

Creating Spectacular Special Events with Small Budgets: Yes, You Can!



Money for Our Movements Conference 8/12/10
Laurie J. Earp, Principal
Earp Events & Fundraising
t: 510-839-3100
e: laurie@earpevents.com
url: www.earpevents.com

MONEY FOR OUR MOVEMENTS

Creating Spectacular Special Events with Small Budgets: Yes, You Can!

Laurie J. Earp, Earp Events & Fundraising

WHAT IS AN EVENT?

Define an Event for your Organization. What might it look like, and who would you like to have there?

What are the Goals for Your Event: keeping in mind net \$ (what does the budget look like), # of attendees, and the principals being shared today of Interdependence, Interconnection, and Transnationalism?

Who do you want at the table: to help with the planning and execution of the event (staff, board, volunteers, organizational partners, consultant(s), etc.), and to be in attendance at the event?

What is your Timeline? Is there a banner year celebration? A retirement? An unveiling of a new campaign or program? Other?

What will make your Event Unique? Messaging? Theme?

Other?

Your Event
Budget and Goals
(preliminary as of 5/18/2010)

Expenses:			Projected	Actual		
Decorations (Flowers, etc.)			\$500			
Miscellaneous:			\$750			
Pre-event solicitation letters						
Signage						
Nametags (purchase & production)						
Silent auction materials & set-up						
I-Pod						
Post-event "stuff"						
Wine			\$700			
Award Presentation			\$400			
Entertainment			\$1,500			
Addl. Staffing			\$1,500			
Sound & Lighting			\$1,000			
Video Presentation			?			
Photographer			\$450			
EXPENSES:			\$29,720			
			<u>projected</u>	<u>actual</u>		
Gross Income:			\$75,825			
Expenses:			(\$29,720)			
Net Income:			\$46,105			