

How to organise a music event

Putting on a show, concert or performance in aid of Alzheimer's Society can be a fantastic way to fundraise, raise awareness and get your local community involved.

You could always ask local musical groups to perform and raise money through charging an entry fee.



[Request a fundraising pack >](#)

How to get started

Whether you turn an existing show into a fundraiser or organise your own event, the information below should help to kick start your fundraising.

1. Firstly, decide what type of musical event you would like to hold; maybe have a live band, a karaoke evening or even an open mic-night.

2. Decide on the venue - this will then impact on the time and date of your event, as well as the number of guests you can invite.
3. Spread the word! Create a [JustGiving](#) page or put up flyers and posters, just be sure to tell the world.

Your fundraising will help us to continue our vital work to support people with dementia and those who care for them.

[Order a fundraising pack](#) filled with lots of handy hints and tips to help you with your fundraising. If you would like more information, then please call us on 0845 306 0898 or email community@alzheimers.org.uk.

Getting started

Local art centres, amateur dramatic groups, orchestras, bands and university drama clubs put on a vast array of shows each year. By tapping into their efforts and audiences, you can raise funds and increase awareness of Alzheimer's Society.

If a performance group offer to put on a show, it is essential to establish exactly what the offer entails.

- Will you have to guarantee the sale of a certain number of tickets or underwrite any costs?
- Who will run the box office?

Always get any agreements in writing.

If you are putting the show together yourself, you should form a committee of volunteers so that all the work can be divided.

Timing

Next you need to think about [Timing](#).



Timing

- Decide the date on which you want the event to be held.
- Make a timetable of tasks, working backwards from the date of event.
- Ideally, allow at least six weeks to sell tickets.
- Think about how big your venue is and how long you will need to sell enough tickets to fill it.
- At the very beginning decide when cancellation should take place if it is obvious that things aren't going as they should.



Venue

Next you need to think about your [venue](#).

Choosing a venue

Benefit performances can take place anywhere from theatres, to church halls, to the local pub but make sure you think carefully about which venue is most suitable for your purposes.

- Do you need a stage?
- Will the venue provide the space for free?
- Does it have capacity to seat the number of guests you expect?
- Or, can you realistically fill the venue and create a good atmosphere?
- Do they provide refreshments?
- Will you be allowed to provide your own refreshments?



Publicity

Next you need to think about [publicity](#)

Publicity

There are a few ways to get your event noticed. Ticket sales will be much easier if you take advantage of the following publicity opportunities and shout about your fundraising efforts.

Flyers and Posters

These can be displayed in shops, art centres, schools, libraries and local businesses. You may even be able to secure sponsorship from a local company to cover the costs of printing.



- Publicity materials such as flyers, posters and tickets must include the charity name and registration number.
- [Download our poster, flyer, and event invitation templates](#) to create your own eye catching publicity materials.
- If the above publicity materials do not suit your purposes you may produce your own designs. Please note that any use of Alzheimer's Society's logo must adhere to our brand guidelines and be approved by our marketing team before distribution. Email community@alzheimers.org.uk if you require our logo or have any questions about producing publicity materials.

Media Coverage

- Make sure that the local community know about your event by getting your story in the media.
- Use the sample press release from your fundraising pack or write a letter to the editor of your local paper or magazine.
- If you don't have a fundraising pack, [fill in our online form](#) to receive a pack in the post.
- Most independent radio stations also have a free listing of all local charity events.
- Does your area have a local 'What's On' website? Try to get your event listed there too.

Maximise your fundraising opportunities

Next you need to think about [maximising your fundraising opportunities](#).

Maximise your fundraising

Your fundraising = ticket sales minus hirefees, printing costs and any other costs involved.

You probably know the audience, so price your tickets according to how much you think they will be prepared to pay.

To really maximise the fundraising potential of your event, think about other ways that you could raise money during the performance.

- Hold a shortreception, this could include a [raffle](#) or auction.
- If time and moneyallows, a programme can be produced for sale on the night. Get thissponsored and sell advertising space.
- [Hold a collection](#) during the interval or in the foyer at the end of your event. Order Alzheimer's Society Collection Tins or Buckets using the materials order form from [your fundraising pack](#) or by calling **0845 306 0898**. The tins must be returned after use.
- Sell refreshments before and after the performance and during the interval. If possible obtain refreshments free or at a subsidised rate and put the profit you make into your fundraising total. If you want to sell alcohol you will need toget a licence from your local authority.



Alzheimer's Society National Dementia Helpline

England, Wales and Northern Ireland: 0300 222 11 22

9.00am-5.00pm Monday-Friday

10.00am-4.00pm Saturday-Sunday

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