



Mudrooms Season 8 (Sept. 2018-May 2019) - Beneficiary Application

In one to two pages, please give us a little background about your organization, and explain how it would benefit from receiving Mudrooms profits. In your response, please address the seven questions below. The responsibilities section below outlines what is expected from the benefiting organization. **Applications should be submitted via email to mudrooms.juneau@gmail.com and are due by April 1st, 2018.** The Mudrooms StoryBoard will consider applications, and announce selections at our Season 7 Finale event on May 8th, 2018. To date, Mudrooms has brought in over \$92,000 for local non-profits. Thank you for your interest!

Mudrooms beneficiary application requirements:

- The organization is a recognized non-profit
- The majority of the organization's work is done in Juneau or Southeast Alaska, or funds may be earmarked for use in Juneau or Southeast Alaska.

Mudrooms beneficiary application questions:

1. How will the potential funds from Mudrooms be used?
2. What percentage of your organization's budget is based on donations?
3. What is the organization's mission?
4. What population does your organization serve?
5. Have you been a Mudrooms beneficiary organization before?
6. How can your organization promote Mudrooms before, during, and after the beneficiary period?
7. Please describe how your organization would plan to accomplish the responsibilities of selected Mudrooms beneficiaries outlined below.

Responsibilities of selected Mudrooms beneficiaries:

1. Be the point of contact for coffee and cookies during the beneficiary period
2. Set-up for each event: chairs, tables, etc.
3. Staff the entry cash and refreshment tables. Take money, make change and count receipts (you supply the cash box). We request a minimum of 4 people.
4. Clean-up entry and refreshment tables and assist with putting away chairs and pews clean-up post event
5. Pay all bills due: poster printing and distribution, venue, radio PSA underwriting, cookies, coffee, etc. immediately after shows. Provide gross and net profits to the Mudrooms board.
6. Publicize Mudroom's events on social media platforms, organization's newsletter, email list-serve and any other outlets the organization uses. The more people you bring in, the more money you make!



Mudrooms

Seven storytellers. Seven stories. Seven minutes each.

7. Have leadership and/or lead staff available to participate in Juneau Afternoon on KTOO radio to promote Mudrooms – one time during organization’s run
8. Have leadership and/or lead staff available for first show to briefly present the organization and mission to the Mudrooms audience (~2 minutes on the mic)
9. Recruit, at a minimum, as many speakers as the number of events the organization has been given (one speaker per event)
10. Post-run, give Mudrooms StoryBoard feedback about being the beneficiary organization; what worked well, what was challenging, and recommendations of what could be changed
11. Be available to attend Mudrooms StoryBoard meeting to give firsthand account of what the Mudrooms funds did for the organization