

## **Instructions for Full Proposals for Support from the Blue Hill Troupe, Ltd**

**Application Deadline: March 9, 2012**

### **The Award**

Each year, the 87-year-old Blue Hill Troupe mounts a full-scale production of a Gilbert & Sullivan operetta, plus a smaller production of a Broadway-style show. Our annually-selected beneficiary receives funds which are raised by both the Troupe and by the beneficiary itself. Historically, proceeds from the Troupe's ticket sales, as well as advertising revenue and donations, cover all of our production expenses and fund a grant to the chosen charity. The charity has the opportunity to increase its total award through its own fundraising efforts in connection with our productions. Over the past ten seasons, charities selected by the Troupe have received total proceeds ranging from \$46,000 to \$220,000, averaging \$133,000.

While the Troupe does grant all the net proceeds it raises, the organizations which have most benefitted from being the selected charity are those which take full advantage of the Troupe's performances to do their own event fundraising – primarily by selling tickets, but also by selling advertising for the program and seeking contributions in connection with the events. The Troupe offers beneficiaries a way to leverage a fundraising event without the effort and expense of putting together the event! We only select one beneficiary each year, so the selected charity will have the exclusive opportunity to capitalize on our high-quality productions.

### **Selection Criteria**

Applicants for funding from the Blue Hill Troupe should be non-profit, non-sectarian charities which provide cultural, educational, health or social service programs for New Yorkers. The Troupe's contribution usually supports a distinct New York City-based project, although some portion of funds may be requested for general support.

Additionally, the selected charity must:

- Assign at least one Board member and one staff member to work closely with the Troupe throughout the 2012-2013 season, which runs from August through April.
- Commit to leveraging the Troupe's events to conduct its own fundraising, primarily through ticket sales, but also through program advertising and donations.
- Work cooperatively with the Troupe to set its own fundraising goals and strategies.

An applicant's minimum fundraising goal should be to sell at least one house for each of the Fall and Spring Shows, (one house equals 160 seats and 599 seats, respectively), on either one night or over the course of the run. The charity's Board and staff must commit to a season-long effort to raise revenue in order to take full advantage of the Troupe's award and to achieve the fundraising goals.

### **Selection Process**

The Charities Committee will review all Letters of Interest and by mid-February will invite selected applicants to submit full proposals. From those proposals, we will select three to five finalists for site visits. The site visits are tentatively scheduled to occur the weeks of March 19 and 26, 2012, at a mutually agreeable time and day. The final selection of the charity should be completed by early April. The other finalists will be informed at that time if they are not selected.

## **Collaboration with the Troupe**

We view our relationship with our selected beneficiary as an exciting year-long partnership. The Troupe will appoint a Charities Committee member as the point person for the selected beneficiary. This liaison will help provide you with information, tools and suggestions for everything from getting invitations out to your mailing list, to working with the various Troupe committees for box office, advertising sales, marketing and others, to designing an insert for your invitations for major donors or to invite guests to a pre-show gala. The Troupe membership is here to support our charity throughout the year!

## **Application Process**

All application materials must be submitted electronically by email and must include:

1. A detailed description of the specific program/project for which you seek funding and your qualifications to carry out the program (staff, facilities, etc.). You may request that a *portion* of the award be used for general support, but please keep in mind that this is a one-time award. Requests for general support must discuss how the award will allow for capacity building, will fill a temporary need, or will allow the organization to support programmatic work that would not otherwise be possible.
2. Detailed description of fundraising goal and strategy. An example is included in the appendix. Please include information regarding any potential conflicting fundraising events or activities during the season.
3. A statement of how your organization might interact effectively with the Blue Hill Troupe, covering at least the following: personnel available, including staff and Board members who will serve as point persons for the collaboration; distinct groups of supporters and how each might be involved (e.g., volunteers, Young Professionals, corporate sponsors); relevant experience in events, sales, publicity and/or marketing.
4. Organization Finances
  - a) Charity's overall budget for the current and forthcoming year.
  - b) Proposed budget for the specific project/program, with attention to the impact the Troupe's support would have on sustaining the program. Please also note other sources of revenue for the project/program.
  - c) Most recent audited financial statement.
  - d) Copy of your IRS 501(c)(3) tax-exempt determination letter.
5. List of your organization's Trustees or Board of Directors and their affiliations.
6. Name (if any) of Blue Hill Troupe members familiar with your organization.
7. Three potential dates/times during either the week of March 19 or March 26, 2012, that our committee could conduct a site visit with your key staff and point persons.

Send the completed application and all attachments **by March 9, 2012** by email to [charity@bht.org](mailto:charity@bht.org).

Please direct any questions regarding your application to the BHT Charities Committee Chair, Georgia Van Dusen, [charity@bht.org](mailto:charity@bht.org) or 212-663-2302.

## Appendix: Sample Fundraising Plan for Collaboration with the Blue Hill Troupe

Board Point Person(s):

Staff Point Person(s):

### Fundraising Goals

Spring Show Tickets: \$60,000 from 800 tickets (including premium tickets)  
Advertising: \$40,000  
Total Goal \$100,000

Fall Show Tickets: \$7,000 from 175 tickets  
Advertising: \$3,000  
Total Goal: \$10,000

### Spring Show Ticket Sales Plan:

200 premium tickets including pre-show event  
25 gold level @ \$250/ticket = \$6,250  
50 silver level @ \$175/ticket = \$8,750  
125 premium @ \$100/ticket = \$12,500  
600 regular tickets averaging \$55/ticket = \$60,500

### Spring Show Advertising Sales Plan:

1 Back Cover @ \$6,000 = \$6,000  
2 Gold Pages @ \$5,000 = \$10,000  
4 Silver Pages @ \$2,500 = \$10,000  
4 2-page Spreads @ \$1,250 = \$5,000  
6 Full pages @ \$700 = \$4,200  
10 Half pages @ \$400 = \$4,000  
Other = \$800  
Total Goal \$40,000

### Sales Strategy:

- 2 event co-chairs, each responsible for selling 20 premium tickets and \$5,000 of advertising
- 10 event committee members, each responsible for selling 10 premium tickets and \$2,000 of advertising
- Pre-show benefit for premium tickets including heavy hors d'oeuvres and wine tasting. Gold ticket members also receive a gift bag of donated items.

Etc, etc.

*Please note that this sample plan is included to indicate the level of detail and planning that we hope to see in your application. You are not required to use this format, or to include all of the above elements, as long as you can present a well-developed plan for how you will reach your fundraising goals.*