

TOP 5 TIPS TO MAXIMIZE YOUR FUND RAISING EFFORTS & INCREASE RETURNS!

(Hint. . . It Doesn't Cost you a Dime - But Increases funds by \$2000, \$3000 or MORE!)

1

Entertainer Fundraising – Many entertainers, such as HypnoMarc, offer fundraising programs where they split the ticket sales with your group.

- Entertainer Supplies Tickets
- Entertainer Supplies Posters
- Entertainer Helps with Press Releases

2

Build Group Awareness & Spirit – Entertainer events that appeal to large segments of the community are best. These allow you to build awareness of your group through event advertising.

- Have group Ticket Sales Contests (**Make it FUN!** Less Stress / **No \$\$ Outlay**)
- Maximize Exposure through social & traditional media channels
- Improve Community Relations

3

Maximize Your Event – Involve your audience. Build your mailing list; Sell other items; Create a program book and sell advertising.

- Attract Donors & Sponsors (Give away some VIP Tickets for larger donations or Donor/Sponsor supplied Banners)
- Sell Donated Food & Drinks
- Raffle Drawings
- Contest related to event.

4

Up Sell Tickets – People like to feel special. Give them a reason to pay more for that show! **VIP TICKETS AT HIGHER PRICE !**

- Pre-Show Special Event
- Preferred Row Seating Closer to Stage (Roped Off)
- Early Admission to Venue
- Picture with Entertainer

5

Affiliate Marketing – Do the Sponsors or Members have something to sell?

- Coupons or Special Offers with your Group Code in program
- Ticket Stub Discount for goods or services
- Fee for Display at Event