



HEXAGON

WASHINGTON'S ONLY ORIGINAL POLITICAL SATIRICAL MUSICAL COMEDY REVUE

Hexagon, Inc.
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Washington, DC 20015-2601
Or
P.O. Box 40096
Arlington, VA 22204

(202) 333-SHOW
www.hexagon.org

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Hexagon, Inc., is a 501(c)(3) non-profit, tax-exempt organization established in 1955 for the purpose of presenting an annual, original, musical, comedy revue with proceeds to charity.

Tax I.D. #52-6078574

April 10, 2011

To Officers of Local Charities:

I am writing to invite you to take advantage of a unique fundraising opportunity by applying to become the beneficiary of the 2012 Hexagon revue (application attached). Hexagon is a non-profit, all-volunteer organization that annually presents an original musical comedy revue to benefit a local charity. Our annual performances usually earn our beneficiary the extra funding they need for a special project. Since 1955, Hexagon has generated over \$3.5 million for local charities.

If your organization has applied before but was not selected, I encourage you to apply again. Past beneficiaries also are welcome to apply again.

There are two restrictions for use of funds received from Hexagon. The benefits or services derived from Hexagon's donation must not be limited to any one religious, ethnic, or racial group. Secondly, the donation must be used locally rather than channeled into a national fund.

Our charity beneficiary is expected to help publicize the show and sell tickets for the performances. The charity also may hold a gala party for their patrons in conjunction with the show, thereby increasing the money raised through our partnership. Since the charity beneficiary is selected more than a half a year in advance of the performances, there is plenty of time to plan.

Applications must be postmarked by May 31, 2011. Finalists will be scheduled for an interview with the Hexagon Board of Directors, which will make the final decision. All finalists will be promptly notified of the Board's decision.

If you would like to learn more about Hexagon, please visit our website at www.hexagon.org. If you have any questions regarding the charity selection process, please feel free to contact me at 202-333-2002 (home) or by e-mail at charityvp@hexagon.org.

Sincerely,

Cathy Carpousis
Beneficiary Vice President



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APPLICATION FOR BENEFICIARY OF 2012 HEXAGON REVUE

PART I. GENERAL INFORMATION

If this is a team application, please provide relevant information for all participating organizations.

1. Name of Organization:

2. Address:

3. Executive Director:

Phone:

Address:

Fax:

Email:

4. Point of Contact:

Phone:

Address:

Fax:

Email:

5. Purpose of Organization(s):

6. Total Membership:

7. Number of Clients Served:

8. Number of Active Volunteers:

9. Number of Professional Staff Members and Support Staff:

a. Professional Staff

b. Support Staff

c. Other Staff

10. Please describe your organization's specific need, and your planned use of Hexagon funds.

11. Has your organization ever applied to be the Hexagon beneficiary? If so, please list the year(s) you applied.

12. Has your organization ever been selected as the Hexagon beneficiary? If so, please list the year(s) your organization was selected, note the amount of funds donated to you, and described how the funds were used.

13. Would you like to be included on the Hexagon mailing list?

Part II. SUPPLEMENTAL MATERIALS

Please provide the following information with your application. If this is a team application, please provide the following documentation for all participating organizations.

- A. A one page statement of your organization's history, mission, and present scope of work.
- B. Most recent annual report or audited financial statement.
- C. Current year budget plan.
- D. Copy of IRS Form 990.
- E. Copy of IRS 501(c)3 Letter of Determination.
- F. List of your organization's Board of Directors and/or advisory board, to include name, business affiliation, title address and telephone number of each board member.
- G. A letter from your Board chairperson or Executive Director confirming the approval to submit the Hexagon application. The letter must contain a statement that if selected as Hexagon's 2011 beneficiary, all funds donated will be assigned to your organization's activities within the Washington DC metropolitan area, consistent with your stated need and planned use of Hexagon funds in Part I of the application.
- H. A list of your organization's annual and other planning fundraising activities for this year.
- I. A list of foundations and corporations that directly support your organization.

PART III: FUNDRAISING EXPERIENCE AND CAPABILITIES

The beneficiary and Hexagon will work as a team. Listed below are some functions associated with the production of a Hexagon revue. These functions require the selected beneficiary's full participation and support. Please describe, in as much detail as possible, your experience and capabilities in each of these areas. Your answers will help Hexagon assess your fundraising strengths and volunteer capabilities, which will be critical in reaching fundraising goals during your partnership with Hexagon.

A. Mailing Lists

The effective use of an up-to-date mailing list of your organization's donors and sponsors is vital to the success of your partnership with Hexagon. Please provide the following information:

1. What is the size of your mailing list?
2. How many general donors?
3. How many corporate sponsors?
4. How do you typically use this mailing list?
5. What is the typical response rate to contribution solicitations?
6. What audience does the mailing list target?

B. Special Event

During the run of the show, one night is typically designated as "gala" or "benefit" night – for example a black tie function that begins with an evening (in some cases a Saturday night) performance of the Hexagon revue, and is followed by an after-theater celebration with dinner and dancing. Our experience has been that this type of special event gives the beneficiary an excellent opportunity to tap the resources of its board of directors, advisory committees, corporate supporters and volunteers in a coordinated effort to enhance the net proceeds from the Hexagon production. The beneficiary typically leads the planning and production effort of this special event. Therefore, it must be prepared to actively participate in all elements associated with planning such an event – from designing, producing and mailing the invitations, to selecting the caterer and decorations.

1. Please describe your organization's specific experience, if any, with special fundraising events during the past three years. For each event you have held, please explain in detail:
 - a. What kind of event was held?
 - b. What was the total cost of the event?
 - c. What were the total revenue and net proceeds?
 - d. How many people attended the function?
 - e. How much did you charge each guest?
 - f. How many people paid to attend?
 - g. How many people were admitted with complimentary tickets or with reduced price tickets?
 - h. What outside corporate support was solicited and how much was received?
 - i. How many of your volunteers actively participated in the planning and/or preparation?
 - j. How many staff members participated in the production of the event? Please provide the name, address and telephone number of a staff member who participated in these planning activities.
 - k. Did you employ any outside persons or entities, such as a professional fundraiser or special events coordinator to help you plan and stage the event? If so, was this assistance provided on a volunteer or pro bono basis? Please provide the name and address of the individual or organization.
 - l. Did you enlist the support of public figures to help promote this event? If so, who?

2. Please describe the special event you plan to sponsor if you are selected as the 2011 beneficiary. Please explain, in as much detail as possible, your strategy for planning and hosting such an event, your fundraising goal, and how you plan to meet that goal. Who might likely serve as Honorary Chairperson, and how and when do you plan to solicit his or her assistance?

C. Public Relations

An effective public relations campaign is critical to selling tickets to the Hexagon revue, and therefore to reaching fundraising goals. Please describe your organization's public relations expertise. Please include detailed information regarding the following:

1. What types of publicity activities has your organization participated in (including public service announcements)?
2. If selected, how do you plan to publicize your partnership with Hexagon, the Hexagon 2011 production, and the special event? Please provide details.
3. Please describe your experience in enlisting public figures to support your organization and/or special events. If selected as the Hexagon 2011 beneficiary, would you seek such support? If so, please describe.

D. Program Advertising Sales

Hexagon produces a show program that serves an important purpose. The effective solicitation of program advertisers can significantly reduce the cost of producing the program and increase the net income to the beneficiary. The success of program advertising sales is directly related to the commitment of the beneficiary to the sale effort. Please describe, in as much detail as possible, the type of advertising sales campaign your organization would conduct.

E. Production

A variety of production services and materials are needed for the Hexagon revue. Any items donated or obtained at cost reduce our production expenses and increase our contribution to the beneficiary. Please describe how your organization and/or corporate business supporters would be able to help secure any or all of the follows:

1. Production materials (e.g. lumber, tools, fabric for costumes, theatrical makeup, materials for props, photography film, etc.)
2. Printing and typesetting services for the show program, show tickets, special event invitations, special event tickets
3. Beverages, snacks and paper products for refreshments served at intermission
4. Businesses willing to underwrite costs assisted with the special event.

APPLICATION INSTRUCTIONS

We are seeking a beneficiary that can demonstrate a willingness and ability to work in partnership with Hexagon toward meeting a fundraising goal. To help us fully assess your qualifications, please provide as much detail as possible when answering questions.

Type all responses on 8 ½" X 11" paper. Each sheet should include the name of your organization (or organizations, if you are applying as a team) in the upper right hand corner.

Please label all questions and answers clearly.

In addition to your Executive Director, we require documentation that shows your Board supports this application.

Please mail your completed application and all related materials to:

Cathy Carpousis
Beneficiary Vice President
3641 Fulton St. NW
Washington, DC 20007