



## **Fundraiser Planning and Promotion Guide: How to Make the Most Out of Your School's Fundraiser**

There's an old saying: "Failing to plan is like planning to fail." Don't get caught without a plan! This guide will help you think about the most important aspects of producing a fundraiser show.

### **Determine an Admission Fee**

Think of it this way: *What would people pay to go see a movie in your town?*

This hypnosis show is going to entertain people for about the same amount of time as the average movie, and it's not every day that the folks in town can see a hypnosis show, so you can justify charging at least as much as it costs to go to the movies. Perhaps you want to charge a smaller fee for children under the age of 12 or something like that, to make it a little easier on families who attend.

***\*\*The absolute minimum you can charge if you're doing this with me is \$10.00 There is NO way you'll raise a significant amount of money if you charge less. Trust my experience. The only exception is that you can do \$8 in advance, \$10 at the door if it's your very first time having the show at your school.***

Keep in mind that if people from your town went to a comedy club or a casino to see a hypnosis show they would pay \$30-\$50. You are really giving them a great value. Most of my groups charge \$10 in advance, \$12 at the door, and they do great!

### **Sales**

Will you pre-sell tickets, or will you only sell them at the door the night of the show? The more ways you make tickets available, the better, but obviously you have to work within your resources. You can have a pre-sale table at lunch time, or before school starts.

**\*\*Don't sell more tickets than you have seats!** Organize a way of keeping track of your advance ticket sales so you know what your limit is to sell on the night of the show.

### **Event Staffing**

Make sure you have enough people on staff the night of the show to cover everything asked for in the Artist's rider. Make sure that you have plenty of people at the door handling ticket sales; you don't want the show to start late because the line got jammed up!

Divide up all the responsibilities and get volunteers or assign people to those responsibilities. It is SO important that you hold people accountable for their tasks!

**Create a timeline for producing this show. Chart out everything that has to happen so that you have a vision for the fundraiser's production, and then you can set deadlines for things to be done.**

### **Additional Revenue Sources**

There are ways to generate additional revenue at this event. You could:

- Sell refreshments if they are allowed in the auditorium or gymnasium.
- Hold a 50/50 raffle to be announced at the end of the show.
- Sell raffle tickets for a donated item(s) while people are arriving at the show.
- Get a local business to sponsor your show. See the "Land a Sponsor" process outline at the end of this document to help you get a sponsor.

### **Promoting Your Show**

Have FUN! This is a great event, and it doesn't have to be stressful at all, so long as you work as a team and have fun with each other. Make a plan, and follow that plan to success. If everyone works together you will have a blast at this show, and you'll have a great PROFIT at the end of the night.

1. Local radio stations almost always announce community events that will benefit a nonprofit organization like yours. Contact your local radio station(s) and explain who you are and what you're trying to do. Ask them if they would announce your upcoming show to the public.
2. Local newspapers have a space for community events, and they also have an Arts and Entertainment listing. Try getting into both of them! Just like the radio stations, newspapers often have a soft spot for high school organizations, so contact someone at the paper and explain what you're trying to do and see if they'll give you a listing for free.
3. Make a list of every good personal connection that someone in your club or organization has to a community business, office, or group. Take the free promotional flyer that I have given you and make enough copies so that you can take them to these people you know. Ask for them to display the flyers in their space somewhere, and leave them with some extras so that interested people can take one with them. If there are flyers in stores, restaurants, and public offices all over town, the word is going to get out.
4. Do you have a sporting event at your school within two weeks before our show? Have the announcement made at EVERY sporting event you have in the two week period before the show. Give this exact announcement to the person who announces the game and ask him/her

to read it: “Ladies and gentlemen, the (your organization) is sponsoring a wonderful night of entertainment on (date of show). Hypnotist Paul Ramsay will explore the power of the mind with volunteers from the audience in (location of show) at (time of show). You won’t believe your eyes as you see friends, neighbors, and family members performing hilarious acts and becoming the stars of the show. Don’t miss this special event! All proceeds benefit (your organization).”

5. Web sites, web sites, web sites. Get this event placed on your school and town web sites. If there’s room, include the same blurb that I gave you for the sporting event announcement.

6. Leverage social media:

-Create an event page on Facebook. Invite EVERYONE.

-Embed some of Paul’s videos from YouTube on your profile page.

-Post one of Paul’s videos on your friend’s wall with a message that you really hope they’ll come to the show. Don’t do them all at once; do five a day for the week right before the show. This will create a networking effect as friends of friends see the videos appearing over and over. DON’T SPAM PEOPLE. Just send it to your legitimate friends.

-You can use basically the same technique with texting. If everyone in your group sends 3-5 texts each day for the week before the show, it will have a spider-web effect that connects people and keeps them talking about the event.

7. If your school has a sign in front of it, please make sure the event is displayed on the sign during the week of the show.

8. If your school has morning announcements or a TV display system for sharing information please make sure you have submitted the event for that process.

9. Talk to every person you can about this event. Word of mouth is the most powerful form of advertising there is! When you talk to people, make sure that you stress that this is a FUN event, it’s appropriate for the whole family to watch, and that you are bringing in a performer who performs at colleges, high schools, and corporate parties all over the East Coast. Talk about it like it’s a big deal, because it is, and then it will be!

If you work together as a group and accomplish everything on this list your event will be a HUGE success. Give yourself every opportunity to succeed!

## Bonus Guide: Landing a Sponsor

Landing a good sponsor can put hundreds of extra dollars on the bottom line of this fundraiser. The key to getting a good sponsor is giving them a sense that they will get value from their sponsorship; it's not just a charity donation. You can greatly increase your chances of getting a sponsor by speaking the right language and showing that you are on top of things. This guide will help you do that.

**First Key Point:** This is a business transaction, not a solicitation for charity. Be confident in asking for the sponsorship because you're going to provide VALUE in return. You're basically selling an exclusive advertisement.

**Second Key Point:** Sell only one sponsorship. The notion of exclusivity is what will get someone to commit. You are giving them the chance to be the only business represented at this show. There is no competition for them.

**Third Key Point:** You have to show them where they'll get value from their sponsorship. Business owners want a very clear sense of how they will get a return on their investment. So tell them EXACTLY what will happen when they sponsor your show, and *you must deliver on what you say*.

Here's a short, simple process for landing a sponsor:

**Step One:** make a list of all the local businesses that truly depend on your local community for business. Avoid national chains and franchises. To take it a step further, identify any businesses that get a good chunk of business each year from high school students and their families. This would be things like:

- Dress shops
- Florists
- Caterers
- Driving schools
- Health clubs/gyms

**Step Two:** Approach the owner or manager of these businesses IN PERSON. Do not call them. Do not email them. Do not send them a letter. Have a conversation with them! Tell them who you are, and what you're doing, and interact with them. Say something like this:

"I'm with (your organization) and we're going to be hosting a special night of entertainment at the high school. We have a nationally touring hypnotist doing a stage hypnotism show on (date and time) and we're making it a big community event. We want everyone from the local community to be there, and since you're a local business we thought you might be interested in being the exclusive sponsor of this event.

We are only having one sponsor for the show, so your business would be the only one promoted that night. And here's how we would promote your business."

# Mind Games Stage Hypnosis Sponsor Agreement

As the exclusive sponsor of our fundraiser show, we will promote your business in the following ways:

1. A “Thank You” sign with your business name and logo (if you can provide a digital copy) will be posted at the entrance to the theater. Everyone who attends the show will walk directly past this sign, giving you a brand impression. If you have your own banner, we will gladly display that banner.
2. The hypnotist will put the digital version of your business logo in his pre-show slideshow. The slideshow plays on a loop before the start of the show while the audience is coming in and getting seated. The slideshow typically plays for 20-30 minutes. This will give your business several more brand impressions with the audience.
3. At the beginning of the show, we will welcome everyone and publicly thank your business as our sponsor.
4. If you have business cards or pamphlets that you would like to make available at the ticket table, we would gladly station them there so that attendees can take them.
5. You will receive four free tickets to the show.

We hope that you will view this opportunity in the same way that you would view purchasing an advertisement. We want to give you the opportunity to be the only business promoted at our event, and we’re committed to providing value for your sponsorship.