

How to Price/budget an event:

1. Figure out a range of people that are likely to attend (example : 100-300)
2. Figure out how much your event will cost you to put on (example: \$150 dj, \$150 save rental, \$50 Lights, \$50 decorations=\$400)
3. Divide cost by low number from #1 (example: 400/100)
4. So you break even at \$4 therefore you are probably safe with a \$5 admission.

Sounds simple – but I have seen events cost out \$750 when we were expecting 100-300 attendees so at \$5/person we stood to lose money. We managed to break even when we figured in drink sales but it was not a responsible way to spend committee money. Remember - events are fundraisers and you do have a conference to put on. You will need all of the money you can raise for use prior to the conference.

Treasury Advice:

1. **Make a budget early on** – know how much you are expecting to spend, how many people are coming, and do the math. Don't assume finances will take care of themselves.
2. **Figure out how many of the expenses will need to be paid out before the conference.** Defer what you can because 80-90% of the money will come in during the weekend of the conference.
3. **Keep active in the sub-committees.** This is the best way to ensure they understand the budget limitations and you understand what their plans/needs are. I found it useful to show up with facts and keep my opinions to a minimum. When I showed up and just listened I found I was able to offer the financial information they needed to make an informed decision and consequently I was able to be of maximum service to the committee.
4. **Don't be afraid to say "No" or to cut a budget.** Sometimes this is not a popular position but sometimes it is necessary to cut a coffee budget to make sure there are enough ASL translators.
5. **Never forget our primary purpose** – There will likely be situations in which you will have to decide where the money goes. Not every committee can have the amount they might ideally want. This year I heard someone say, "People won't drink if they don't get a T-shirt" it may sound silly but it was a good point. Every committee has a different financial situation to deal with but if you make decisions based on our first tradition you can't go wrong.
6. **Don't discount t-shirts** unless you are severely in the hole at the end of the conference. This makes it harder for next year's committee to sell them early on (if people know they will be discounted at the end they will wait). You can always donate left over shirts to the next host committee or to a recovery home.
7. **Pass on the supplies you collect** either to the next Host City, your local or state conference or a local meeting.