



Cathedral Antiques Show

The Role of Beneficiary

The Cathedral Antiques Show (CAS) is a community outreach project sponsored by the Episcopal Church Women (ECW) of the Cathedral of St. Philip. Each year the Antiques Show is produced through the close working partnership between the CAS committee and the designated beneficiary.

Collaboration with the Cathedral Antiques Show offers an opportunity to further the beneficiary's mission by increasing community awareness, expanding their donor base, and developing their existing supporters.

Beginning the Partnership

The beneficiary shall appoint a committee to assist with fundraising efforts for the Show, including preparations for the Fall Sponsor Party. This committee will meet periodically with Antiques Show leadership and is responsible for coordinating fundraising activities. The beneficiary will also encourage participation from its volunteers to work on the various CAS committees.

A staff member, such as the Development Director, serves as a day to day liaison between the beneficiary and the Show and is a working member of the CAS committee. The CAS general committee meets monthly from September – January.

Immediately upon selection the beneficiary and its committee will assist the CAS with the following:

- Develop Individual, Corporate and Foundation Sponsor solicitation lists
- Develop advertising prospects for the Show magazine
- Identify a location for the Fall Sponsor Party
- Develop a public relations plan

During the Fall the beneficiary will assist the CAS committee with follow-up visits, phone calls, e-mails, etc. to finalize commitments once the following have been mailed:

- Individual Sponsor information and opportunities.
- Corporate and Foundation Sponsor information and opportunities.
- Advertising Packets for the Show program.

Cathedral Antiques Show The Role of Beneficiary 2

Additional Responsibilities

- The beneficiary will be asked to present their mission before the full CAS Committee, to the board of the Episcopal Church Women, and to the Cathedral congregation.
- The beneficiary should actively encourage attendance at the Preview Party and all Show events by members of their board, staff, and others.

Application Timeline

- Proposals received on or before October 1, 2010
- Application review and on site visits by February 10, 2011
- Presentations will be made to CAS committee after the 2011 Show
- Selection of 2012 Beneficiary by late February

How to Apply

Submit the standard application as directed. We will contact you if we need additional information. Please do not submit tapes, dvds, t-shirts, or additional information that is not requested in the application.

Send Application and the Requested Information to the Following Address:

**Cathedral Antiques Show
Beneficiary Application
The Cathedral of St. Philip
2744 Peachtree Road, NW
Atlanta, Georgia 30305-2920**

**Telephone: (404) 365-1107
E-mail: ashow@stphilipscathedral.org**