



**Kin Canada**  
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## Fundraising Project Library



## Concert

### General Description:

A benefit concert is a great fund raiser, it allows local bands and musical artists to branch out and get noticed while providing an entertaining way to help out a cause of your choice. There are various ways by which additional revenue and awareness for the charitable cause is raised - over and beyond the original event. These methods have included theatrically released concert films, live television, radio and internet broadcasts, audio recordings and home video releases of performances.

### Resources Required:

- ◆ A venue
- ◆ Bands and/or various musicians to play at your concert
- ◆ A host for the evening or an emcee to introduce the bands
- ◆ Volunteers to help run the event
- ◆ Security to control crowd and to help protect funds raised during transport
- ◆ Information on the cause you are raising money for
- ◆ AV equipment, you will have to work with the bands to see what they need
- ◆ Stage if the venue doesn't have one
- ◆ Raffle prizes and tickets if desired

### Pre-Event Activities:

- Contact National to confirm coverage
- Select a date
- Secure a venue
- Obtain a certificate of insurance from National if required
- Decide how many bands and or musicians you would like to play
- Secure bands
- Obtain a certificate of insurance from the entertainer adding the club as an additional insured
- Found out the band requirements
- Determine ticket prices
- Advertise and promote your concert
- Create a set schedule
- Recruit volunteers to help and create a volunteer schedule and task list
- Send the bands your set list as well as when you need them there for sound check
- Collect donations for raffle

National Headquarters, 1920 Rogers Drive, Box 3460, Cambridge, ON N3H 5C6

519-653-1920 - Toll Free: 1-800-742-5546 - Fax: 519-650-1091

[www.kincanada.ca](http://www.kincanada.ca)



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Event Activities:

- Arrive at least an hour ahead of time to make sure things are organized at your venue, if there is set up involved you may want to arrive earlier
- Go over roles for the evening with volunteers
- Set up raffle area
- Set up information on the cause the concert is supporting
- Order pizza or food (and drinks) from the venue for the performers as they are playing for free and this is a nice thank you. Remember not to serve liquor without a permit.
- Have fun

Post Event Activities:

- Clean up site and take down any decorations
- Send in a record of your event and the success to National Head Office
- Take cash to the bank or store in a safe place
- Return any borrowed items
- Send thank-you letters
- Organize media follow up by sending out press releases
- Review the event and make note of any changes for next time or things that worked really well

Tips for Success:

- ◆ Wait until your bands are secured to start promoting your event it will help with the promotion because people will know who they are going to see and the bands will get some promotion out of it which is a good return if they are playing for free.
- ◆ Start planning early in case there are any problems securing a venue or entertainment.