

TIPS FOR A SUCCESSFUL FUNDRAISING EVENT

1. Fundraising: Night Program Only

- a. Get several well-liked teachers / administrators and high profile students to volunteer to get hypnotized at the performance. Advertise this school wide.
- b. Get several local business owners, politicians and other high profile citizens to volunteer and advertise this prior to the event.
- c. Have an article put in the local newspaper. If possible, have paper interview artist who is doing the event.
- d. Have local radio station(s) that cover your area to do a remote interview with the artist. Get a popular DJ to volunteer to be hypnotized.
- e. Put up posters in high traffic areas including high schools and middle schools within a 45 minute drive of the performance location.
- f. Play a demo video at all district schools at least a week before the event. Possibly sell tickets in the cafeteria during lunch at each school you advertise at.
- g. Possibly join forces with a local service group and split the profits.
- h. Get tickets printed and pre-sell them for at least \$2.00 less than what will be charged at the door. Make tickets available at multiple locations besides the sponsoring group selling them. Possibly run a contest for the person who sells the most tickets will get a prize. Often times a local business will donate this prize.
- i. Get local businesses to advertise and make up a program that will be handed out at the door at the night performance. Also, recognize them during the introduction of the evening's event.
- j. Try to get advertising included in the daily announcements at least 3 or 4 times prior to the event.

2. Fundraising: Day / Night Combination

- a. Everything listed under # 1. Fundraising: Night Program Only.
- b. Try to get one or two teachers / administrators to participate in the day assembly too.

- c. If you have a middle school or junior high in the same building or close by, invite them to the day assembly and get 1 or 2 teachers to volunteer for the day assembly.
- d. If you have an auditorium that you are utilizing for the night performance but doesn't hold the entire school population, possibly do two day assemblies.
- e. Have 4 – 6 students available to assist in setting up when the artist arrives.

Feel free to contact Wand Enterprises for additional information. Call 815-747-6954