



Thank you for your interest in planning a fundraising event in support of Hope for Vision! With your help we are getting closer than ever to finding treatments and cures for blinding disease. We are so grateful for your interest and support, and excited to get you started.

In order to get things moving, please fill out and submit the attached event questionnaire and worksheet and send back to HFV. Both can be emailed to: events@hopeforvision.org, or mailed to:

Hope for Vision
1440 Broadway, 21st Floor
New York, NY 10019

We are always here to help in your planning process, so please do not hesitate to contact us with any questions.

Sincerely,

Your friends at Hope for Vision

Event Planning Questionnaire

Name _____

Phone _____

Email Address _____

Mailing address _____

City, State, Zip _____

What type of event are you interested in holding?

(Dinner, cocktail reception, concert or cultural event, wine tasting, pot-luck supper, luncheon, sporting event or tournament, etc.)

Will you form a committee or recruit friends or colleagues who are willing to volunteer their time to help in the planning?

Yes No

When will your event be held?

(Please give yourself adequate time to plan – at least 6 months to one year)

Who is your target audience?

How many people do you expect to attend?

Will you plan on soliciting or involving corporate sponsors? In what way?

(Monetary or tangible goods donations, professional services, etc.)

Will you include a silent or live auction, raffle, or other fundraising activity at the event?

What is your fundraising goal?

(Please use the attached worksheet. Remember, you can always exceed it!)

\$

What are your total estimated expenses for this event? *(Please use the attached worksheet)*

\$

Budget Worksheet

Expenses	
Food and Beverage	
Audio-Visual and Production	
Decorations	
Entertainment	
Printing	
Postage/Shipping	
Advertising and Promotion	
Logistics	
Administration	
Other	
Total Expenses	

Income	
Venue Ticket Sales/Admission	
Sponsors/Underwriters	
Donations	
Raffle Proceeds	
Auction Proceeds	
Ad Journal or Program	
Other	
Total Income	
Less Total Expenses	
Event Profit or (Loss)	

Expense Categories

Venue

- Rental Fee
- Permits/License
- Cleaning Crew
- Coat Check
- Table and chair rental/purchase
- Labor

Food and Beverage/Catering

- Alcohol/Bar
- Food and non-alcoholic beverages for guests
- Food for volunteers/entertainment/speakers
- Waiters/Servers, bartenders, etc.
- Tips and Gratuity
- Catering rentals – serving dishes, kitchen and food prep, etc.
- Barware, glassware, flatware

Audio/Visual and Production

- Equipment rental (microphone, PA system, speakers, lighting, projector, etc)
- Equipment delivery and pick-up
- Equipment operators
- Stage/Platforms
- Tents or canopies
- Slide show/Video/Other Presentation

Decoration and Signage

- Banners and other signage
- Flowers
- Candles
- Displays
- Linens/Napkins

Entertainment

- Bands/Live music
- Emcee
- Speaker fees
- Gratuity

Printing

- Invitations
- Ad Journal
- Program
- Tickets
- Registration materials (sign-in sheets, etc)
- Labels

Postage

- Invitations
- Save the dates
- Thank you letters

Advertising and Promotion

- Paid advertising
- Flyers/Brochures
- Posters
- Other media (videos, audio, etc.)

Logistics

- Hotel rooms
- Airfare
- Parking
- Transportation (for guests and staff)

Administration

- Accounting/Legal
- Consultants
- Event staff
- Copying
- Faxing
- Messengers
- Phone
- Supplies

Other costs to consider:

- Awards
- Insurance
- Special Permits
- Petty cash
- Security