

# Storytelling and Fundraising



An event with 'Connection' can be an excellent way to generate funds for community groups. The owner, Carl Gough has extensive knowledge and experience as a community development officer and will work with you to make your booking with 'Connection' cover its costs and even raise additional funds for your organisation.

This factsheet has been developed to illustrate how an event with us can be financially sustainable and Carl will happily advise you on ways to make your booking a success.

So let's assume you'd like to book a storytelling event but you're not sure if you can afford it:

## **Step 1 - Knowing the costs**

By identifying what it will cost you can then decide what to charge and how many ticket sales you will need to make. From this you can get an indication if the admission price is affordable and whether the minimum audience size is realistic.

Let's look at the Halloween event called 'Behind the Veil' as an example:

The show can be booked as either a 1 hour or 2 hour show so let's look at both

1 hour = £100

2 hour = £150

Now, let's assume you decide on a £5 admission price, the minimum audience size would be:

1 hour show = £100 divided by £5 = minimum audience of 20

2 hour show = £150 divided by £5 = minimum audience 30

The minimum audience size is the number of ticket sales you need to make in order to cover the cost of booking the show. We know that many groups like to offer free events which is nice to do but not sustainable. By applying a charge for admission you are showing people there is value to the event and because of this it can actually attract greater interest and increase attendance.

So, do you think you could sell at least 20-30 tickets? If yes then we are halfway there because every ticket you sell above the minimum will be additional money for your organisation.

## **Step 2 - Choosing a 1 hour or 2 hour event?**

Assuming you charge the same ticket price, you will notice from the above calculation that you will need a bigger audience for the 2 hour show than the 1 hour in order to cover costs. But this does not necessarily mean the 1 hour event is the best option for you. Let us put it this way, would you prefer to pay £5 for 1 hours entertainment or 2 hours? The 2 hour performance provides better value for money for your audience and therefore you will normally find it easier to sell more tickets for a 2 hour show because people view it as an evening out. In this way you can potentially generate more income with a 2 hour performance than the 1 hour show. In addition, by having an audience with you for 2 hours, there are other ways to raise even more funds.

## **Step 3 - Other fundraising activities**

The storytelling event will attract an audience and this means you have an opportunity to generate further funds by offering other things. These are the incidental purchases such as drinks and snacks that are vital to the success of entertainment venues like cinemas and theatres and there is no reason why you cannot do the same. By having an interval in the 2 hour show you are

increasing opportunity for people to spend money and therefore making the event into a fundraising activity, not just entertainment. Other simple income generators such as a raffle will all add to the funds raised from ticket sales.

You will of course need to decide on budgets for these other fundraising activities and make sure you keep to them, but this is how a storytelling show can become a successful fundraising event for your organisation and why a 2 hour booking can be better than a 1 hour booking.

Here is an example of how other fundraising activities can be costed and planned:

Item	Budget	Charge	Volume	Income
2 hr storytelling	£150	£5 per ticket	40	£200
Tea & Coffee	£6	60p a cup	40	£24
Snacks	£10	£1	20	£20
Raffle	£15 for prizes	£1 a strip	30	£30
<b>TOTAL</b>	<b>£181</b>			<b>£274</b>

Financial summary: The event would cost £181 but raise £274, earning £93 for your organisation whilst also providing a fun event for the community.

*N.B. Please note the above is just an example and is based on an audience of 40. You would need to budget **all costs** of the event (e.g. include venue hire if applicable and marketing costs etc) and then price items based on anticipated audience size and demand. You will also need to cost and budget any other activities you decide to run. The ticket price is only a suggested amount - If you think there is high demand you could charge more and therefore increase fundraising even further.*

#### **Step 4 - Marketing and publicity**

Obviously marketing the event is important to ensure you sell as many tickets as possible. Connection can provide you with a poster and flyer design to help publicise your event and we recommend that you begin advertising your event at least 4 weeks before.

The further you reach out to tell people about your event, the more likely it will be a success. If you have social media profiles (i.e. facebook) use them, as they are a great way to get the word out. You can also get something put in local community magazines and newsletters. If you make a booking with 'Connection' we will also list your event on our website and Facebook and Twitter profiles.

We also recommend that you consider how you will handle ticket sales. It is obviously better to sell tickets in advance rather than just on the door as this gives you an idea of how many people to expect and if you need to push harder for ticket sales. You want to make arrangements so that it is easy for people to pay for tickets in advance.

#### **Interested?**

We hope this factsheet has helped you decide if this might be something you'd like to try. If you would like further help or information please get in touch with us. All events do carry some risk, but if you make sure you've thought about all the costs and commit to achieving the minimum sales you need, there is no reason why your event should not be a success and raise additional funds for your organisation.

#### **Contact us**

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