



## Tips On Making YOUR Non-Profit Fundraiser A Success!

We want to help you make the most of your fundraising event. Here are just a few tried-and-true tips to make sure everyone knows about your event and help you make your event a bulls-eye!

- At least 4 weeks prior to the event, place posters/notices at local businesses; coffee shops, restaurants, grocery stores, post office, etc. (ACCML has stock posters that can be customized.)
- Have more than one or two ticket locations where folks can get tickets; locations that are open late and on weekends are a good idea too. Look at nearby towns from where you hope to draw attendees as well.
- Ask your local newspapers, radio station and/or cable station to mention your non-profit event in their public service announcements. If your budget allows, look into radio ads and ask about honorariums, special packages, etc. Use “ticket-giveaway contests” to stimulate interest. Ask your local service groups to include information about the event in their newsletters.
- Include the event on your internet site (should you have one) or ask your city/town office to make mention of it on their community website. The ACCML website does post every show on its own website, [www.accml.com](http://www.accml.com) but it never hurts to have more promotion!
- Make arrangements to have helpers/volunteers on hand at the event to sell/take tickets, help guests to their seats, etc.
- Many community events often find that ticket buyers don’t decide to attend until the day of the event. Tickets at the door are critical. But to promote early ticket sales and give you a better idea of what to expect for a crowd, charge a nominal extra fee for door sales (IE: pre-show tickets \$25, and charge \$30 for tickets at the door...this is just an example!)
- Open doors at least one hour before performance. Have seating available for early arrivals.
- Refreshments/snacks are often not only welcome, but another source of revenue for your fundraiser. (Liquor license as required.) Partner with another service club if manpower is an issue. A coat check is another idea that is often welcome, especially during the cooler months of the year.
- You may want to sell 50/50 tickets before the show and during the breaks; ask the MC to announce this for you before the show and at break. A silent auction is also another popular sideline to the event; organize volunteers to canvas, collect and handle the auction.
- Let us know what WE can do to make YOUR event successful; we want to come back and help you again!

If you have any questions, concerns or would like to know more, please feel free to contact us at any time and we’ll be happy to help out in any way we can.

Sincerely,  
George Myren  
President, ACCML