



How to Construct an Event Budget

Maintaining an event budget will help you stay organized and help you avoid going over budget. Below is a sample of a basic budget that can be adapted to any event.

Expense	Estimated Cost	Actual Cost
Facility Fee	_____	_____
Rentals (tables, dishes)	_____	_____
Presenter/Entertainer Fee	_____	_____
Audio/Visual Equipment	_____	_____
Advertising/Promotion	_____	_____
Printing	_____	_____
Postage	_____	_____
Food/Catering	_____	_____
Decorations	_____	_____
Transportation	_____	_____
Security and Technicians	_____	_____
Other _____	_____	_____
Other _____	_____	_____
Total Expenses:	_____	_____

Revenue	Estimated Revenue	Actual Revenue
Ticket Sales	_____	_____
Food Sales	_____	_____
Vendor Fees	_____	_____
Event Sponsorship	_____	_____
Donations	_____	_____
Other _____	_____	_____
Other _____	_____	_____
Total Revenue:	_____	_____



How to Construct a Gift Chart & Use it to Secure Major Gifts

What is a gift chart?

A gift chart is a tool used to determine how many gifts and prospects you will need to raise a specific amount of money. These charts can be used for major gift fundraising and for major events. The table is built like a pyramid: the top has a small number of large gifts and the bottom has a large number of small gifts.

Tips

- Identify the highest level gift that will be made to the event. This number will depend entirely on your donor base. It is not uncommon for the highest level to be anywhere from 10-50% of the event total.
- Assume that you will need 3-5 prospective donors for each level.
- Build your chart downwards, filling it in based on what you know about your donor base and their capacity to give.
- Allow for contingencies and unexpected expenses.
- Revise the table as you go; as prospects say yes or no to donations.

Sample Gift Chart for \$5,000 Goal <Insert Event Name>

Gift Level	# of Gifts	# of Prospects	Amount	Cum. Total	Cum. Percentage
\$500	2	4	\$500	\$500	10%
\$375	1	4	\$375	\$875	18%
\$250	2	8	\$500	\$1,375	28%
\$175	3	12	\$525	\$1,900	38%
\$150	3	12	\$450	\$2,350	47%
\$125	5	20	\$625	\$2,975	60%
\$100	7	28	\$700	\$3,675	74%
\$75	7	28	\$525	\$4,200	84%
\$50	10	40	\$500	\$4,700	94%
Under \$50	12	48	\$300	\$5,000	100%