



## **Band Together FAQ's for Charities Interested in Applying for Funding**

### **How does Band Together select charities?**

Band Together has an established charity application and selection process to which we rigorously adhere. The application can be viewed online:

<http://www.bandtogethernc.org/involved/charity-application.aspx>.

Because we can support only one charity per year, it is very important to Band Together that our Board and the charities who choose to apply understand and follow this process.

1. Band Together has a committee that reviews all applications and narrows the applicants down to 10 or fewer charities.
2. The Band Together Board of Directors then meets to discuss these applicants and select 3 charities for a final round.
3. We will invite the final 3 charities to present to the Board.
4. After that presentation, the Board will discuss, vote and then select next year's charity.

### **What criteria do you use to select the recipient charity?**

Band Together is a capacity building organization who selects our charity partners based on a number of key criteria. Past charities have demonstrated that they make a positive impact on the Triangle community, are more effective than their competitors and are prepared to leverage a post-event gift from Band Together to achieve a significant growth milestone and to sustain the level of post-event growth in future years.

Some key elements of past decisions include local presence, the charity's ability to be involved in the planning of the event and to help fundraising, the impact of the Band Together event on the charity, the ratio of charity's funding that goes to programming, and the mission of the organization.

### **What is Band Together's target profile for a recipient charity?**

While Band Together does not have an exact profile for a recipient charity, Band Together has historically chosen charities that have a strong local community presence, and those that impact and improve the lives of local children or families and individuals in need. We also tend to choose organizations where our contribution can make a significant quantifiable impact in programming. The Band Together Board carefully considers the mission and purpose of applicant charities and we discuss this as a part of our evaluation process.

### **Are charities with specific religion affiliations eligible?**

Band Together understands that faith-based charities are an integral part of the community, and that most local charities have some association with the Triangle's faith-based community. While Band Together does not partner with organizations whose sole or primary mission is to advance a particular faith or its practitioners, Band Together will partner with organizations that focus on providing services that are supported by the faith-based community.

### **What charities should not apply?**

Band Together generally does not support:

- charities with a political agenda

- charities who do not have the strong support of private individuals and foundations (i.e. those who are solely or primarily funded by public sources)
- charities who are now conducting or will soon launch a large capital campaign or have recently completed a capital campaign
- charities not headquartered in the Triangle area
- charities with significant operations outside the Triangle area
- charities with significant amounts of debt who are not growing and servicing their debt.
- charities with extraordinary turnover on board or staff
- charities who do not directly benefit people (i.e. animal welfare organizations, land acquisition trusts, historic preservation trusts, etc.)

### **When should we apply?**

The annual deadline for applications is August 31 at 6PM and should be delivered to 3402 Hampton Rd. Raleigh, NC 27607. We strongly encourage the earlier submittal of applications to help us streamline our process.

### **What is the typical timeline from charity selection to event date?**

Band Together selects and notifies its charity partner in mid-September. The event usually takes place on a Saturday in April or May. Our core planning and fundraising process typically lasts 12-16 weeks preceding the event.

### **How can we learn more about Band Together to see if we are a good fit?**

There are several ways a prospective charity can learn more about our organization.

1. Check out [www.bandtogethernc.org](http://www.bandtogethernc.org) and sign up to receive updates:  
<http://www.bandtogethernc.org/home/subscribe.aspx>
2. Attend or even volunteer for our main event. This really helps you understand the scale of the production, the number of people involved, and the excitement around the event.
3. Join us at one (or more) of our monthly "After Work" socials that take place at different local venues where volunteers and Band Together representatives get together for the purpose of getting to know one another. We will have representatives at each of these socials to answer questions you might have:  
<http://www.bandtogethernc.org/events/after-work.aspx>
4. Please feel free to join our Facebook page <http://www.facebook.com/BandTogether> and follow us on Twitter at @bandtogethernc.

### **If we volunteer and get involved in an event, does that mean we will be better positioned to be selected as the charity recipient?**

Band Together is appreciative of all of our volunteers. In fact, we pride ourselves on being an all-volunteer organization which means all net proceeds go to our charities instead of to salaries and administrative costs. While volunteering gives you more exposure to the organization and also offers you a chance to evaluate us, we cannot commit that this will result in a higher chance for being selected.

### **What will be required of the selected charity's board, development staff, and volunteers?**

Charity involvement is one of the key criteria that the Band Together Board considers as a part of our decision. It is crucial to the success of the event for the charity to engage board, staff, and volunteer support in three areas: fundraising, publicity, and volunteerism.

**Fundraising:** the charity's top fundraisers will join Band Together's fundraising committee to build onto our corporate sponsorship database, contact corporate and individual sponsors, deliver event tickets to sponsors, and ensure that the sponsors get value out of as well as enjoy the event.

**Publicity:** the charity's best marketers will join our communications team in contacting and engaging all possible media and ensuring that the charity's message and brand are properly

communicated throughout all forms of media and smaller events leading up to the main event. The charity's logo and message will be an integral part of the publicity surrounding the event.

**Volunteerism:** the Band Together model works best when the charity provides a co-chairman for the event and active members for each committee as well as on the day of the event (set up, staffing, ticketing, breakdown and cleanup).

Our history has shown that the more involved an agency's board, staff and volunteers are with the event, the more successful the event and the experience for the charity partner.

**What is the estimated time commitment from the charity's board, staff, and volunteers?**

Although some planning takes place all year, the real work begins when the band, date, and venue are selected. Especially for the co-chair and those involved in fundraising, and helping to lead committees, the 12 weeks leading up to the event require significant commitment and participation, with weekly meetings and lots of communication. Work is intense, fast and demanding. Band Together and its charity partner must commit to making the event the highest priority possible during this period of time. One of the more enjoyable aspects of Band Together is the opportunity for a charity's board, staff, and volunteers to help with the day-of set up and to serve as volunteer/staff during the event. While we have 150+ volunteers, approximately 25-50 volunteers are needed from the charity for day-of activities. Approximate breakdown of per-volunteer hours are as follows: setup-2 hours; event-5 hrs; cleanup-1 hr.

**How will a charity's development efforts be affected by its participation with Band Together? Will it be expected to invite its current supporters to participate? Will it have the ability to choose not to approach certain supporters? What if it has its own fundraising event planned near the time of the Band Together event?**

Band Together is not for every charity. Through experience, Band Together has learned that the most successful partnerships are those where the charity does not have a high number of high profile fundraising events per year. The fundraising cycle begins once the partnership is formed and kicks into high gear 12 weeks before the event. If Band Together is, for example, just one of six fundraising events for a charity, then the charity will more than likely feel uncomfortable involving its current sponsors again and again, and the event will likely be less successful. Band Together has raised significant funds for those charities that do not have overlapping annual events, whose board members become actively involved in the fundraising process, and who reach out to all current and potential supporters. Band Together offers charities a new outlet for raising funds and unique exposure for its sponsors.

**Does the charity have to cover any of the costs of producing the event?**

No. Band Together assumes all financial costs and risk; however, we rely on our charity partner to assist us in the advisement of big, often risky decisions, because ultimately, these decisions can make a large difference in the overall outcome.

**How is publicity handled? Will Band Together take the lead? Does the charity need to provide spokespeople? Does the charity need to promote Band Together?**

Band Together works closely with our communications partner, S&A Cherokee, to create branded creative materials to promote the event and the charity partner. The charity partner will need to provide spokespeople prior to and during the event. Band Together will prominently promote the charity on its website, to volunteers and sponsors and all marketing materials. Likewise, the charity will be expected to use its website, mailing and email lists, and any other resources available to promote the event.

**If I have further questions, who should I contact?**

We are glad to help in any way we can. Please review our website in detail as well as the application to see if your questions can be answered there. You can also join us at our "After Work" socials. We will have representatives at each of these socials to answer questions you

might have: <http://www.bandtogethernc.org/events/after-work.aspx> You can also email us at [info@bandtogethernc.org](mailto:info@bandtogethernc.org).