Committee.
- Net funds raised from the third party event must be submitted to *FUND FOR WOMEN AT THE COMMUNITY FOUNDATION OF ELMIRA-CORNING & THE FINGER LAKES™* no later than 30 days after the event.
- Third party event organizers must take the proper precautions with regards to insurance and coverage. *FUND FOR WOMEN AT THE COMMUNITY FOUNDATION OF ELMIRA-CORNING & THE FINGER LAKES™* will not be responsible for any damages or injuries as result of the third party event.
- *FUND FOR WOMEN AT THE COMMUNITY FOUNDATION OF ELMIRA-CORNING & THE FINGER LAKES™* is not responsible for any financial loss and may withdraw support of the third party event cancelling this agreement at any time should any activity be discovered that undermines the *FUND FOR WOMEN AT THE COMMUNITY FOUNDATION OF ELMIRA-CORNING & THE FINGER LAKES™* organization.
- I agree that the *FUND FOR WOMEN AT THE COMMUNITY FOUNDATION OF ELMIRA-CORNING & THE FINGER LAKES™* name, logo, and marketing/educational materials are important symbols /documents which should not be misrepresented.
- Prior to publicizing or holding the event, *FUND FOR WOMEN AT THE COMMUNITY FOUNDATION OF ELMIRA-CORNING & THE FINGER LAKES™* must approve this proposal and use of our name or logo. By publicly naming *FUND FOR WOMEN AT THE COMMUNITY FOUNDATION OF ELMIRA-CORNING & THE FINGER LAKES™* the beneficiary of the event, I agree to donate the full amount of the net proceeds raised within 30 days following the event. (*Use of our logo/marketing & educational materials must be approved beforehand.*)

**I have read and understand the above terms and conditions.**

Date Submitted: \_\_\_\_\_

Organization/Sponsoring Agency (if applicable): \_\_\_\_\_

Contact Person(s): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: **NY** Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Your preferred Telephone Number to contact you: \_\_\_\_\_

What is the best time of day to reach you? \_\_\_\_\_

Do you prefer us to contact you by phone or email?  Phone  Email

Contact Person, Your Signature: \_\_\_\_\_ Date: \_\_\_\_\_