

Jay Brian

COMEDY HYPNOTIST

FUNDRAISER GUIDE

A step-by-step guide to hosting a
Jay Brian Comedy Hypnotist Show
for your group's fundraiser.

*Take advantage of this low-risk, simple opportunity
with a potential for high profit.*

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HOW MONEY IS RAISED

Rather than selling a physical product, which often many people do not want, your group will sell tickets to a unique evening of entertainment – a Jay Brian Comedy Hypnotist Show. The amount of money your organization makes depends on the number of tickets sold. The breakdown is as follows:

Money from first 50 tickets goes directly to the Jay Brian Comedy Hypnotist Show
Money from remaining tickets is split 50/50

EXAMPLES OF EARNING POTENTIAL

Your group sells 350 tickets at \$10/ticket.

$350 - 50 = 300$ tickets x \$10 = \$3000 split in 2 = **\$1500 Profit**

Your group sells 225 pre-sale tickets at \$12/ticket & 45 At-the-Door tickets at \$15/ticket

$225 - 50 = 175$ tickets x \$12 = \$2100, split in 2 = \$1050

75 tickets x \$15 = 1125 split in 2 = \$562.5

Total Profit = \$1612.50

Your group sells 150 pre-sale tickets at \$25/ticket & 30 At-the-Door tickets at \$30/ticket

$150 - 50 = 100$ tickets x \$25 = \$2500 split in 2 = \$1250

30 tickets x \$30 = \$900 split in 2 = \$450

Total Profit = \$1700

DEFINE CAUSE/BENEFIT AND TARGET AUDIENCE

The first step is to define the cause that your fundraiser will support. Is it a specific group or organization? A sports team or youth group missions trip?

Who will support your cause? Are you targeting families, relatives and neighbors or students? Community members that align with a particular political group or human-rights campaign?

Clarifying your mission and target from the start will help you more intelligently move through the rest of your planning, which will result in a more profitable outcome.

SECURE A VENUE

The Jay Brian Comedy Hypnotist Show works best when performed from a raised stage or theater environment, but can be conducted in any place there is room for an audience and a performance area for volunteer participants. The performance area should be 24' x 20', well-lit and include 12-20 straight back armless chairs for the volunteer participants.

When selecting your venue, it is important to consider:

Capacity – since your profit will be directly connected to how many tickets you sell, you want to use a venue that will have enough space for the number of attendees you anticipate.

Cost – many schools and churches will have access to an on-site auditorium that will usually be available free of charge for fundraisers supporting their community. If your group does not have free access to a suitable space, do your best to negotiate a discounted rate for your fundraiser so that the venue fees do not eat into your event profits.

Location – make sure your location will be convenient and/or familiar to your target audience. Availability of parking is also worth considering.

DETERMINE ADMISSION FEE

One of the biggest mistakes in fundraising is not asking for what you want. Don't under-price your fundraiser! Consider how much movie theaters charge per ticket for a new release. The Jay Brian Comedy Hypnotist Show will provide a more unique evening of entertainment that your audience can't access on any given night. The uniqueness in addition to their desire to support your cause warrants a higher ticket cost than many would initially consider.

Jay Brian recommends charging \$15+ per ticket, but you may be able to make even more by charging a higher rate. Remember, people want to support your cause!

The absolute minimum you can charge is \$8/ticket. These minimums are for local shows in the Twin Cities area. Contact Jay Brian to discuss minimums and requirements for out-of-town events.

RECRUIT VOLUNTEERS

Make sure you'll have enough volunteers to help with the various tasks involved in running the fundraiser. Aside from your main event committee, you'll need people to:

1. Promote the event
2. Staff the event

PROMOTE YOUR EVENT

You'll want to involve everyone in your organization with ticket sales. Have your group invite everyone in their networks—family, friends, neighbors, co-workers, etc. Other ways to promote include:

1. **Facebook** – This is the easiest way to spread the word online. Create a Facebook event and invite away! You can link to www.jaybrian.com so guests can read up on the Jay Brian Comedy Hypnotist Show and build anticipation.
2. **Press Release** – We will provide you with a press release template that you can update with your specific event information such as date, time, location, admission rate, and of course, who/what the proceeds will benefit. Send your press releases to all your local media outlets...newspapers, radio stations, magazines, TV stations, etc.
3. **Announcements** – Spread the word of your fundraiser at any other event or gathering of your group and supporters leading up to your show date. Look into cross promotion...perhaps your band fundraiser can be announced at your school's basketball game or vice versa.
4. **Email marketing** – Most organizations/groups have an e-mail list. Don't forget to spread the word of your fundraiser in this way. Set up a series of e-mails, first announcing the event, reminding people of any pre-sale ticket deadlines and then a day-of email to remind people to show up...even if they haven't purchased a ticket yet.
5. **Print** -- Make some simple flyers to pass out...something that people can put up on their fridge and pass out to others who may be interested. It's always easier to spread the word when you've got something to hand out that can serve as a reminder.

EVENT STAFFING

Arrange for volunteers from your group to staff the event. You'll need people to handle ticket sales, door staff to take tickets/ushers, as well as people to handle various other tasks that arise. It's always better to be over-staffed than under-staffed.

ADDITIONAL REVENUE SOURCES

Don't overlook the opportunity for additional revenue sources.

1. **Refreshment Sales** - If your venue allows food and beverage sales, consider offering refreshments before and after the show. (We encourage all audience members to remain seated for the entire performance, and therefore discourage refreshment sales during the show.)
2. **Show DVDs** – Jay Brian records all of his show and sells DVDs for personal home use. DVDs are typically sold for \$30, which includes domestic shipping. However, if you would like to make a bulk order, Jay Brian will offer a discount based on the quantity you want to purchase and you can re-sell them to your guests at any rate you choose. (This arrangement can include exclusivity of video sales for up to 6 months.) If you would like to sell show DVDs, be sure to have DVD order forms available the night of your event to encourage sales. You will be responsible for delivering any DVDs in your bulk order.
3. **Raffle** – Sell raffle tickets for donated items as people arrive for the show.

AFTER THE SHOW

Jay Brian will remain briefly after the show to meet your audience and answer questions. Before he leaves, please be prepared to provide payment based on our agreement via check.

If you have decided to sell Show DVDs, let Jay Brian know how many you would like to purchase and send in agreed upon payment.

Send out an e-mail and/or Facebook post thanking your attendees for supporting your fundraiser. Encourage people to share their photos, comments and memories, which you can use next year to help promote another edition of your Jay Brian Comedy Hypnotist Show Fundraiser!

Congratulations on Your Success!