



# FUNDRAISING ON A MAJOR SCALE

by Jon Linker

This article is excerpted from the eBook "Fundraising on a Major Scale" by Jon Linker at Encore Tours. Encore is a performance tour company helping music directors share their music with the world on international choir, band, and orchestra tours.



Photo courtesy the Vestavia Hills Singers

**Make fundraising your forte! We know that you, as music educators, are always looking for ways to raise money for your music travel program.**

To help you out, we have collected information on dozens of different fundraisers. Whether you want to sell a product, host an event or gather donations online you'll find ideas and options here.

Once you have chosen a fundraiser, it's equally important to make sure everyone knows about it. We'll provide you with the best tips in promoting your fundraisers so you can "Fundraise on a Major Scale."



Photo courtesy the Vestavia Hills Singers

## Creating Your Fundraising Team

The first step to fundraising is to delegate! Choose one of your participants to spearhead the tour fundraising efforts. Find someone who is a good leader and can work independently. This person may even choose to delegate to a full fundraising team which can tackle various projects!

## Planning Your Fundraising Calendar

With your fundraising chair, plan your first kickoff meeting together to discuss your financial goals and map out your fundraising calendar. First, discuss how much time you have to fundraise and how much money is needed.

Once you have those two numbers, plan fundraising activities that are appropriate for your goals.

For example, if you need to raise hundreds of thousands of dollars, a bake sale probably won't cut it. You'll be better off planning a few formal gala events.

If every student only needs to raise a couple hundred dollars, then you could choose fundraisers that focus on the individual. Knowing your community and your participants is essential to choosing the right fundraising activities.

From here, plan out your full fundraising calendar. Determine which events/projects you want to tackle, choose dates, set fundraising goals for each and delegate action items to your team.

Then, let your fundraising chair take over. Schedule a check-in together before your first fundraising event to make sure you are on track for your goals.

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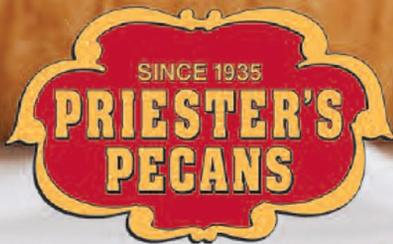
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## Products

Selling popular items that members of your community need or were planning to buy anyway can be a great way to raise money for your music program. Whether its candles, cell phone chargers or mattresses, there are hundreds of products to choose as gifts or for personal use.

## Food And Beverages

Everybody needs to eat and drink, right? That's why popular foods and beverages like coffee, doughnuts, pizza and fruit can make great fundraisers.

## Apparel

Selling branded apparel not only raises funds for your cause, but also markets and promotes it. Try a "T-Shirt Crowdfunding Campaign." It's an unusual, yet brilliant, fundraising idea!

## Promotions

Fundraising goes beyond planning. Promotions are key to meeting your fundraising goals!

- Ask one of your creative participants to design a flyer for your event.
- Get a printing company to sponsor you by donating printing costs.
- Schedule a day for "painting the town with flyers" with your participants. Divide them by regions in the area and make a list of places to hang them.

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Sometimes it takes a big name to get people to show up to your event. Do you have a local celebrity or an alumna who is famous in your community? Invite them to come speak and, if they agree, add their name to your promotional materials.

If you have a blog, have someone blog pre-event, at the event and post-event with information on how to participate/donate.

### Video/Live Stream

Everyone loves a good video! Try to live-stream your events, when possible.

- Use video as a means of getting people to your event. Take videos of your group inviting people to come.
- Try taking a series of videos of your participants telling their story—why music is important to them, why traveling can change their life, etc.

Post on your social channels and website, then send to the media to promote your event.

### Business Sponsorship Packets

Delegate a job to one of your parents or companions who has connections in the community.

Ask them to develop a "sponsorship packet" with donation levels and benefits to take around to the local businesses in your community.

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## Individual

Every individual is responsible for fundraising. Your participants can individually develop their own unique fundraising plans.

Perhaps they wish to host their own party with friends and family or set up a GoFundMe account. Encourage your participants to take advantage of the available fundraising resources to earn extra money for their trip!

## Follow-Ups After Event

Even after a fundraising event, the fundraising continues. Keep reminding your supporters to donate year-round!

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*This article is excerpted from the eBook "Fundraising on a Major Scale"—download the eBook for even more fundraising resources, including links to fundraising products, sample sponsorship levels and benefits, examples of goal planning, and more! Download the "Fundraising on a Major Scale" eBook at: [pages.encoretours.com/FundraisingOnAMajorScale](http://pages.encoretours.com/FundraisingOnAMajorScale)*

**ABOUT THE AUTHOR:** Jon Linker comes to Encore Tours after twenty years as a professional trumpet player in United States Air Force bands including assignments in Ohio, Germany, Massachusetts and California. Jon holds a bachelor's degree in trumpet performance from Northern Illinois University.



Photo courtesy the Vestavia Hills Singers

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