

(3) BENEFIT PERFORMANCES

The most profitable and fun events are without doubt the many kinds of benefit performances that raise funds for worthwhile Sister City projects while at the same time allowing interested people to come together for a convivial evening under the Sister City umbrella. Active committees organize such evenings two or three times a year, some as often as once every quarter. If it's a once-a-year full dress affair or serves as the social climax of a visit by a Sister City delegation, the nation's ambassador should be invited to come from Washington and more often than not, he accepts. The margin of receipts over expenditures flows directly into the committee's project chest and the returns can be quite substantial because the dinners are either high-priced or the participating performing artists donate their talents in the case of musical events. Popular affairs generally include:



Gala balls or dinner dances in the town's prestige hotel or private club with a Sister City motif. Fancy dress balls featuring Sister City national costumes are sometimes held during the carnival season. Sister City specialties are served.



In the summer, outdoor fiestas, barbeques or country club buffets can be staged. If there is a county fair or a trade show, committees should remember to organize Sister City booths to sell souvenirs or arts and crafts acquired for benefit sale from your overseas contacts. At a minimum the booth should draw attention to the affiliation and allow newcomers to join the program.



Fashion shows with items of apparel from the Sister City nation modeled by comely visitors, perhaps airline stewardesses who fly that route, or exchange students from "your" country at a nearby university are always a top drawing card. The events can be combined with a benefit luncheon at a downtown hotel and an auction of your Sister City's haute couture.