



Helping Boys Thrive Summit® – FAQs

for Potential Organizers and Sponsors

Create a Summit that meets the needs of your community. Use the following questions to help guide your development process and make it yours.

1. How Many People and What People Should I Have on My Organizational Team?

You and a team of two to three others will be the **core group** putting on the Helping Boys Thrive Summit®. Other donors, sponsors, and helpers will emerge from your core group's efforts. In your core group, you will want at least one highly organized person, very good with details; you may also want one person who has experience with PR, and one person who has done some fundraising before.

Very importantly, you want people you like, enjoy working with, and want to spend time with over the next year. Some of these people may be in your present organization, and some may be in another organization that you approach to co-sponsor the event with you.

It is likely that all or most of your core team will have raised or educated sons and seen the issues boys face in today's world, or be otherwise involved in helping **raise, educate, or mentor boys and young men.**

2. What is the fee for hosting a Helping Boys Thrive Summit®?

The costs for Dr. Michael Gurian and a GI trainer, as well as the HBT (Gurian Institute) materials and organizational mentoring, is \$10,000.00. Travel and lodging expenses are not included but often can get underwritten/donated by a sponsor or donor (see below). Local logistics costs will vary depending on the in-kind contributions you receive (i.e. for venue, hotel, food, and advertising).

3. Who Are Potential Donors/Underwriters?

Potential financial donors include **public and private organizations and foundations, businesses and corporations, and individual philanthropists** who have a stake in child development, family development, social and community health and wellbeing, and corporate giving. In your packet from the Gurian Institute, you will receive ready-to-send materials with which to approach donors and underwriters.

- **Non-profits organizations.** These would include United Way, YWCA, Boy Scouts, Big Brothers/Big Sisters, Boys and Girls Clubs, Parent Networks, as well as foundations and, quite possibly, universities or colleges.
- **Independent Schools and Public School Districts** can provide funding and/or in kind contributions, especially once they learn that their teachers can receive six hours of Participation Credit.
- **Counseling and psychiatric agencies can become underwriters.** Any mental health agency or organization can be a potential donor.
- **Corporations or Businesses** can be approached. These include businesses that set aside some money every year for corporate giving; as well as HMOs, physicians, and others who want exposure for their businesses and services. This can also include business owners you already know, your friends or acquaintances who own businesses (many of whom have sons and have faced issues with boys in school or life), and your team's friends and acquaintances.
- **In-kind donors** can include print, TV and radio media that donate in kind contributions of on-air time as well as print features and/or advertising. Venues and food companies can be in kind donors, donating a location, keynote room, breakout room, and AV equipment as well as morning coffee and noontime lunch.



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4. What Amounts of Money Might Donors Provide?

In some previous events, we have received all the basic costs of the event through donations, underwriting and co-sponsorships. **Donors provided contributions of \$7,000, \$5,000, \$3,000, \$1,000, \$500.00 and less.** The amount of money you receive for underwriting will depend on how vigorously your team pursues donations/underwriting, including what contacts you and your team already have in organizations, businesses, and agencies. In the Gurian Institute packet, you'll receive a suggested list of possible donor levels and possible rewards for donors as well as a donor letter template.

5. Are There Other Sources of Underwriting for the Event?

Yes. These sources are: **co-sponsor funding, exhibitor tables, and ticket sales.** The following are some suggestions for generating additional funding sources for the event.

- **Co-sponsors** might give a great deal in financial, grant and/or in-kind contributions. They are “cosponsors” rather than “donors” in that their names will appear, along with your organization’s and the Gurian Institute’s, at the top of the playbill as “Sponsored by...” or “Presented by...” The co-sponsor will most likely be an organization that fills in a gap you and your organization might have. For instance, if you lead a faith community, you might need a secular organization as co-sponsor to cover all bases in the community. If you lead a counseling agency, you might want a school district involved to make sure you get a lot of teachers at the event. All this said, you may well decide you do not need a co-sponsor. If your organization already has all the outreach and assets you need to put on the event, you may choose to proceed with just your organization and the Gurian Institute as sponsors
- **Exhibitors** can be asked to pay \$300 or more (or less, depending on your team’s decision regarding exhibitor fees) for an exhibitor table at which to sell their products. Some of the exhibitors might be breakout speakers at the event.
- **Ticket sales** generate a great deal of income. Depending on how much financial underwriting you receive, you will be able to determine how high or low to make the ticket price for the event.
- **CEU hours** can also factor into your ticket price and the numbers of people who come to the event. If your organization (or a co-sponsor organization) can give CEU hours to counselors, psychologists, social workers, other medical professionals, or other groups, you can charge a higher amount for the ticket price or you can do an “add-on” to a ticket price for CEU recipients. Also, if your organization, or a college/university, is able to give **Credit Hours**, you can increase the number of attendees that way, which brings in more ticket sales.

For the nuts and bolts of all this, as in all other areas in these FAQs, the Gurian Institute team will mentor you as needed. We have been involved in nearly every possible permutation of these options and there are a number of ways to move forward on each option.

6. Will a Profit Be Made on the Summit?

There is no way to guarantee a profit beforehand, but if the event is well organized, a profit should be forthcoming. With some of the necessities donated as in-kind contributions, and some of the financing coming into the event from



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cosponsors, donors, philanthropists, exhibitors, and other stakeholders; and with help from media and grass roots and other outreach to create a large event audience, the event should make a profit.

7. Is There a Best Time of the Year to Have a Summit?

In each city and region are different needs, so the answer to this question will be a local one. **Some quick tips we've learned:** check schedules closely for 1) competing major events on the day of your Summit, and 2) competing school/vacation schedules, e.g. Spring Break. It is generally useful to avoid doing an event in the summer in most locations, i.e. it is generally best to wait until the kids are back in school (after Labor Day, etc.). For a spring event, it is often useful to have the event a few weeks before most schools and to avoid "testing week."

8. Who Would Be Our Breakout Presenters?

In some Summits, the only speakers are Michael Gurian and a Gurian Certified Trainer. At others, there are multiple speakers. If you choose to have more than just the two Gurian speakers, your speakers might be stakeholders in your community who work in fields associated with boys' development. Make sure they are capable presenters! Many of these presenters may have personally or organizationally developed **programs or services they wish to publicize and/or sell.**

9. How Do I/We Move Forward with the Event?

To continue the conversation, contact Gail at gail@gurianinstitute.com or Michael at michaelgurian@comcast.net. The Gurian Institute team can provide more information, advice, and a contract for the participation of Dr. Gurian and the Institute. Once a contract is executed, a full packet of materials will be provided for step-by-step execution of a Summit.

10. Is there additional technical support from the Gurian Institute?

We have staff and electronic support that is available for an additional cost. We have a website template (see examples on www.helpingboysthrive.org). To see a complete website for a previous event, please click the event in Seattle, www.helpingboysthrivesummit.com). For your event, you can populate our current website template with all of your event information or we can provide staff to manage all of that for you along with supporting the Facebook page, creating customized flyers, banners, programs, and more. There would be a technical support fee if our staff manages all of this for you. There is no cost for the template to be given to you, but it and its content will need to be returned to the Gurian Institute after the event.

Contact: Gail at gail@gurianinstitute.com or Michael at michaelgurian@comcast.net.