

GCU Special Events Subsidy Program

For GCU Lodges & Districts

For our purposes, a *Special Event* is defined as “attendance by a GCU group at a live **spectator event** in which the group can gather and fraternalize for social or other purposes.” Some examples of these types of events would include planning a group to attend a game of a professional or amateur baseball team, a ‘farm-league’ hockey team, a bus trip to a play or concert or any other spectator event.

The district or lodge may be approved to hold a **maximum of two** events for Special Event Subsidies per year, and may receive a **maximum of \$2,500 total per year** in this program.

Request Event—An officer within the district/lodge must request and receive pre-approval the event. The request must be submitted *at least 6 weeks prior* to your event.

The request must be completed utilizing the *Fraternal Event Request Form*. This form may be completed by:

- Online Form Version on the GCU Website;
<http://www.gcuusa.com/FraternalTools.html>
- Email to events@gcuusa.com
- Faxed to 724-495-3421 to the attention of the Fraternal Department
- US Mail to: GCU Attention Fraternal Department
 5400 Tuscarawas Rd.
 Beaver, PA 15009

Be sure to include all important information on the event on the request form. This includes date, time, location and details on festivities, and expected number of attendees.

The Fraternal Event Request Form includes an area to request approval for the **SPECIAL EVENT SUBSIDY** and list expected number of attendees. After the event is approved, the approval letter will be emailed to the requesting officer.

Promotion--From the information provided on the request form, the Communications Department may create postcard mailers to be sent to members within the district/lodge. One mailer will be sent per member household located within 100 miles of the location

of the event. These mailers *will not* be sent to member households that are farther than 100 miles from the home region of the District/Lodge. Event details will also be listed on the district/lodge page of the GCU Website as well as via other media vehicles.

After having received orders for the event, it is recommended to send confirmation of the number of tickets ordered and payment receipt to each participant, along with details on when and where to meet, how to pick up tickets, etc. Good communication is key when working with members and the public.

Event Day--At the event, the district/lodge **must provide** a registration process to obtain updated contact information for members and non-members. The Fraternal Department will provide registration cards, which can be used for a gift card raffle. For every 20 expected attendees, the Fraternal Department will provide a \$25.00 gift card. Be sure to include expected attendees on the Fraternal Event Request Form.

Request for Subsidy—Within one (1) month after the event, an officer of the district/lodge must complete a Financial Reporting Form on the event. The number of members and non-members (listed separately) who attended and the cost/attendee* must be completed. This report can be sent via email or faxed.

Registration cards are also to be submitted to the Fraternal Department within 1 month after the event. If not received, the amount of the gift cards will be deducted from the lodge/district subsidy.

Within 2-3 weeks upon receipt of the request for the Special Event Subsidy, the Fraternal Department will send a check for the total of **\$10 per member*** in attendance to the Treasurer or Secretary-Treasurer of the district/lodge.

**If the cost/attendee is less than \$10.00, the subsidy amount will be adjusted to the amount actually spent.*