

Cause Effective

cause generosity
cause community
cause change

Organization to Do Good - Annual Fundraising Gala Budget						
INCOME						
Sponsorship Levels	Tickets Received at Level ¹	Price ²	Number at Level ³	Tickets Distributed ⁴	Ticket Income ⁵	Likely Attendance ¹¹
Level 1	10	\$10,000	1	10	\$10,000	7.5
Level 2	8	5,000	4	32	20,000	22.4
Level 3	6	3,000	6	36	18,000	30.6
Level 4	4	1,000	8	32	8,000	27.2
Single tickets	1	\$100	200	200	\$20,000	180
Comps	1				0	
Subtotal Tickets				310	\$76,000	268
Journal	Price	Number at Level	Journal Income	Total Pages at Level ⁶		
Special Page	\$1,000	0	\$0	0		
Full Page	\$500	3	\$1,500	3		
Half Page	\$300	12	3,600	6		
Quarter Page	\$150	9	1,350	2.25		
Subtotal Journal			\$6,450	11.25		
Direct Contributions	\$8,357					
Sub-Total Direct Contributions		\$8,357				
In-Kind Donations						
AV Rental	\$800					
Subtotal In-Kind Donations		\$800				
Total Income	\$91,607					
EXPENSES						
Venue/Catering						
Catering (likely guests at \$47.25)	\$12,649					
Gratuity (20%)	2,530					
Decorations	200					
Subtotal Venue/Catering		\$15,379				
Production						
Audio Visual Rental	\$800					
Music	\$500					
Photographer	200					
Subtotal Production		\$1,500				
Printed Materials						
Designer	\$0					
Printing: Invites	\$1,100					
Printing: Journal	\$4,410					
Subtotal Printed Materials		\$5,510				

EXPENSES

Administration ⁷						
Invitation mailing (600 @ \$.45 each)	\$270					
Thank You mailing (300 @ \$.45 each)	135					
Staff Time ⁸						
Subtotal: Administration	\$405					
Contingency ⁹						
Subtotal: Contingency	\$2,963					
Miscellaneous ⁹						
Subtotal: Miscellaneous	\$2,963					
TOTAL (GROSS) EXPENSES:	\$28,720					
Cost Per Person ¹⁰ :	\$107					
TOTAL (NET) INCOME:	\$62,887					
Notes:						

- ¹ **Tickets Received at Level:** How many tickets will someone receive at each sponsorship level? This will help us calculate possible attendance at the event.
- ² **Price:** How much is this particular sponsorship level?
- ³ **Number at Level:** How many sponsors at each level do we think we will secure for this event? This column gives us an idea of how many sources will come through at each level.
- ⁴ **Tickets Distributed:** How many tickets are being distributed? This column helps us gauge how many people we can expect at the event. It is figured out by calculating (Number at Level) x (Tickets Received at
- ⁵ **Ticket Income:** How much money do we expect to bring in via sponsorships? This column calculates (Price) x (Number at Level).
- ⁶ Calculated "Total Journal pages" only includes those greetings purchased independently. You will need to add in editorial copy and sponsor pages to get a total journal page count.
- ⁷ Depending on the cost of postage for the invite and thank you, your mailing figures may change.
- ⁸ Think carefully about how much staff time this event will entail, and calculate a number to include in this budget. Remember, time spent by a staff member on this event is time taken away from their other responsibilities (program, fundraising, etc.).
- ⁹ **Miscellaneous** is considered all of the things that you haven't thought of in advance, while **Contingency** is all of the things that will go wrong. Each should each start at 10-15% of the total expenses. They can be lowered as the event draws near (and the likelihood that something unexpected will happen goes down).
- ¹⁰ It is important to calculate how much this event is costing your organization per person. Knowing this will help you make sure that ticket prices are set at an appropriate level to AT LEAST cover each person's cost.
- ¹¹ **Likely Attendance** calculates the number of people likely to attend at each level. These formulas should be checked against historical attendance and make sense for each organization.