

How to Plan a Benefit Concert

Putting on a benefit concert is a fun way to support the XANGO Goodness Foundation while making connections with people in your community. You can choose any kind of band or style of music—it could even be a dance performance or a talent show with a variety of performers. Just do something that you feel will draw the largest crowd in your community and that you have the connections to plan fairly easily.

1. Form a committee to help plan and run the event. Use your group members' strengths, knowledge of certain areas, and weaknesses in other areas to delegate tasks; for example, those with fund-raising experience, connections to venue(s) or bands and advertising could be in charge of related tasks.
2. Set a theme and budget for the benefit concert, along with your fund-raising goals. Think about design and possible promotional products for the event.
3. At least one to two months before the benefit concert, start making the cause known so that you can promote your nonprofit benefit concert. Talk about it to people you see on a daily basis, use social networking sites like Facebook, LinkedIn and Twitter.
4. Contact your local law enforcement office or your city's events office to ask about any special insurance or permits you might need before putting on the event.
5. Find money to host the concert. Offer local businesses the opportunity to advertise in the benefit concert program, to hang banners at the concert or have their logo on concert posters/flyers or t-shirts. Many small businesses are interested in getting some publicity in conjunction with a charity event.
6. Set a date and find musicians you'd like to book. Discuss with them the length of the benefit concert, compensation and any extra help or equipment the musicians may need.
7. Choose a venue/location. Ask churches, banquet halls, clubhouses, community centers, schools and parks if you can use their space for free or cheap for your charity event.
8. Print fliers with the basic information: the cause, the date and time of the benefit concert, who will be performing, ticket prices and how to purchase them and any relevant contact information. Put out as much advertising as possible. Use word-of-mouth, bulletins both locally and online (try social networking sites such as Facebook or LinkedIn), invitations and local businesses to advertise the event.
9. Before the concert, set up a "ticket booth" at the venue entrance. You will need a table and a couple of chairs, a cash box, cash to make change, volunteers to sell tickets.
10. During the concert, monitor throughout the event for any glitches that could occur (weather, sound and lighting, refreshments). Possibly have an emcee make a few remarks from stage between performers or during other breaks to thank sponsors and share information about the cause the concert is supporting.
11. Have a volunteer clean-up crew ready, if necessary, after the event.
12. Be sure to send thank you cards to all sponsors and contributors.

