

Plan USA

Be a part of it!

Fundraising Tool Kit J

JAM FOR PLAN

Coordinate a concert to highlight your band or a few well-known local bands.

TIPS AND HINTS:

Tickets:

Selling tickets to the event ahead of time will help you estimate the amount of chairs to set up and the amount of refreshments (if any) to have prepared.

Places to advertise:

Post signs about the concert at local restaurants, convenience stores, gas stations, or performing arts centers. Consider posting signs at local high schools, encouraging high school students to attend, and advertising in the local newspaper.

Pick a location:

Try to get permission to use a school theater hall or church hall for the evening. Don't forget you will need a separate room for the bands to warm up and change. Make sure that the venue you choose will have adequate space for the number of people expected to purchase tickets. Also think about holding the concert outside. Although this means the event is weather dependent, and outside stage can attract more people. Be sure to check with local police about sound ordinances before planning the event.

Be clear about money:

Make sure that you have a clear agreement with the venue management regarding all rental fees. Ask for the space to be donated but don't forget, concert halls are used to charging for use of the space; and also often receive a percentage of ticket profits; whether or not the owner will donate a percentage of the profits s/he earns over the night to your cause. You may even want to write a contract or agreement to make the agreement more official.

Show Logistics:

Don't forget to decide who will serve as MC for the event. This person will be responsible for announcing each band and making any other appropriate announcements, including a brief explanation of your group and how the funds will be used.

Audio Equipment:

Many auditoriums already have audio and visual equipment available for use, but most charge for the rental of the equipment. Make sure you know if you have to pay for the equipment ahead of time. Schools

will often lend equipment out to faculty and students. Make sure to ask each band if they are bringing their own equipment, and if not, what type of equipment they will need.

Publicize your event:

Use posters and press releases to notify the community and media of the event. Consider sending out invitations to local organizations, groups, or schools.

