

Raise money for your community organization with a fundraiser night at Lost Valley. Lost Valley's goals are to support local organizations that have an impact on our community. The primary way that we accomplish this is through a Your Organization Fundraiser Night at Lost Valley. This guideline spells out the responsibilities that we both have, in order to create the best chance for a successful event.



Step One: Complete the application below and return it to the Lost Valley Coordinator. We will qualify your organization for your fundraising night at The Lost Valley Brewpub. Be advised, we stay away from direct or hot political issues. We support organizations that we feel would have broad support from most of our community.

Step Two: Once your organization is qualified, we must discuss the ways that you will get the word out about your night. This promotion activity, on your part, will make sure as many of your supporters as possible will come and it may also reach out to new supporters of your cause as well.

Mandatory Marketing Requirements:

Announcement banner measuring 56"W x 36"H (Include the name of your organization, the date of your benefit and any other pertinent information such as "silent auction" or "raffle" if they will be held. If you have any questions, the Lost Valley Coordinator can guide you. We have a template built that you can use for easy quick design and printing available upon request

The Lost Valley Coordinator must approve your finished banner If you build from scratch.

Please write an informative summary describing your organization or effort. You may include a brief history, your purpose, your goals, and a listing of the different activities that you have chosen to go along with your benefit night (i.e. silent auctions, raffles etc.). Place an emphasis on what you will be doing with the proceeds from your fund-raising efforts in the community. We will be providing this information to our staff so that they may be able to informatively discuss your organization before and during your benefit.

Other suggested Initiatives have a representative of your organization contact local newspapers in advance to see if they might put a notice in the paper for you. Most newspapers run weekly calendar sections and would be happy to publicize any non-profit event. Publicize your event in a newsletter or special mailing to your supporters. Please include us in your mailing(s) and/or send us a copy of your newsletter.

Contact your supporters using email and social medias. Be sure to include the Lost Valley Coordinator in your email: dweber@lostvalleyski.com

Post the event on your website as well as any other websites that might support you. Blogs can be used as well. Make posters and ask merchants to post them in their shops. Bring us one too! Print up flyers and hand them out at previous organizational events or gatherings you hold. Please bring us a copy. Contact a local radio or television station for a free mention. Start a calling chain to personally request attendance from your supporters.

Reminder: Again, provide us with a copy of all printed or posted material

Step Three: We will raise your banner at least one week in advance of your benefit, which will both advertise and raise awareness for your cause.

Step Four: Your benefit night is here! Here are some more ways to broaden your appeal and your evening's proceeds... We will provide a table for you to give out flyers, membership information, stickers etc. We suggest you have a representative there by 4:00 PM for your set up and to greet and answer any questions that our guests may have about your organization.

Your representative may also... Sell raffle tickets and hold a silent auction. Organizations report that the raffle and auction can double or triple the amount raised during the benefit.

Step Five: The Lost Valley Brewpub will donate a portion of the food proceeds sold during the benefit. Donations typically range from \$400 to \$1,000 for organizations that actively get the word out.

Step Six: Prepare and distribute a post-event press release to the local newspaper and/or other media sources. This is a great way to say thanks to you supporters and to bring continued awareness about your event. This will help you continue to build your event for the years to come.

Remember your efforts determine the success of Your Organization Fundraiser Night at Lost Valley.

Finally, we would like to thank you and your organization for the efforts that you are making to better our community. You are making a difference!

BENEFIT APPLICATION (To be completed by the organization)

Date Submitted: _____

Name of Organization: _____

Address: _____

Contact Person(s): _____

Telephone: _____

Email: _____

Website: _____

Best time of year for your benefit / requested date _____

Brief description of what the organization does:
