

## SAMPLE GOALS

### Stems: A Garden Soirée Goals

- To continue the tradition of Stems being one of Overland Park's premier "gala" fundraising events of the year.
- To continue to work collaboratively with the Arboretum staff to show appreciation for their contributions to the event and minimize disruption to guests and staff during set-up.
- To welcome 1500 guests.
- To raise \$227,000 net proceeds – over 50% of the funds needed to operate ARFOP annually.
- To engage the business community, and secure a minimum of 50 cash sponsorships:
  - 1 Presenting Sponsor (\$50,000)
  - 1 Legacy Sponsor (\$25,000)
  - 5 Gold Sponsors (\$10,000)
  - 8 Silver Sponsors (\$5,000)
  - 35 Bronze Sponsors (\$2,500)
- To sell a minimum of 125 Patron tickets. (An additional 900 Patron tickets are included in sponsorship packages.)
- To sell a minimum of 475 General Admission tickets.
- To secure a minimum of 15 restaurant partners.
- To secure beverage donations of wine, beer, seltzers, bottled water, soft drinks, and mixed drinks to accommodate 1500 attendees.
- To secure a minimum of 15 dining partners.
- To secure in-kind sponsorships to reduce expenses (electrician, floral entry display, linens, paper goods and utensils).
- To secure a minimum of 8 media sponsors.
- To recruit, train and utilize 100 volunteers.
- To limit expenses to no more than \$60,000 - with at least 85% of those expenses being direct benefits to attendees.
- Cost-per-dollar raised >25%.
- To achieve a 95%+ satisfied/highly satisfied rating from attendees and sponsors.