



Habitat for Humanity[®]

of Morgan County

March 6, 2008

Dear Interested Customer;

Our Habitat affiliate has hosted the Harlem Ambassadors Basketball Game for five years and every year has been a success! In a town of 55,000 people, over 1,200 attended our event the first year. By the fourth year we secured \$22,000 in sponsorships! I don't have to tell you, when you make your money in sponsorships, ticket money is "the icing on the cake."

When we considered hosting the event, we realized the basketball game could benefit our small organization in two ways. First and foremost, it was our major fundraiser. Obviously it accomplished its purpose. Secondly, we needed exposure in a community where many non-profit organizations were jockeying for visibility. By the fifth year we realized the visibility was as essential to our image as the money was to our coffers.

To the organizations who have never attempted a project of this scope or magnitude, have no fear. The Harlem Ambassador organization is a "well-oiled machine" which provides you with a detailed Organizational Guide. If you can read and follow instructions, you can undertake this event.

The most important piece of advice I can give is this. The key to having a successful event is finding a chairman who is *organized!* Your chairman will make the difference between mediocrity and success.

I heartily endorse this family oriented event!

Sincerely,

Mindy Thwing

Mindy Thwing
Executive Director

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