

Suggestions for Hosting Flash in the Pans Performances

A few suggestions to enhance your fundraising efforts

Flash In the Pans Responsibilities

1. FLASH will list your event on our Facebook page as well as our web site and post it on our summer schedule which is available at all our performances

Your Strategies Prior to Performance

Advertising specific to your event is your responsibility. You can generate more enthusiasm and greater financial returns.

1. Advertise your event in local newspapers -- be sure to check the deadlines for press releases and postings to calendars of events –
2. Promote the event on web-based entertainment sites, your website, community calendars and social media.
3. Place posters in prominent places around town (don't forget local inns and motels)
4. Request that local radio and television stations mention your event in public service announcements.
5. We've found the best attention getter of all is a large banner stretched across a main street in the busiest part of town.

Your Strategies During the Performance

1. Volunteers should be fun, exciting and motivated. Have them wear eye-catching, festive attire like tropical shirts, decorative hats, etc., as you might find at a true Carnival.
2. Directional signage must be easy to see from a car. Signs should be legible from 75 feet. 8 1/2" x 11" signs are not adequate.
3. Several volunteers, not just one, should collect donations at the point of entry. Greet and treat the patrons as guests and be sure to thank them for their contribution.
4. Consider issuing simple stickers to donors like, "I support _____" Computer programs are available to generate them. It's amazing how people want to display their generosity and, equally amazing, how non-donors will ask, "Where did you get that sticker?"
5. Use festive lighting. Attendees need to see you well to donate to your cause.
6. Many organizations set up tables to sell refreshments, buttons and other items.
7. Consider selling light sticks, having a face painting table or come up with your own creative ideas. Don't necessarily stick with soda and brownies.