

## BUDGET & FUNDRAISING COMMITTEE

**Important:** This committee must meet with all of the other 18 committee chairs to develop individual committee budgets that are combined to produce the overall budget.

**Meet with RAGBRAI Staff**  
West & East February 14/15/16

**Attend Host Town Meeting in Des Moines on March 10.**

### Chairperson's Role & Responsibilities

Advice from previous committee chairpersons of RAGBRAI overnight towns varies, but the top recommendation from all is to read the chapter pertaining to your committee. Familiarize yourself with all the duties and responsibilities discussed in the handbook. Educate your other committee members about the content in your chapter. Reading the entire book is also recommended to eliminate duplication of effort among committees. Establish a game plan. Then develop a timeline with specific completion dates for critical steps.

Keep these points in mind when conducting committee meetings:

- Have an agenda
- Keep meetings short, no longer than one hour
- Take minutes at each meeting
- Ask the Executive Committee Chairs to attend
- Prepare for contingencies ... "What if?"

These are the overall responsibilities of a committee chairperson. And above all else-

***DON'T LET GREED BE THE MOTIVATOR. YOU SHOULD GET ALL AGREEMENTS IN WRITING. A COPY OF ALL AGREEMENTS SHOULD BE FORWARDED TO THE TREASURER.***

The Budget Committee typically consists of five people: the Treasurer or Chair of the Budget Committee and four Budget Committee Co-chairs. It will be these individual's responsibility to monitor the organizing committee's finances.

Once in place, the Treasurer should work to recruit four Budget Committee Co-chairs. These Budget

Co-chairs will be paired with the four Organizing Committee Co-chairs and attend all of the meetings that they attend. These individuals should have an accounting or bookkeeping background and be creative, outside-the-box thinkers. These individuals will insure that the town's committee has a workable budget so that the community's efforts can be successful.

While the community's RAGBRAI Organizing Committee may not make a lot of money, the community vendors, civic groups and local merchants will show a profit. Your challenge is to attempt to cover all the costs of hosting RAGBRAI so that you do not pass along RAGBRAI associated costs to the taxpayers. A profit margin of 5% over expenses is a realistic goal for the Organizing Committee to shoot for.

**The budget committee becomes the keeper of all written agreements. In the long run, you'll be glad you had the smallest agreements in writing.**

### Operating as a 501(c)3 or 501(c)6

Most towns have been successful working under the umbrella of an already established local non-profit organization such as the local chamber or event foundation. Some towns had success setting up a new 501(c)3 or 501(c)6 non-profit organization. This could make contributions to your RAGBRAI event tax deductible. Please check with a tax advisor concerning tax-deductible guidelines.

If you choose to form a new organization, this process should begin immediately since it may take months to complete. A local lawyer might donate the time to draw up the paperwork. It typically will cost \$70 to file with the state. A name for the new organization could be RAGBRAI ANYTOWN 19 INC.

The Organizing Committee Co-chairs are usually named as officers of the new corporation. The corporation could then disband after all funds are dispersed or remain intact to be utilized for future community charitable endeavors.

### Each Committee Develops a Budget

The work of the Budget Committee should begin as soon as the Executive Committee has named committee chairs. The Executive Committee will divide the committees into four groups and will assign one of the Co-chairs to each of the groups. The Treasurer, as the head of the Budget Committee, will in turn assign one of the Budget committee Co-chairs to each of the four groups. That Budget Committee member will meet with the chair

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of each of the committees in their group. The Co-chair assigned to this group will be a part of this meeting also. This meeting will be for the purpose of developing a budget for each committee.

Another primary charge for the Budget Committee is to help the other committees think creatively to handle their budgets. If you can dream it, it can happen! Each of the 18 other committee chairs will work with their Budget Co-chairs to develop individual committee budgets. The Budget Co-chairs then meet with the Treasurer to combine these budgets to produce the overall budget.

It is important that these budgets be completed in a timely fashion. The information and figures in these budgets will help set the parameters for a successful event. Once it is determined how much the event will cost to put on, it can be determined how much revenue will need to come in. This will help determine certain fees, such as food vendor fees. These fees can then be woven into city and county ordinances to insure that revenues generated during RAGBRAI benefit your town.

In addition to revenue and expenditures, an important category to budget and track is in-kind goods and services. These are items donated by individuals and corporations instead of a hard cash donation. In-kind could be in the form of waiving rental fees such as radios, web hosting, providing services such as printing and copying or providing goods such as lumber. In-kind donations may be able to be written off as a tax-deductible gift by the provider. It is important to track all in-kind donations in order to realize the true overall picture of what it costs to host the event. Be sure to start a thank you list to properly thank those who contribute to the Organizing Committee.

An overall list of goods and services needed from all committees will also give the Budget Committee the direction it needs. For example, if various committees need to acquire lumber, the fundraiser might be able to get all of the lumber needed donated or purchased at a reduced rate. This is more efficient than numerous committees each asking the local lumberyard to donate lumber.

For costly items, typically over \$500, towns suggest having a bid procedure in place. This might be for big-ticket items such as the printing of the tabloids, purchasing ice, ordering shirts or the renting of portable toilets and tents. Any policy that is put in place should be carried out by all committees and will help ensure that you are receiving the goods and services needed at the best possible price.

A sample of a bid sheet or a request for quotation (RFQ) is included at the end of this section. Also enclosed is a sample Purchase Request Form. A Purchase Request Form will ensure that the individual committees purchase only items that are approved by the Budget Committee. The Budget Co-chairs should review any procedures put in place with their committee chairs.

A sample budget (at the end of this section) has been provided that you might look to for suggestions. Individual sample budgets appear at the end of each committee's section. Write down everything you believe would be needed for the operation of each committee. Then eliminate any trivial items that aren't necessary for helping the committee achieve success.

**You will find several actual town committee budgets from previous years on the 2022 RAGBRAI ELECTRONIC HANDBOOK FLASH DRIVE. These budgets will show how past year's communities did financially.**

### Special Ordinances or Resolutions

Be sure to make provisions so that most revenue generated stays in and benefits your town. This can be done with the passage of a city ordinance or resolution that reasonably establishes who can and cannot be vendors and what the vendor fees will be.

Before these ordinances can be passed, you should have completed an initial Budget so that you can recommend the rates for the vendor fees. Ordinances or resolutions could take several weeks to pass, so be sure to start the process early.

### Handling Money During RAGBRAI

Your committee should develop a game plan for handling money the day of the event. One of the biggest issues for all booths is how to get change. The other issue is making arrangements to pick up excess cash during the day to remove temptation from anyone who might be eyeing an overflowing cash box.

The Beverage Garden and the shuttles may need a money drop or a pick up. Plan for how and when the money will be picked up. It is always good to involve Law Enforcement in this process. Develop a plan for who is going to count money. Think of people who handle money every day to be in charge that day.

Some towns have made prior arrangements with a bank to make after-hour deposits and the ability to make change after the bank normally closed. A certain after-hour time should be set up for these transactions. You should have a clear plan as to

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how you will pick-up excess cash and provide change to vendors throughout the day and evening.

Work with the Food & Vendor Committee to be assured that the vendors know how they can get more change and that the vendors have procedures on managing cash in a safe way. This may be the first time some local groups have had a booth at a big event, and they may not anticipate their money-handling needs.



### Fundraising Committee works with the Budget Committee to Help Cover Costs

Here are some ideas:

1. Selling a town T-shirt featuring the Town Logo to help promote RAGBRAI, generates excitement and provides some start-up funds. (The RAGBRAI name or logo can't be used)
2. The Fundraising Committee could ask local businesses to provide in-kind (non-cash) donations including services, supplies and materials. In-kind donations should be recorded with the Budget/Fundraising Committee.
3. The largest donations from corporations have come by way of corporate "naming rights" for the community's main stage or campgrounds. This high exposure is often a focal point for towns.

4. Consider working with one or just a couple of area retailers to be main suppliers for miscellaneous RAGBRAI items for all committees through a RAGBRAI account.
5. You may want to ask committees to obtain donations from local businesses to help with initial expenses. Coordinate these efforts because you don't want the same business to be approached by several committees.
6. Some towns have raised money to cover the costs of the portable toilets with a Rent a Pot project. For a contribution of \$100 or however much each extra portable toilet is going to cost you, they can have their names on the doors.
7. Have a VIP section in your beverage garden for sponsors and supporters of your town's effort.

If you would like more help, feel free to call the RAGBRAI Director or any of last year's overnight chairs.

The names, phone numbers and e-mail addresses of last year's chairs are listed at the end of the handbook.



### What to do with RAGBRAI profits

Your committee should decide where the profits from RAGBRAI will go, if there are profits. Some committees let their committee chairs vote where the funds would be spent. Other committees decided from the beginning that all proceeds would go to a named community project.

Have a game plan in place before RAGBRAI occurs, you will be glad you did!

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### BUDGET COMMITTEE TIMELINE & CHECKLIST

This is a schedule that worked for a town last year. Set a timeline that is reasonable for your community.

#### FEBRUARY 2022

- Work with Co-chairs at all committees, give financial updates
- Work with the newly names Sponsorship/Fundraising Chair
- Select four committee members
- Start working with all chairs on their budgets as they are selected
- Meet with RAGBRAI Staff

#### MARCH 2022

- Begin process to set up tax exempt status through a local organization 501(c)3 or 501(c)6
- Meet with Executive Committee, Food and Non-Food to develop plans for Special Ordinances
- Work with Food & Vendor Committee to set Vendor Fees
- Collect budgets from all committees & develop overall budget
- Attend Host Town Meeting in Des Moines
- Attend town meeting (publicize budget)
- Create game plan for fund raising (what, where, when, how)
- Work with Sponsorship/Fundraising Chair on Goals
- Plan for committees to submit all their purchases/expenses and plan for bidding procedures

#### MAY 2022

- Attend the Executive Committee meeting in Des Moines

#### JUNE 2022

- Reach Fundraising goal

#### JULY 2022

- Volunteer orientation and training meeting

#### AFTER RAGBRAI

- Send out thank you notes
- Complete surveys
- Final meeting with RAGBRAI Staff

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**RAGBRAI® EXECUTIVE/BUDGET COMMITTEE BUDGET  
TAMA/TOLEDO, IOWA (JULY 23, 2008)**

**REVENUE**

<b>Executive Committee Income</b>	<b>Budgeted</b>	<b>In-Kind</b>	<b>Actual</b>
General Sponsorships	15,000.00	4,375.00	12,875.00
Interest	300.00	0.00	0.00
Miscellaneous	0.00	0.00	0.00

**TOTAL REVENUE      \$15,300.00      \$4,375.00      \$12,875.00**

**EXPENSES**

<b>Executive Committee Expenditures</b>	<b>Budgeted</b>	<b>In-Kind</b>	<b>Actual</b>
Checking Account	150.00	0.00	0.00
Town Hall Meeting	1,000.00	0.00	0.00
Supplies	100.00	0.00	0.00
Postage	200.00	0.00	0.00
Bi-Weekly Meetings	300.00	0.00	0.00
Travel/Hotel to Des Moines Meeting	600.00	0.00	0.00
Incorporating & Filing Fees	500.00	0.00	0.00
Golf Cart Rental	500.00	0.00	0.00
Rain Insurance	1,625.00	0.00	1,645.00
General Liability Insurance	1,000.00	0.00	1,656.35
Miscellaneous Expenses	200.00	0.00	0.00

**TOTAL EXPENSES      \$6,175.00      \$0.00      \$3,301.35**

	<b>Budgeted</b>	<b>In-Kind</b>	<b>Actual</b>
Total Revenue	\$15,300.00	\$4,375.00	\$12,875.00
Total Expenses	\$6,175.00	\$0.00	\$3,301.35
<b>TOTAL PROFIT/LOSS</b>	<b>\$9,125.00</b>	<b>\$4,375.00</b>	<b>\$9,573.65</b>

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**RAGBRAI® OVERALL BUDGET  
CENTERVILLE, IOWA (JULY 27, 2016)**

**REVENUE**

<b>All Committees Income</b>	<b>Budgeted</b>	<b>In-Kind</b>	<b>Actual</b>
Beverage Garden	75,000.00	0.00	60,978.76
Budget/Executive/Fundraising	35,000.00	0.00	49,300.00
Entertainment	0.00	0.00	47.41
Food & Vendors	19,500.00	0.00	24,200.00
Hospitality	10,000.00	0.00	5,783.30
Housing	750.00	0.00	552.73
Sanitation, Showers & Recycling	2,250.00	0.00	0.00
Transportation	5,000.00	0.00	0.00
Miscellaneous (Insurance, etc.)	0.00	0.00	33.00
<b>TOTAL REVENUE</b>	<b>\$147,500.00</b>	<b>\$0.00</b>	<b>\$140,895.20</b>

**EXPENSES**

<b>All Committees Expenditures</b>	<b>Budgeted</b>	<b>In-Kind</b>	<b>Actual</b>
Beverage Garden	17,988.00	0.00	17,752.08
Budget/Executive/Fundraising	0.00	0.00	0.00
Campgrounds	5,925.00	0.00	674.32
Communications	4,804.00	0.00	309.27
Electrical	7,500.00	0.00	3,522.04
Entertainment	45,175.00	0.00	43,275.73
Food & Vendors	1,500.00	0.00	4,675.00
Hospitality	8,450.00	0.00	11,452.14
Housing	500.00	0.00	0.00
Information Center	360.00	0.00	1,126.06
Law Enforcement	8,150.00	0.00	0.00
Medical	4,640.00	0.00	2,416.72
Publicity	10,225.00	0.00	3,268.59
Public Safety	6,210.00	0.00	400.00
RIDE RIGHT	450.00	0.00	139.83
Sanitation, Showers & Recycling	8,900.00	0.00	11,718.80
Transportation	2,740.00	0.00	2,181.68
Volunteers	0.00	0.00	0.00
Web & Social Media	3,610.00	0.00	0.00
Miscellaneous (Insurance, etc.)	3,000.00	0.00	6,146.70
<b>TOTAL EXPENSES</b>	<b>\$140,127.00</b>	<b>\$0.00</b>	<b>\$109,058.96</b>

	<b>Budgeted</b>	<b>In-Kind</b>	<b>Actual</b>
Total Revenue	\$147,500.00	\$0.00	\$140,895.20
Total Expenses	\$140,127.00	\$0.00	\$109,058.96
<b>TOTAL PROFIT/LOSS</b>	<b>\$7,373.00</b>	<b>\$0.00</b>	<b>\$31,836.24</b>

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**REQUEST FOR QUOTATION**

**TO:**           **Portable Toilet Companies**  
**FR:**           John Beancounter, RAGBRAI Budget/Fundraising Co-chair  
**CC:**           Fred Portapotty, RAGBRAI Showers & Sanitation Chair  
**RE:**           Rental of Portable Toilets/Washing Stations During RAGBRAI  
**DT:**           March 1, 2018

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The Anytown, Iowa RAGBRAI Organizing Committee is submitting the specifications for the rental of portable toilets and hand washing stations during RAGBRAI's visit to Anytown. Please FAX your company's bid by March 15th to my attention at (515) 555-5555. Please feel free to call me at (515) 333-5555 if you have any questions on this project.

**PORTABLE TOILETS & HAND WASHING STATIONS**

**QUANTITY:**   **100 Total Portable Toilets & 4 Washing Stations  
Divided into 4 locations in community  
(4 Handicapped Units & 96 Standard Units)**  
**LOCATIONS:** Corn Cob Creek Park, Anytown High School, Babbling Creek Park  
& Freedom Square  
**DATE:**         Monday, July 23, 2018  
**SERVICE:**     Service every 3 hours

**BID PRICE:**         \$ \_\_\_\_\_

**COMPANY BIDDING:** \_\_\_\_\_

**CONTACT:** \_\_\_\_\_ **PHONE** \_\_\_\_\_

Thank you for your bid!

FAX TO (515) 555-5555  
john@beancounters.com

Attn: John Beancounter, RAGBRAI Budget Co-chair  
Deadline: March 15, 2018

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**OTTUMWA RAGBRAI COMMITTEE  
PURCHASE ORDER**

The completed form must be submitted in hard copy to the Committee Co-Chairs for approval before submitting to the Budget Committee.

**SHIP TO:**

Dated:

**Ordered By:**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

**PURCHASED FROM:**

**BILL TO:**

OTTUMWA RAGBRAI COMMITTEE  
 %Ottumwa Community School District  
 1112 N Van Buren Suite 2  
 Ottumwa, Iowa 52501

Quantity	Description/Items #	Unit Cost	Total Cost
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<b>TOTAL</b>			-

\_\_\_\_\_  
Co-Chair Approval

\_\_\_\_\_  
Treasurer Approval

- Housing
- Campgrounds
- Showers, Sanitation
- Volunteers

- Publicity
- Hospitality
- Web & Social Media
- Communications
- Information Center

- Food & Vendors
- Electrical
- Beverage Garden
- Entertainment

- Public Safety
- Law Enforcement
- Medical
- Ride Right
- Transportation