

WHERE WILL MY MONEY GO IF I CONTRIBUTE TO

WHY NORTHERN NEW ENGLAND CONFERENCE ON EVIDENCE FOR CHRISTIAN FAITH JESUS? 20 16

FAQs RE: CONFERENCE-RELATED FINANCES

** revised to 151030*

WHAT WILL IT COST TO FUND THE WHY JESUS? 2016 CONFERENCE?

The total conference budget is currently projected at \$125,600. That figure may need to be adjusted to some extent if we have a capacity crowd or encounter substantial unanticipated expenses, but we believe that it's quite realistic for now.

WHY SO MUCH MONEY? WHERE DO ALL THOSE DOLLARS GO?

Promotion: advertising on TV, radio, newspapers, social media, direct mail, printed material, e.g. posters, flyers, cards.

Venue: booking the Cross Center alone represents about 25% of our budget.

Speakers: honoraria, airfare, lodging

Workshop leaders: honoraria

Oasis Chorale: travel costs, lodging, and an honorarium

Administration: web design and maintenance, office work, printed programs, registration material

Staff costs: lodging, meals, travel

Other costs not listed here.

IS SPENDING THAT MUCH MONEY FOR A ONE-DAY CONFERENCE REALLY GOOD STEWARDSHIP?

Well, we're not viewing the value of this conference as being limited to a 13-hour conference program. Our vision is much larger. If this event is all that it can be, the long-term value of sparking spiritual renewal, inspiring and equipping young people and older to effectively defend their Christian faith, reaching out to skeptics and critics, and bringing believers together from throughout the Northeast, can hardly be quantified. Click here for a paper describing our larger purpose and vision: http://aiiainstitute.org/wp-content/uploads/2015/01/WJ.purpose.flyer_.v2.pdf

WHY SHOULD I HELP TO PAY FOR THIS CONFERENCE IF TICKETS ARE BEING SOLD?

Because even if we sell out, ticket sales alone would not pay for the conference.

Additionally, we are giving hundreds of tickets away at no cost — to skeptics, inquirers, staff, speakers, program participants, exhibitors, and others.

And finally, because not one penny of ticket revenue will be released by Ticketmaster until after the conference. We need most of our funding up front.

COULDN'T MOST EXPENSES BE PAID AFTER THE CONFERENCE FROM TICKET REVENUE?

No. Most expenses must be paid well before the conference, e.g. promotional media and ads, airfare for speakers, office work, deposits on our venue and hotels.

BUT WHY COULDN'T AT LEAST THE SPEAKER HONORARIUMS BE PAID AFTER THE CONFERENCE, FROM TICKET REVENUE?

Because that would be terrible protocol. All honorarium checks are deserved and due on the day of the conference, if not before. In some cases our speakers even require deposits, advanced funding for airfare, etc. No respectable conference organizer would ask either speakers or presenters to wait for payment until days after the event concludes.

WHY SELL TICKETS AT ALL IF YOU'RE ASKING THAT ALL COSTS BE UNDERWRITTEN IN ADVANCE?

The decision to sell tickets was made with input from the Advisory Committee for three primary reasons: **1)** There was no way of knowing in advance whether all conference costs really could be underwritten; **2)** Most people are more likely to remember and attend an event in which they have made some investment; and **3)** Without ticket sales it may have been more challenging to get a really reliable sense of attendance in advance of the event and, therefore, to be prepared.

WHAT WILL HAPPEN TO TICKET REVENUE IF ALL CONFERENCE COSTS ARE UNDERWRITTEN IN ADVANCE?

If there is a positive balance after all costs have been paid, AIIA is pledged to use those funds for some aspect of its ongoing mission of promoting and practicing Christian apologetics in northern New England and beyond. This may include initiatives such as organizing

other regional conferences in the years ahead. See further re: the work of AIIA at: <http://AIIAInstitute.org>

IF ALL COSTS ARE UNDERWRITTEN AND THERE'S A CAPACITY CROWD, AIIA WOULD MAKE QUITE A LARGE PROFIT FROM TICKET SALES, RIGHT?

Not as much as you may think. It's certainly not just a matter of multiplying 7,000 times 15. First of all, the \$15 price of a ticket includes a host of third-party processing fees and charges. *AIIA only collects \$8.65 from each ticket sold online by Ticketmaster!* AIIA has also signed at least one promoter contract, agreeing to share a percentage of tickets sales (not donations) if certain criteria are met.

Besides all this, AIIA would not view any positive balance as a "profit," but rather as a trust from God to fund its ongoing ministry of Christian apologetics.

HOW DO I KNOW THAT ANY MONEY I GIVE TO THE CONFERENCE WILL MAKE A REAL DIFFERENCE?

For starters, you should understand what this conference is all about. Have you ever visited the event web site and read the FAQs at: <http://WhyJesus2016.org>

It's difficult to imagine any region-wide evangelical Christian initiative of this scale having any greater potential to further the kingdom and purposes of God in our times than this event.

For additional assurance or if you'd like to discuss how your particular donation can be used to cover a specific aspect of the conference, you're welcome to contact the chairman of our conference Finance Commission, [Dr. Jerry Mick](#), pastor of Bangor Baptist Church, or [Daryl E. Witmer](#), AIIA Executive Director and lead conference organizer. Either or both would be happy to meet with you personally to speak further about these matters.

HOW DO I GO ABOUT MAKING A CONTRIBUTION TO THE WHY JESUS? 2016 CONFERENCE?

Your contribution by check should be made payable to "AIIA Institute," *clearly designated for the 2016 conference*, and mailed to:

AIIA Institute
PO Box 262
Monson ME 04464

You can also easily donate by credit card via PayPal at <http://whyjesus2016.org/you-can-help/>.

WOULD MY DONATION BE TAX DEDUCTIBLE?

Absolutely. AIIA is a fully certified non-profit corporation in the State of Maine. All contributions made payable to AIIA are fully tax deductible as per sections 170 and 501(c)(3) of the Internal Revenue code. All gifts are personally acknowledged and receipts are promptly issued.

BUT WHY WOULD I WANT TO WRITE A CHECK TO AN ORGANIZATION THAT I KNOW LITTLE OR NOTHING ABOUT?

You can learn all about AIIA at <http://AIIAInstitute.org> — a web site that includes numerous references, endorsements, and a comprehensive Statement of Financial Accountability.

WILL THE SHOW GO ON EVEN IF I DON'T CONTRIBUTE — AND, IF SO, WHY SHOULD I CONTRIBUTE?

The show will go on. AIIA is totally committed to making this event happen even if funds must be borrowed to pay all the bills.

But we don't believe that will happen. We're convinced that there will be enough people choosing to get behind it by faith, trusting God in their giving. In fact, that's already been happening in large measure!

But here's a counter-question: If everyone took the position implied by such a postulate, how would anything ever get funded? Even local churches must depend on the support of those who give with the conviction that their gift will become part of the total support needed to assure the ongoing mission of that church.

Of course, the most honorable reason for supporting any worthy Christian cause is simple obedience to Christ, who calls us to be faithful stewards, exercising godly priorities in combination with a clear sense that it's God who has called us to share.

IF THERE IS A PROFIT, WHY SHOULD AIIA BE THE ONLY ORGANIZATION TO BENEFIT FINANCIALLY?

Because AIIA is the chief organizer of this event and, as such, the only organization to assume ultimate responsibility for making it happen, financially and otherwise.

That is, AIIA is the only organization to assume the risk of short-funding, which might necessitate borrowing money to pay for the conference.

Also, and equally, AIIA is the appropriate organization to be entrusted with whatever positive balance there might be after all accounts are settled, because **WHY JESUS? 2016** is an apologetics conference — and AIIA is the most likely, strategically positioned, organization in all of northern New England to (continue to) promote the cause of Christian apologetics in this region of the country.

Finally, because AIIA has invested so much of its own resources to help sponsor this event. Its Executive Director has not been compensated for any of his conference-related work with any funds contributed to support the conference. His work has been covered by a salary paid for by AIIA from its operational budget.

Any additional time and effort have been contributed on a voluntary basis, just as has been the case with so many others who have volunteered their time and energy to making this event a reality.

To date, AIIA has contributed \$15,000 in cash from its operational budget to fund **WHY JESUS? 2016**, has used its office space, equipment, and resources, and has engaged in substantial fund-raising for the event.

HOW DO I KNOW THAT AIIA WILL BE RESPONSIBLE IN HANDLING MY CONTRIBUTION?

AIIA is governed by a 20-member Board of Directors who are publicly listed on the AIIA web site. They are reputable Christians, totally committed to offering assurance that all of AIIA's work is handled in a manner that meets legal, ethical, and biblical standards.

Of course, AIIA's Articles of Incorporation with the State of Maine also address the financial practice of AIIA, just as is true with all non-profit corporations. Even AIIA's dissolution clause forbids that any funds will ever inure to the benefit of an officer or member of the corporation.

In addition, we'd be happy to meet personally with you if you have sincere questions or are looking for additional assurance along these lines.

CAN I BE PUBLICLY ACKNOWLEDGED IN SOME WAY FOR MY GIFT?

Probably not. We believe that Jesus discouraged this as a motivation for godly giving (Luke 18:9-14). However, if you believe that your circumstances or request is unique and you'd like to discuss this matter further, please contact us.

I GUESS THAT I'M STILL NOT CONVINCED THAT THIS WOULD BE THE BEST USE OF MY MONEY.

Then you probably should *not* give to the **WHY JESUS? 2016** conference. Unless you are convinced of the worth of this event, believe that God wants you to be part of the select group that He uses to make it happen, and can support the event cheerfully, it would probably be best for you to invest your money elsewhere. (2 Corinthians 9:7)