

# FUNDRAISING and ENTERTAINING with LEGENDS



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Your fool proof checklist - follow this, and you'll always be successful

## 2-3 months from Event Day

- Form an event committee for this project alone, no distractions!
- Decide on a date and time that does not clash with any other local events
- Date - what about piggybacking off a major sporting event and combining it with your fundraiser? E.G - have your event on NRL Grand Final day and the show is the prelude to the game! Your reunion?
- Date - what about piggybacking off other major events such as Australia Day, ANZAC day, Father Day?
- Decide on a format - lunch, dinner or finger food with show
- Secure a venue that can hold 100 or more patrons - what's your best and worst case scenario?
- Book your speaker(s)/entertainer - they are busy so book early to ensure you get your first choice
- Look into pre-packaged shows, these take the worry out of providing a great event or booking 2 speakers/entertainers who haven't worked together before
- Identify local target groups to approach - sporting clubs, banks, car dealers, publicans.....
- Divide target groups between event committee
- Draw up a list of potential sponsors for the day - flights, accom, food, booze, prizes, auction and raffle items, venue
- Design all marketing and advertising material

## 6 weeks from Event Day

- Finalise menu
- Source memorabilia for auction and advertise on all flyers etc
- What will be your door prize?
- Design tickets - can you get a sponsor to pay for these if they place their logo on the ticket?
- Print tickets - ensure you have a lucrative door prize mentioned
- Can you advertise on your tickets that you will accept cheque, cash and card on the day?
- Begin advertising - flyers, notice boards, clubs, direct mail, email, newspaper
- Advertise internally at the your venue - welcome signs, toilets, bar, notice board, PA addresses
- IF YOU BOOK WITH THE K FAKTOR WE WILL PROVIDE YOU WITH ALL YOUR MEDIA TEMPLATES
- Have the speaker(s)/entertainer(s) flights and accommodation been booked and forwarded to the Speakers Bureau?

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## 5 Weeks from Event Day

- If you are a sporting club, begin advertising at your games
- Raffle off tickets to the event
- Auction or sell off premium priced tickets to sit at the head table with celebrities
- Do you have a competent MC and auctioneer?
- Use the tickets as prizes such as player of the match
- Just because you have a famous person coming to speak to your group doesn't mean people know or are willing to buy tickets to come and see them - sell sell sell!
- The most common thing I hear when a venue has a small turn out is - "It wasn't advertised"
- If you are a hotel, club or pub, why not donate \$10 per ticket to the local footy club and that should see them buying more tickets. You could even offer the proceeds of 1 or 2 of the auction items to help them raise some funds ensuring you cover your own costs through the ticket and drink sales!

## 4 Weeks from Event Day

- If you are a sporting club, advertise at your games
- Raffle off tickets to the event - you will likely make a higher return per ticket than its original price
- Auction or sell off premium priced tickets to sit at the head table with celebrities
- Give away a few free tickets to prominent business people in your area - they may come in handy during the auction!
- Use the tickets as prizes such as player of the match
- DON'T RELY ON AT THE DOOR TICKET SALES, IF THEY SAY THEY ARE COMING THEN THEY SHOULD BUY THEIR TICKET NOW TO AVOID MISSING OUT

## 3 Weeks from Event Day

- Check ticket sales. Are they healthy? If not, do you need to distribute more flyers
- Ticket sales - ask the players/members in your club to take 5 tickets each and sell them, after all this show benefits them!
- Offer a person a free ticket to put together a table of 8 to 10
- DON'T RELY ON AT THE DOOR TICKET SALES, IF THEY SAY THEY ARE COMING THEN THEY SHOULD BUY THEIR TICKET NOW TO AVOID MISSING OUT
- Complete and return feedback form to The K Faktor

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## 2 Weeks from Event Day

- Finalise decorations or theme for the event venue
- Allocate event day tasks to the committee - door sales and ticket collection, raffle ticket sales, bar work, food service, all IT requirements such as mic's, PA, video projectors with audio and picture screens, auction spotters, displays and bid collectors
- Call Speakers Bureau and arrange a time and day for radio interview
- Call Speakers Bureau to advise exact location and discuss all audio and video requirements
- How are you going to collect money from raffle and entry ticket buyers? How about the successful bidders in the auction? Can you process bank cards/visas through the venues EFTPOS machines? Do you need to bring your own portable terminal?
- During the event can you run a loop presentation through a projector of all the sponsors logo's

## 1 Week from Event Day

- Radio advertising
- Celebrity radio interviews - at The K Faktor we facilitate interviews with the speakers/entertainers or MC to ensure your audience gets a taste of what's to come!
- If you have a guest MC - who is going to introduce them?
- Finalise seating arrangements - VIP tables? Head table for premium ticket holders? Theatre set up?
- Tickets - sell sell sell!
- Finalise run sheet/itinerary for event - does the venue have another function after yours which dictates your finish time?
- If this event is selling well, think about advertising your next function at this one
- Design and print table toppers/menus etc

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## Event Day

- Is the venue set for the correct amount of patrons?
- Audio and video equipment tested and working
- Cordless mic's - spare batteries? These mic's always play up. Do they work in unison?
- Who's picking up the speaker(s) at the airport?
- Auction and raffle prizes displayed in prominent positions
- Last minute ticket sales and entry gate/table in place
- Run sheet/itinerary all finalized?
- Do you have your next event advertised at all tables? You could begin selling it now!
- Make sure the door prize is displayed at the entry to the auditorium
- Who is collecting the bids and processing the payments during the auction. This is a very important job! Make sure these are finalised on the day. 'Strike while the iron is hot!' THIS IS THE WHOLE REASON YOU HAVE WORKED SO HARD THE PAST 3 MONTHS - TO RAISE FUNDS FOR YOUR CLUB!
- Who's dropping the speaker(s) back to the airport/hotel?
- Thank your committee, sponsors, club members, speakers and guests - publicly!

Now if all above seems to be a headache, then booking through The K Faktor will be your aspirin. We will take you through the process to assist you host a successful event, so consider us a member of your committee and pick our brains for ideas. We have had experience with over 500 shows and events.

[www.thekfaktor.com](http://www.thekfaktor.com)