



Are You Having a Benefit Event?
*This is Everything You **NEED** to Know!*

Should I hold a benefit event?

A benefit is a great way to cultivate new donors, engage your existing donors and raise money for your projects in the process. If done right, you can earn money towards an upcoming project without having to spend money. Before you decide to produce a benefit think about whether or not it is time and cost effective for you. Producing a benefit can be just as time consuming as producing a show. You should also make sure that you are raising money for a future project. If you are holding a benefit to secure funding for a show that is just a couple of months down the road, you may find yourself in a bind.

Before you send out information about your fundraising campaign, you'll need to follow the steps below:

Step 1: Inform The Field

If you have decided that you want to do a benefit we need to know before you do anything else. Email Artist Services Manager Shawn René Graham at shawnrene@thefield.org or Program Associate Nancy Ahn at nancy@thefield.org and give us the details of your event, particularly the **DATE** of your event.

Step 2: Send Us Your Benefit Materials

We need to see your invitation **BEFORE** you send it out. Why do we need you to do this? First and foremost, it will benefit you to have an expert like Shawn René give you feedback on your materials. We also need to know that you have the correct info for The Field on your materials. There is specific language about your fiscal sponsorship affiliation with The Field. As a Field Member, this is outlined in your contract and must be processed accordingly. Send your benefit invitation to shawnrene@thefield.org in a Word document as soon as you have it ready. Below is an example of the proper wording for a benefit invitation with important text highlighted:

YOU ARE CORDIALLY INVITED TO

XXXX's Annual Benefit

XXX's next new work is inspired by The Cotton Club, so join us for a 1920's, Harlem-themed soiree. Period dress encouraged. Formal attire required. **Day, Date, Year, Time**

8pm General Admission Entrance at The Cotton Club (include location address)

General Admission Tickets: \$125 (**\$25 dollars of this donation is not tax-deductible as it is the value of food, drink, and the show**)

General Admission Tickets include: Cocktails and hors d'oeuvre's prepared by Jenny's Catering, a sneak preview performance from our next show, The Harlem Renaissance, and music and dancing provided by DJ Blue

Purchase tickets by credit card here: (include the link to your Field Public Profile Page).

Or, you can pay by check. Here's how:

- **Make all checks payable to The Field only.**
- **Write Artist /Company/Project name in the memo line.**
- **Mail to (include your address)**

XXX is a sponsored artist with Performance Zone Inc (dba The Field), a not-for-profit, tax-exempt, 501(c)(3) organization serving the performing arts community. Contributions to The Field earmarked for XXX are tax-deductible to the extent allowed by law. For more information about The Field contact: The Field, 75 Maiden Lane, Suite 906 New York, NY 10038, phone: 212-691-6969 or fax: 212-255-2053 or for our national charities registration. A copy of our latest financial report may be obtained from The Field or from the Office of Attorney General, Charities Bureau, 120 Broadway, New York, NY 10271.

Step 3: Start A Benefit Spreadsheet (This Is The Most Important Step!!!!)

You must keep track of all of your donors, how much they donated, the value of the goods and services they received in return, and the tax-deductible amount of their donation (what they donated minus the value of goods they received). We need this spreadsheet in order to properly process your donor's tax document or thank-you letter. This spreadsheet must be submitted to nancy@thefield.org as soon as your benefit is over. Below is a sample of a benefit spreadsheet:

Number Of Tickets	Tax-Deductibility	Amount	Transaction Type	Donor	Address	City, State	Zip	Event Title	Goods + Services
2 Tickets	\$200.00	250	CC	Joe Blow	xxx	Larchmont, NY	10538	Night at The Cotton Club	2 ticket to Performance + reception
0 Contrib. ONLY	\$125	125	CC	Dan Wolfe	xxx	New York, NY	10003	Night at The Cotton Club	None
0 Contrib. ONLY	\$150	150	Check	Annabelle Lee	xxx	New York, NY	11211	Night at The Cotton Club	None
2 Ticket	\$200	250	Check	James Brown	xxx	New York, NY	10013	Night at The Cotton Club	2 ticket to Performance + reception
0 Contrib. ONLY	\$100	100	Check	Vladimir Brodsky	xxx	Brooklyn, NY	11211	Night at The Cotton Club	None

Step 4: Send in Your Spreadsheet and Donation Checks

Again, send your spreadsheet with complete benefit information to nancy@thefield.org. If your spreadsheet is complete, donors will receive acknowledgement letters in the next month. Make sure that all of your donation checks have been entered on your Member Home Page **BEFORE** you mail them to The Field. **Remember that all benefit donations will be held until we receive your completed spreadsheet. This means that you will not receive any funds until after your benefit is over. Please plan accordingly.**

MY BENEFIT CHECKLIST

- Email Shawn René to tell her I'm doing a benefit.**
- Send in my benefit invitation for review.**
- Make necessary edits to invitation after I receive feedback.**
- Create benefit spreadsheet with donor information, amount donated, and value of goods received by each donor.**
- Submit my completed spreadsheet to Nancy when my benefit is over.**
- Enter in all of my donor checks on the Contributions tab in Member Home.**
- Mail in or drop off my checks to The Field, 75 Maiden Lane, Suite 906, New York, NY 10038.**

Important Things to Remember:

- **The Field does not partner with ANY crowd funding sites.**
- **The Field does not partner with ANY ticketing sites like Eventbrite or Brown Paper Tickets. Your donor's "ticket" will be the donation that they make through The Field. You should have a guest list at your event.**
- **NO PAYMENTS, either by credit card or check will be released until we receive your completed donor spreadsheet. No exceptions!**

A Special Note About Auctions

Many benefits receive items that they auction off at their event. If your donor purchases an auction item that item IS NOT TAX-DEDUCTIBLE.

If you request items from vendors to auction off at your benefit, you can request a letter from The Field recognizing the in-kind donation to the organization that donated the item. To do this, log into Member Home, click on 'in-kind donations' from the Contributions tab, and enter the required info. The Field will send a letter directly to the vendor.