

## SPONSOR/FUNDRAISING COMMITTEE

### 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 Fundraising Committee works with the Budget Committee and the Executive Committee to raise funds and in-kind services from businesses and individuals in your community.

This person's sole job is to develop and lead a small committee to raise funds to help with the cost of hosting RAGBRAI. This person should be comfortable asking companies for donations and should know many of the business owners in town.

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.

### 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.

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 Fundraising 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.

**Actual town committee budgets from previous years are available from the RAGBRAI Ride Director. These budgets will show how past year's communities did financially.**

## RAGBRAI Overnight Town Handbook



### Ideas to Help Cover Costs

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!

**The Sponsorship/Fundraising Chair will have more success if they emphasize that any profits from RAGBRAI will go into a community project that can be enjoyed by the citizens of the community.**

## RAGBRAI Overnight Town Handbook

### SPONSORSHIP/FUNDRAISING COMMITTEE TIMELINE & CHECKLIST

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

#### FEBRUARY

- Develop Sponsorship/Fundraising Packages
- Meet with RAGBRAI Staff

#### MARCH

- Begin process to set up tax exempt status through a local organization 501(c)3 or 501(c)6
- Attend Host Town Meeting in Des Moines
- Attend town meeting
- Create game plan for fund raising (what, where, when, how)
- Start fund raising

#### MAY

- Attend the Executive Committee meeting in Des Moines

#### JUNE

- Reach fundraising goal

#### JULY

- Enjoy a great day at RAGBRAI

#### AFTER RAGBRAI

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

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**RAGBRAI® EXECUTIVE & SPONSORSHIP/FUNDRAISING  
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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**Ottumwa RAGBRAI**

**APPLICATION FOR FUNDING FROM RAGBRAI PROCEEDS**

Entity Name \_\_\_\_\_  
(Organization must be an Ottumwa non-profit, school, or 501(c)3)

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Short description of project:

How will this project benefit Ottumwa?

Total project budget from all funding sources \$\_\_\_\_\_

Amount of Ottumwa RAGBRAI funding requested \$\_\_\_\_\_  
(Deadline Friday, June 5th)

Sources of other funds that will be used for this project:

Submit To:  
Ottumwa RAGBRAI Advisory Board  
c/o Ottumwa Chamber  
101 Church Street  
Ottumwa, IA 52501

## RAGBRAI Overnight Town Handbook

### **Ottumwa Courier: Ottumwa RAGBRAI® distributes \$60,000 to community by Mark Newman (August 29, 2016)**

Party goers Monday evening watch the photographs on a screen showing pictures from the day RAGBRAI® came thorough. Many of those at the Bridge View Center helped vote on which groups would receive donations from the event profits.

The Ottumwa RAGBRAI® Committee did well: not just in organizing and executing the welcoming of 20,000 guests. They did well financially.

"As your mayor, I want to say how proud I am," said Ottumwa Mayor Tom Lazio. "RAGBRAI may have been going on for 44 years, but this was the first year they had a stop with a free concert, free beach and a lot of other great activities."

He was at a smaller party on Monday, a get-together at Bridge View Center for the volunteers and those who helped make the bicycle ride a success in the city.

Co-chairs were in charge of each aspect of the wild 24 hour party. So it was they who voted on which worthy causes would receive funding.

"Thanks to the sponsors, we were able to have what [looks like] the best party in RAGBRAI history," Lazio said.

Also thanks to local sponsors picking up the tab for many of the high costs associated with the ride, the local portion of the famed river to river event resulted in a \$60,000 profit locally.

The volunteers voted to split the proceeds into two parts, with \$32,000 being distributed Monday night to community organizations (see list) while \$28,000 would be used for a different purpose.

"A perpetual endowment for community events," said Lazio.

The idea, he explained, is that events like RAGBRAI or the recent world-series are good for Ottumwa. But they often need — and lack — startup capital.

"When the Babe Ruth World Series started to organize, they had no money," Lazio said.

Hard work by the organizers and generosity by sponsors got the event off the ground, but it would be a benefit for such worthy activities to have funding to begin.

Having the interest on the \$28,000, plus money contributed by others who like the idea through the years will allow more such events.

"We really let the community shine, and we want that momentum to continue," Lazio said. "We put Ottumwa back on the map. Communities around us are talking about Ottumwa. The state of Iowa is talking about Ottumwa."

After the thank-you event Monday, executive co-chair Mary Beth Hammer said the response from outside the state has been good, too. She said she's been getting emails about how much the town had improved compared to just a few years ago.

And about how Ottumwa was the best stop on RAGBRAI.

"Not just of this year," she said. "Of any year."

#### **Donations to community organizations, rounded to the nearest hundred.**

- The Beach Ottumwa: \$3,100
- Blessings Soup Kitchen: \$1,900
- Hy-Noon Kiwanis: \$500
- Main Street Ottumwa: \$2,800
- OHS Bulldogs Archery: \$2,800
- OHS Girls Swimming: \$2,700
- Ottumwa A Club: \$4,000
- Ottumwa Christian School: \$1,400
- Ottumwa Schools AED machines: \$1,800
- Ottumwa Convention and Visitors Bureau: \$1,200
- Ottumwa Police Department: \$3,500
- Ottumwa Symphony Guild and Ball: \$1,900
- Rotary Club: \$1,900
- Wapello County Trails: \$2,300