

ArtStream Gala Planning 2017

Pros	Cons
Fun community event/reunion	Trying to have a fun party for ArtStreamers AND raise money doesn't make sense.
Showcase people with IDD in leadership roles for sponsors/community	Gala planning time takes away from other fundraising activities such as meeting with donors, writing grants, promoting online friend-to-friend fundraising, etc.
Half of revenue comes from board	Half of revenue comes from board
Involves local politicians	Currently no staff support
People like getting dressed up	Civic Center must be cleared by 11 p.m. Difficult for VA guests to get to CC
Brings in new donors/engages new people	Eliminating Gala doesn't reduce donations, but does reduce the number of new people engaged.

How can we make a Gala work with limited staff, and 35% of attendees who purchase tickets below cost and can't donate?

Gala as volunteer appreciation event/dance party

Season kickoff in September, 7-10 p.m. to reduce food cost?

New venue – easier access from VA and MD, site that includes set-up, clean-up

Identify restaurant or business that will significantly donate location and food?

Revenue in 2016 came from:

<u>REVENUE</u>	2016 Actual as of 10/31/16
Sponsors	
Individuals	\$46,477
Corporate	\$4,500
Program Ads	\$670
Raffle + wine wall	\$4,368
Bid from the Heart	\$16,300
paypal fee	\$67
Ticket Sales	\$11,800
TOTAL	\$84,182

