

# FUNDRAISING ON A Major Scale



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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."

*The information presented in this ebook is meant to offer ideas and options for fundraising and should not be construed as an endorsement of any particular product, company or fundraiser. Before planning fundraisers, check your local laws to confirm permissibility of projects.*

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## AUTHOR BIO



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. During his military career he performed in concert bands, jazz ensembles, brass quintets and marching bands in more than twenty U.S. states and nineteen foreign countries. Jon holds a bachelor's degree in trumpet performance from Northern Illinois University.

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# THE FUNDRAISING ESSENTIALS

## 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.

## EXAMPLE OF GOAL PLANNING

**Financial Goal:** \$50,000 (\$1,000 for 50 Passengers)

**Timeline:** January 1<sup>st</sup> - 4 months

### Fundraisers:

- **Encore's Paris Raffle Trip Fundraiser:** SEP-OCT - Passengers to sell 4 tickets each at \$50 per ticket - **Raise \$10,000**
- **Gala Dinner & Auction:** OCT 15 - \$100pp entry \* 200 people = **Raise \$20,000**. Notes: Get event costs and auction items donated. Announce Paris raffle winner at event.
- **Parent's Night Out:** NOV 15 - Wine and Beer Tasting - \$100pp \* 100 people = **Raise \$10,000**. Notes: Get breweries and wineries to donate tastings. Ask limo companies to donate cars. May have expenses to pay for 2 coaches - approximately -\$1,000-\$2,000
- **Caroling for a Cause:** DEC - Ten quartets willing to participate and sell carols at \$50 per performance. Goal to book 10 performances each. **Raise \$5,000**
- **Individual Fundraising:** \$200 per person through family and friends. Great ask for the holidays! **Raise \$10,000+**

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# ONLINE GIVING



## THE ONLINE ESSENTIALS

Online fundraising platforms are now the norm. When it comes to raising money online, try the four-tiered approach:

1. Choose one online crowdfunding platform to set up your tour fundraising page.
2. Choose one "earn while you search" engine to raise money while users search the web.
3. Choose one "shop and give" site.
4. Amp up the donors section of your website.

## 1. ONLINE CROWDFUNDING PLATFORMS

- [Causes](#)
- [FundRazr](#)
- [Razoo](#)
- [Crowdrise](#)
- [GiveZooks](#)
- [StayClassy](#)
- [NetworkForGood](#)
- [Givlet](#)
- [GoFundMe](#)
- [DonorsChoose](#)
- [JustGive](#)
- [Kickstarter](#)
- [FirstGiving](#)
- [QGiv](#)
- [Giveforward](#)

## 2. EARN WHILE YOU SEARCH

- [iGive](#)
- [Inboxdollars](#)
- [Bing Rewards](#)
- [Swagbucks](#)
- [Goodsearch](#)

## 3. SHOP AND GIVE

- [Amazon Smile](#)
- [iGive Online Shopping Fundraiser](#)
- [J.W. Pepper Online Shopping Fundraiser](#)
- [BeautyKind](#)

## 4. DONATE ON THE WEBSITE

Set up a [PayPal non-profit account](#) and prominently display a "donate" button on your website. Include a donors page on your site where you can list donors by financial category. Company sponsors may wish to have their logo on your site with a linkback to their company. Plan out your sponsorship levels ahead of time for your corporate sponsors. See a sample sponsorship packet on pages 10-11.



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# EVENTS

## EVENT ESSENTIALS

Fun and creative events can raise a lot of money in a short amount of time. Car washes are always good but what about a bachelor auction, golf tournament or practice-a-thon? The options are only limited by your imagination! See if a local paper, radio or TV station is interested in covering your event and increase attention for your organization.

## MUSICAL EVENTS

- Caroling for a Cause
- Singing Valentine Grams
- Singing Birthday Grams
- Battle of the Bands
- Talent Show
- Lip Sync Battle
- Karaoke for a Cause
- "Chance to Conduct a Concert" Raffle
- Movie Night at the Orchestra (Soundtracks)
- Music Trivia Night
- Student Variety Show
- Pre-Trip Farewell Concert
- Fundraising Concert
- Flash Mob
- Practice-a-thon



## LIVE EVENTS

- Walkathons ([WalkforMusic.org](http://WalkforMusic.org))
- Car Wash
- Golf Day Tournament
- Bake Sale
- Fashion Show
- Gala Event
- Parents Night Out
- Game Night
- Haunted House
- Yard Sale
- Uniform/Costume Sale
- Alumni Happy Hour or Dinner
- Auctions
- Car Test Drive (BMW or Ford)

## AUCTION TYPES

- Silent Auction
- Live Auction
- Bachelor Auction
- Chores/Services

## ONLINE AUCTION PLATFORMS

- [32 Auctions](#)
- [Winning Cause](#)
- [Bidding Owl](#)
- [Maestro Soft](#)
- [Auction Anything](#)
- [Greater Giving](#)
- [eBay Auctions](#)

## OTHER EVENTS

- [Non-Events](#)
- Chores for Charity
- Travel Raffle (Check out [Encore's Fabulous Fundraiser!](#))
- Premium Parking Pass
- Pie Teacher In Face
- 50/50 Raffles

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# PRODUCTS

## THE ESSENTIALS

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.

### HOUSEWARE

- [Mattresses](#)
- [Bedding Sets](#)
- [Simply Sheets](#)
- [Rada Cutlery](#)
- [That's My Pan](#)
- [Mixed Bag Designs](#)

### CANDLES

- [Yankee Candle](#)
- [ABC Fundraising Candles](#)
- [Abby Candles](#)
- [PartyLite](#)
- [Kringle Candle](#)
- [Our Own Candle Company](#)

### GIFTS

- [Genevieve's Gifts](#)
- [Charleston Wrap](#)



## 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!

- [Booster](#)
- [Fancloth](#)
- [Prep Sports Wear](#)
- [Marching Apparel](#)
- [All Team Apparel](#)
- [Bonfire Funds](#)

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# FOOD AND BEVERAGES



## THE ESSENTIALS

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

## COFFEE & DRINKS

- [Java Joes](#)
- [Giving Bean](#)
- [School Spirit Coffee](#)
- [We Care Coffee Company](#)
- [Grounds for Change](#)
- [Driven Coffee Fundraiser](#)
- [Jamba Juice](#)
- [Soft Drink Fundraisers](#)
- [Slushiespot](#)
- [My Drink On](#)
- [Wine Tasting Fundraisers](#)
- [Craft Beer Fundraisers](#)

## SWEETS

- [The Goodies Factory](#)
- [Otis Spunkmeyer](#)
- [Krispy Kreme Doughnuts](#)
- [Chocolate Bars](#)
- [Fruit Sales](#)

## CARBS

- [Pasta sales](#)
- [Pizza](#)

## COOKBOOKS

Create a [customized cookbook](#) of your own!

## RESTAURANTS

These restaurants are known for their community fundraising events! Check out [Restaurant-Fundraisers.com](#) to find a restaurant near you!

- [99 Restaurant](#)
- [Applebee's](#)
- [Arby's](#)
- [Bertucci's](#)
- [Boston Market](#)
- [Burger King](#)
- [California Pizza Kitchen](#)
- [Chili's](#)
- [Chipotle](#)
- [Chuck E. Cheese](#)
- [Cosi](#)
- [Fuddruckers](#)
- [McDonald's](#)
- [Moe's Southwest Grill](#)
- [Noodles & Company](#)
- [Panera](#)
- [Pizza Hut](#)
- [Potbelly Sandwich Shop](#)
- [Red Robin](#)
- [Uno Pizzeria & Grill](#)
- [Wendy's](#)

Contact your local restaurants to find even more fundraising opportunities in your community!

## MISCELLANEOUS

- [Recycle Fundraiser](#)
- [Scrip Fundraising](#)
- [Schoolltime Snack Shop](#)
- [Ice Water Plunge](#)
- [Wall Stuck](#)
- [Penny Drive + Guess the Amount Prize](#)
- [Decal Drive - "I support..."](#)
- [Entertainment Book](#)
- [Cell Phone Chargers](#)
- [Selling Seat Cushions at Football Games](#)
- [Fundraising Calendars](#)
- [Flower Bulbs](#)
- [Coupon Books](#)

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# PROMOTIONS

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



## WEBSITE

- Create a fundraising page on your website to be regularly updated with information about your fundraisers.
- Keep a donation button prominently displayed in either your navigation menu or footer of the website.
- If there are levels of sponsorships by donation amount, list the benefits of sponsorship on your donations page.

## SOCIAL MEDIA

- Promote all fundraising efforts on your social channels regularly. Boost your posts to a targeted audience for more visibility!
- Switch out your profile and cover photos with information about your fundraising event so the fundraiser is the first thing people see on your social channels.
- For actual events, create an "event" on Facebook and invite your followers to it.
- Create a Twitter list of your supporters, keep it updated regularly and use it to promote your fundraisers.

## NEWS & MEDIA

- At the beginning of the year, make a list of news and media sources in your area. Keep this updated annually.
- For every fundraiser, create a press release and send to the list mentioned above.
- Try to create a story around your event for the media to use. Everyone loves a good story!

## CONTACT FRIENDS AND FAMILY

- Create a template email or social post for your passengers to use when contacting family and friends.
- Ask passengers to send out the email or promote the fundraiser on their social channels.

## LOCAL CALENDARS

- Make a list of local event calendars in your area. Many of these offer free postings for events!
- Set up your fundraising event in as many as possible.

## FLYERS

- Ask one of your creative passengers 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 passengers. Divide them by regions in the area and make a list of places to hang them.

## INVITE LOCAL/ALUMNI CELEBS

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.

## BLOG

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

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# PROMOTIONS (CONT'D)

## 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 passengers 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. Donor levels might include specifics, such as "pay for the trombonist." See sample sponsorship packet at end of this book!

## INDIVIDUAL

Every individual is responsible for fundraising. Your passengers 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!

# FUNDRAISING RESOURCES

- [101 Fundraising](#)
- [The Fundraising Blog](#)
- [FundRaisers](#)
- [Get Fully Funded](#)
- [The Fundraising Authority](#)
- [Fundly](#)
- [You Caring](#)
- [Fundraising Ideas](#)
- [Fundraising Ideas Blog](#)
- [Big Fundraising Ideas](#)
- [Fundraiser Insight](#)
- [Encore Tours Blog](#)

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# SAMPLE SPONSORSHIP PACKET

[Insert name of ensemble] is planning an international performance tour to [insert destination]. As prominent community members, we ask for your support.

When traveling overseas, our ensemble members will be musical ambassadors for our community and country. With them, they will bring the spirit and values that we represent and show the pride of our nation. In return, they will receive knowledge and understanding of other global communities during their travels, fostering not only tolerance, but acceptance. While our countries may be different in political, religious and economic views, our musicians will communicate in the universal language of music, accepted by all. This will be an allegory of harmony. *This is the power of music.*

Please review the sponsorship materials below and contact us at [insert contact information] to make a donation. Thank you for your support.

## ABOUT THE ENSEMBLE

[Insert ensemble biography.]

## ABOUT THE TOUR

[List dates of trip, performance opportunities, cultural exchange opportunities, number of performers attending, etc.]

## WHY THIS IS IMPORTANT FOR OUR MEMBERS

- Program Growth
- Build Ensemble Unity
- Educational Growth
- Cultural Exchanges
- Respond to Audiences
- Share Music with the World
- Adapt to New Performance Spaces
- Opportunity to Work with New Directors
- Boost Self-Confidence
- Develop New Perspectives
- Try New Things
- Experience International Repertoire
- Learn Global Musical Heritage
- Share the Universal Language

## SPONSORSHIP OPPORTUNITIES

<b>GIFT AMOUNT</b>	<b>SPONSORING</b>	<b>LEVEL</b> (see next pg)
\$10,000	Cost for instrument rental fees	<b>TITANIUM</b>
\$10,000	Coverage for instrument transportation fees (including baggage fees, instrument truck, insurance and more)	<b>TITANIUM</b>
\$5,000	Cost for director salary	<b>PLATINUM</b>
\$2,500	Cost for accompanist fees	<b>GOLD</b>
\$1,000	Sponsor a player/singer	<b>SILVER</b>
\$500	Cost for program design, print and translation	<b>BRONZE</b>
\$?	Contact us to customize your own sponsorship opportunity	<b>TBD</b>

# SPONSORSHIP LEVELS

<b>GIFT AMOUNT</b>	<b>LEVEL</b>	<b>BENEFITS</b>
\$10,000	<b>TITANIUM</b>	<ul style="list-style-type: none"> <li>• Large logo on website</li> <li>• Yearly banner ad on web homepage</li> <li>• Ad in 12 monthly e-newsletters</li> <li>• 6 VIP tickets to Gala Fundraiser</li> <li>• 100 entries for Paris Raffle</li> <li>• 6 season ticketholder subscriptions</li> <li>• Large sponsorship banner at home concerts</li> <li>• Large logo in annual and overseas concert programs</li> <li>• Large ad in annual and overseas concert programs</li> <li>• Company name in announcements in annual concerts</li> <li>• Gift letter</li> </ul>
\$5,000	<b>PLATINUM</b>	<ul style="list-style-type: none"> <li>• Medium logo on website</li> <li>• 6 months banner ad on web secondary pages</li> <li>• Ad in 6 monthly e-newsletters</li> <li>• 4 VIP tickets to Gala Fundraiser</li> <li>• 50 entries for Paris Raffle</li> <li>• 4 season ticketholder subscriptions</li> <li>• Medium sponsorship banner at home concerts</li> <li>• Medium logo in annual and overseas concert programs</li> <li>• Medium ad in annual and overseas concert programs</li> <li>• Company name in announcements in annual concerts</li> <li>• Gift letter</li> </ul>
\$2,500	<b>GOLD</b>	<ul style="list-style-type: none"> <li>• Small logo on website</li> <li>• 3 months banner ad on web secondary pages</li> <li>• Ad in 3 monthly e-newsletters</li> <li>• 2 VIP tickets to Gala Fundraiser</li> <li>• 25 entries for Paris Raffle</li> <li>• 4 season ticketholder subscriptions</li> <li>• Small sponsorship banner at home concerts</li> <li>• Small logo in annual and overseas concert programs</li> <li>• Small ad in annual and overseas concert programs</li> <li>• Company name in announcements in annual concerts</li> <li>• Gift letter</li> </ul>
\$1,000	<b>SILVER</b>	<ul style="list-style-type: none"> <li>• 10 entries for Paris Raffle</li> <li>• 2 season ticketholder subscriptions</li> <li>• Ad in 1 monthly e-newsletter</li> <li>• Name listed on website</li> <li>• Small logo in annual and overseas concert programs</li> <li>• Gift letter</li> </ul>
\$500	<b>BRONZE</b>	<ul style="list-style-type: none"> <li>• 5 entries for Paris Raffle</li> <li>• Ad in 1 monthly e-newsletter</li> <li>• Name listed on website</li> <li>• Name listed in annual and overseas concert programs</li> <li>• Gift letter</li> </ul>
\$250	<b>FRIENDS</b>	<ul style="list-style-type: none"> <li>• 3 entries for Paris Raffle</li> <li>• Name listed on website</li> <li>• Name listed in annual and overseas concert programs</li> <li>• Gift letter</li> </ul>

# ASK US ABOUT OUR FABULOUS FUNDRAISER!

[encoretours@acis.com](mailto:encoretours@acis.com)



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