

How To Successfully Run a Benefit Concert

One Year to Six Months Before the Concert...

1. Talk to your advisor
2. Come up with a theme
3. Pick a reasonable/general date
4. Find an appropriate venue (centrally located, good size, decent price, acoustically workable—very important!)
5. Contact whomever is responsible to book the location.

Four to Five Months Before the Concert...

1. Begin publicizing on Twitter and Facebook

Make it simple and easy to read, but you must include the following each time: Who, What, When, Where, Why, and How to Buy Tickets and For Who Much (At Door, Online, Both?)

2. Begin looking for acts and talent, such as local high school bands
 - A. Charge each band \$10-15 to perform to help with operating costs
 - B. Create and provide a registration form for each band and include on the form:
 1. Names of all members
 2. Contact information
 3. Description of act (Is it appropriate for age group as well?)
 4. Length of act, if possible
 5. Ages of performers
3. Ensure a sound system and crew will be at the show
 - A. Many places already have them (check the venue)
 - B. Hire local school sound crews to work the show

Two to Three Months Before the Concert...

1. Begin looking for sponsors for refreshments and place ads
 - A. Hang up banners around concert location and prepare to mention these sponsors between stage acts
 - B. Go as local as possible for restaurant and local businesses advertisements in program”
 1. 1/8 page is \$15
 2. 1/4 page is \$25
 3. 1/2 page is \$40
 4. 1 page is \$70
 - C. In effect, the sponsors pay for the program you will print.
2. Write them a letter explaining your event. Explain what you are raising money for, how you are planning it. Be professional.

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One Month Before the Concert...

1. Secure an Emcee for the event as well as hosts
2. Recruit volunteers for ticket sales and collection, sales, food, refreshments
3. Make and print your program
4. Print tickets
5. Final run of flyers to post locally
6. Confirm logistics (call all acts to confirm, confirm equipment, sound system, sponsors)

Fifteen Days Before the Concert...

1. Make time schedule on Microsoft Excel and email to all acts that they can perform then
 - A. Place most complicated sets near end of concert
 - B. Do not let bands change times last minute. They play when they play. That's it.
2. Include an intermission and put up more complex stage sets then
3. Make sure all acts arrive early
4. Space out acts if you have a lot
 - A. Use 2 large rugs to slide drum sets in and out of the stage to minimize stage change time
 - B. Always be liberal with time (if band says 30-40 minutes to play, assign 40 minutes)
5. Begin selling tickets and/or e-tickets
6. Put in morning announcements at school or on local TV

Five Days Before the Concert...

1. Ensure volunteers are in attendance
2. Secure projector to show any videos, if necessary
3. FINALIZE SCRIPT. You must have something to say in between acts to keep audience going. Take about:
 - A. Your cause primarily
 - B. Thank your audience repeatedly for supporting it
 - C. Provide facts about your cause, information
 - D. Provide another form of entertainment, if appropriate
 - E. Run skits, if possible, or other music
 - F. Mention your sponsors

Day of the Event...

1. Run soundtracks at least 90 minutes before in order of performance
2. Get volunteers set up at stations
3. Set up drum sets on carpets
4. Show video for your cause, if you can
5. Sell tickets at door
6. Hang up sponsor posters
7. Don't stress!
8. Show should be between 3-4 hours
9. Keep a storage area open backstage or a backstage crew for easy transition among bands

Other Tips:

1. Run sound tests on instruments. Make sure background vocals do not outweigh lead vocals. Make sure lead guitar is louder than acoustic guitars. Make sure vocals are louder than music. Make sure the bass is not too loud.

2. Know your bands. Call them repeatedly. Confirm and reconfirm to make sure they show.
3. Make sure your bands are appropriate music to your mood and school-appropriate, if necessary.
4. Do not let the bands mess with acoustics once they arrive and you have already set up sound.