



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](mailto:events@hopeforvision.org), faxed to: (212) 755-0284, or mailed to:

Hope for Vision

415 Madison Avenue, 3<sup>rd</sup> Fl

New York, NY 10017

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

| <u>Expenses</u>             |  | <u>Income</u>          |  |
|-----------------------------|--|------------------------|--|
| Venue                       |  | Ticket Sales/Admission |  |
| Food and Beverage           |  | Sponsors/Underwriters  |  |
| Audio-Visual and Production |  | Donations              |  |
| Decorations                 |  | Raffle Proceeds        |  |
| Entertainment               |  | Auction Proceeds       |  |
| Printing                    |  | Ad Journal or Program  |  |
| Postage/Shipping            |  | Other                  |  |
| Advertising and Promotion   |  | Total Income           |  |
| Logistics                   |  | Less Total Expenses    |  |
| Administration              |  | Event Profit or (Loss) |  |
| Other                       |  |                        |  |
| Total Expenses              |  |                        |  |
|                             |  |                        |  |

## 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