

12 Ways To Ensure The Financial Success

1) Have Clear Objectives

How much do you need to raise? \$250, \$500, \$1000, \$2000 \$3000

Set an attendance fee and then work out how many people need to gain your desired financial outcome e.g., if you want to raise \$1000 and the ticket price is \$15 then you will need to sell 66 tickets. By setting clear goals before the event and working out what you

2) Give Yourself Enough Lead Time

This means 4-6 weeks. In that time you can give the event the required amount of promotion to ensure your objectives are met.

3) Select a Suitable Date, Day and Time.

When planning the function take time to carefully consider the date of the function. In some areas specific times of the year/month can be much more profitable than others, it may be a country area where their wool cheques come in at certain times only or most where most of the community gets paid by one company. This makes fundraising events most likely to succeed just after payday and almost futile just before. Just as important is being aware of long weekends, public holidays, school holidays and any other significant

The most successful days for fundraising are Tuesdays, Thursdays and Saturdays. Due to the fact that, on Mondays most are still tired from the weekend, Wednesdays are typically committee meeting nights and Fridays are for socializing. Saturdays are successful if the

The time, likewise is very important. If a large amount is to be raised, or the largest audience raised, then without doubt the most successful events will be held in the evening with a 7 for 7.30pm start being optimum. This gives enough time for many to get home from work, put some dinner on the table and calm the household before they leave.

4) Pre-Sell Tickets

This is imperative as it gives you a clear picture of how you are going in meeting your intended numbers and avoids a dismal turn-up if the weather turns nasty just before the function. Of course you will still sell tickets on the night but you must infer that tickets are

5) Give 10 Tickets To Every Committe Member

Ten tickets are not very difficult to sell, especially when most can be easily persuaded to bring a friend along. Committee members are your most enthusiastic, dedicated and loyal compatriots and will strive harder than any others to make the night a success. However never forget to thank them and acknowledge their work, sacrifices and dedication publicly.

6) Promote The Event In Your Regular Newsletter

Schools have weekly newsletters that go home to the parents and you may be able to promote the function by this means. By repeating the advertisement for the function every week for 4-6 weeks you will ensure the highest number possible saw the advertisement. Either on the first or last week it is also very effective to promote the event with an

7) Promote the Event To Others

Tell everyone and be enthusiastic! Many schools are part of a network of schools, kindergartens, playgroups and creches that may also be willing to promote your function in their newsletters. For Big time promotion tell your local paper and ask them to run a short feature. They are often happy to do this for schools and charities in sections called 'What's On or About Town'. Free publicity can also be obtained through community radio

8) Increase Your Numbers By Offering — Buy 2 Tickets and Get 1

If your function has the possibility of sales from goods on the night then this is an especially effective way to increase your numbers.

9) Cash-In On The Numbers

During the function why not hold a raffle, run a cake stall or promote your next fundraising effort. If they had have a good time at this one then why not sell tickets

10) Make it Easy to Buy Tickets

Think about the most time effective and easy way for the community you are reaching to buy tickets. Parents of school children could be sent home an envelop addressed to the fundraising committee in which they could place their cheque, credit card details or cash. On the front of the envelop would be room for their name, phone number and how many tickets they want. Others will prefer to call in their bookings so a few phone numbers listed will be required, but these should be only those with answering machines. Local

11) Enlist the Help of Others

Community minded business owners may also be willing to promote your function and sell tickets for you. But do not forget to thank them by way of a certificate that they can

12) Place Flyers Everywhere

The more flyers that you display the more people will see them and attend. Great

- Shop Windows (LHS if there is a door to open and at head height). Offer to put it up yourself — bring your own tape.
- Community billboards
- Hairdressing Salons
- Waiting Rooms e.g. the Doctor and Dentist
- Bus stops
- Retirement Villages



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