

## **Ways and Means Proposal for 2011-2012**

### **Membership Obligation Proposals**

#### **All Active Members (same as current):**

Annual Dues: \$90

Purchase 8 MSM tickets: \$40

Purchase 1 cookbook (including swaps): \$25

Total Monetary Obligation: \$155

Work one 4 hour MSM fundraising shift

Active Total:  $(155 * 132) = \$20,460$  / AJLI receives  $(35 * 132) = \$4,620$  / Net = \$15,840

#### **Provisional Members:**

Proposal 1:

Annual Dues: \$130

Purchase 6 MSM tickets: \$30

Purchase 3 Dining Without Reservations cookbooks: \$75

Total Monetary Obligation: \$235

Work one 5 hour MSM fundraising shift

Proposal 2:

Annual Dues: \$130

Purchase 6 MSM tickets: \$30

Purchase 3 Dining Without Reservations cookbooks: \$75

Total Monetary Obligation: \$235

Work one 4 hour MSM fundraising shift

Provisional Total:  $(235 * 28) = \$6,850$  / AJLI receives  $(35 * 28) = \$980$  / Net = \$5,870

**Fundraisers:** Each proposal includes the retention of Main Street Market and the Cookbook as our major fundraisers as follows:

### **1. A Very Merry Main Street Market**

Preferably at the Beaumont Civic Center the first weekend in December (Thursday, December 1, 2011, through Saturday, December 3, 2011) with set-up the Wednesday prior (November 30, 2011)

Continue:

- Girls' Night Out
- Shopping Incentive
- Children's Workshop
- Photos with Santa
- Luncheon with style show
- Locked box giveaway
- Car giveaway
- Utilize local entertainment
- Utilizing Central Honor Society, West Brook and Kelly students needing service hours.  
(Set up, take down, Help with Santa, take tickets, Children's Workshop, etc)

Full Placements for MSM:

- Chair
- Co-Chair (step-up position)
- Publicity Chair
- Exhibitor Chairs (3)
- Atmosphere Chairs (2)
- Business Manager
- Special Events Chair
- Car Giveaway Chair

## Proposed MSM Budget for 2011-2012

### Totals

Income: \$146,820      Expenses: \$85,000      Net Income: \$61,820

### Proposed Budget Detail:

#### Income:

Advance Ticket Sales	6,120.00
General Admission Sales	15,000.00
Luncheon Tickets	5,250.00
Centerpiece Sales	250.00
Locked Box Giveaway	1,000.00
Solicitations/ UW	15,000.00
Booth Rentals	55,000.00
Children's Workshop	1,200.00
Gift Certificates	1,000.00
Car Drawing	45,000.00
T-shirts	1,000.00
Sustainer Booth	1,000.00
<b>Proposed Income Total:</b>	<b>146,820.00</b>

#### Expenses:

Office Supplies	300.00
Postage	100.00
Printing	3,600.00
Luncheon	3,600.00
Luncheon Centerpiece	200.00
Signage	1,000.00
Publicity	14,000.00
Atmosphere/Décor	3,000.00
Exhibitor Hospitality	6,000.00
Insurance	0.00
Rent	12,000.00
Audio & Music	2,000.00
Children's Workshop	1,000.00
Car Drawing	33,000.00
t-Shirts	1,000.00
Labor	2,200.00
Security	2,000.00
<b>Proposed Expense Total:</b>	<b>85,000.00</b>
<b>Proposed Total Net Income:</b>	<b>61,820.00</b>

## 2. Cookbook

Sales of the cookbook to membership and within the community

### Continue:

- Cookbook booth at MSM
- Cookbook booth at St Mark's Bazaar
- FRP partnership to include participation in the FRP marketing seminar

### Full Placements for Cookbook:

- Chair
- Business Manager

### Proposed Cookbook Budget for 2011-2012

Totals

Income: \$9,720      Expenses: \$4,100      Net Income: \$5,620

Proposed Budget Detail:

#### Income:

Straight Membership Sales	5,400.00
Full Retail Sales	4,300.00
Shipping and Giftwrap	20.00

**Proposed Income Total: 9,720.00**

#### Expenses:

Office Supplies	100.00
Marketing	2,700.00
Postage/Ship/Mat/Box	500.00
FRP Marketing Conference	800.00

**Proposed Expense Total: 4,100.00**

**Proposed Net Income: 5,620.00**

### Total Fundraiser Net Income: \$67,440

\* Budgets will vary with membership levels. Proposed budget based on 2010-2011 membership levels.

# 2011-2012 Ways and Means

## BALLOT

Proposals for Membership Obligations

### ACTIVES

Annual Dues: \$90

Purchase 8 MSM tickets: \$40

Purchase 1 cookbook (including swaps): \$25

Total Monetary Obligation: \$155

Work one 4 hour MSM fundraising shift

### PROVISIONALS --- Please circle one choice

#### **Proposal 1**

Annual Dues: \$130

Purchase 6 MSM tickets: \$30

Purchase 3 DWR\* cookbooks: \$75

Total Monetary Obligation: \$235

Work one 5 hour MSM fundraising shift

#### **Proposal 2**

Annual Dues: \$130

Purchase 6 MSM tickets: \$30

Purchase 3 DWR\* cookbooks: \$75

Total Monetary Obligation: \$235

Work one 4 hour MSM fundraising shift

\*DWR = Dining Without Reservations