

EVENT AND FUNDRAISING PLAN TEMPLATE

There's a role for everyone to play in staging your David Copperfield fundraising performance. Backstage or front of house; every student who gets involved is crucial in making your event a huge, show-stopping success.

A great role for students to take on is setting up the event! Here are a few quick and easy ways from our Events and Fundraising team at BBC Children in Need to help you plan and promote your show...

Project Managers - Set the scene!

- Select your venue and book it for your chosen date.
- Work out how many performances you want to stage and the capacity of the venue and you'll know how many tickets to print.
- Decide your ticket price and project your total income.. this will help you to plan your fund raising target.

Design Team

- Create an exclusive look and feel for your very own performance and design a suite of posters, programmes and flyers with all the key information.
- Can you secure a space on your school's website and design an online banner ad?
- Develop your branding and make sure all your materials fit together as part of a suite of communications like a commercial campaign.

Marketing and PR Team

- Find your social media gurus and PR pros and get your publicity together. This team will be responsible for publicising your production and making sure it's a sell-out show.
- Consider the best channel to reach your audience; across your school media channels, newsletters, and website – as well as letters home to parents.
- Why not write to your local newspaper to let them know what you're doing, and invite them along to cover the performance and take pictures for the paper!
- Make sure everyone at school knows what's happening – announce it in assembly and ask teachers to mention it during form time.

Box Office

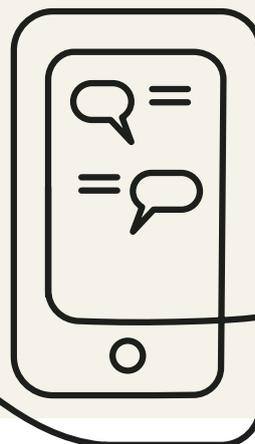
- Where will you sell your tickets? Set up a pop-up shop in the hall at lunchtime or get permission to go round at form time? Identify the busiest spots in school and maximise your sales opportunities.

Sales Team

- Get creative and come up with other ways you can make money include selling programmes, and refreshments, cash collections on the night and sponsorship from local businesses.
- Create programmes that can be sold to the audience on the night. This could be a simple sheet listing your cast and crew, pictures of the production and musical numbers.
- You might want to approach some local businesses to see if they want to add their logo and sponsor the programme and in return for a donation to cover any costs of the production, or directly to BBC Children in Need.
- Alternatively, you could ask parents if they'd like print good luck messages to the students involved in the production in return for a small donation.

Audiences Team

- On the night of the performance, this team is in charge of the box office for last minute sales and you'll need a dedicated team of ushers seating the audience and letting the stage manager know when the audience is ready for the performance to begin.



THE PERSONAL HISTORY OF DAVID COPPERFIELD

EVENT AND FUNDRAISING PLAN

PLANNING THE EVENT	
Location of the production	
How many performances will we put on?	
Date of performance(s)	
Seating capacity of the venue	
Price per ticket	£
Projected ticket sales	£

ON THE NIGHT	
What else can we sell on the night?	
How much would we charge for refreshments?	£
How much would we charge for programmes?	£
How many programmes and refreshments do you think we can sell?	
Projected extra money raised on the night	£

PROMOTING THE EVENT	
Where can we advertise the performance?	
What promotional materials do we need to create?	
Where can we sell tickets?	
Who can we sell tickets to?	

WHO IS IN CHARGE OF	
Booking the venue	
Social media / publicity	
Creating promotional materials	
Box office / selling tickets	
Refreshments	
Audience team	