



**A COMPREHENSIVE MANUAL
ON PRODUCING AND PROMOTING
YOUR COMEDY NIGHT FUNDRAISER**

*Profitable Fundraising Events
with the Least Amount of Effort*



COMEDY NIGHT – A Great Fun-Raiser (and a Great Fundraising Event that Generates Significant Revenue!)

For many organizations the search for great fundraising event ideas is a constant headache. How often have you heard, "It's a great idea but how can we use it to bring in the cash!" Every day more and more groups and organizations are popping up seeking the attention of specific targeted groups of people. Increasing event attendance is generally the biggest challenge event planners. Many people think that if they plan a fantastic event, people will just show up. Of course, today with all the competition for peoples' time, aggressive marketing is required to realize success.

If you plan your event properly, and gain the support you need to make it a reality, your event can be extremely profitable for your organization. Above that, a well-thought out marketing and promotional campaign will ensure success, no matter what the economy is doing. When you have the right tools, anything is possible. Imagine building a house with plastic toy tools. You'll never be able to build a house. With the right professional tools and professional help, you will be able to build your house successfully. Producing a fundraising event is much the same. The right tools are organizational skills, checklists, a marketing plan and strategy.

This manual was produced for you, the event planner of your organization's fundraising event. We hope you find it helpful in planning your event smoothly and realize the financial goals you are seeking. It takes more than hard work to make it happen. A smart, logical and strategic approach will ensure incredible success and your organization leaders will comment on your ability to "Nail it!" You will be entitled to bragging rights for years to come.



SELL OUT SHOW WITH THESE MARKETING TIPS:

1. Develop a Social Network Page, such as Facebook.com and research other local organizations who present events to similar audiences. Make friends with their friends and fans. Then send an invitation to them for your event.
2. Call these local organizations and offer to trade sponsor recognition in exchange for their mailing lists. The sponsorship could include a table at your event for them to distribute promotional literature. It could include their name and logo in your brochures, programs and other printed materials.
3. Using eye-catching graphics and good copy writing to "sell the event." Unless you are getting it donated or sponsored, printing costs can vary greatly from company to company. Use bulk mail instead of first class which will save you considerable investment and you can increase your reach by sending to more of your target audience.
4. Brainstorm lists with your in-house "staff" and volunteers. It is said each person has at least 200 in their circle of influence.
5. Create a publicity "Stunt" to increase pre-exposure for the event. This will increase local awareness of the organization and increase event attendance.
6. Consider doing a "Pre-Event" reception to promote your big event. Invite the media and either do a press conference or photo opps or interview opps. For our comedy nights, you may have the local media (radio, TV, print) call our headlining comedian or our producers for an interview.
7. Send, fax, email a press-release to all local media calendars that publicize public service announcements and event calendars.
8. Check out local high schools and colleges for students who need service hours. Give them service hours in exchange for making phone calls to potential target audience members, organizations with similar missions, local community leaders, etc.
9. Make a pitch at your local temples and churches. Ask the administration to allow you five minutes to make a pitch at the end of services. Otherwise, have them make an announcement on your behalf.



FUNDRAISER DECISION-MAKING CHECKLIST:

Purpose of the Event

- Primarily to raise money
- Gain new members and donors
- Get publicity and/or visibility

Determine your target audience

- Whom are you trying to reach?
- How many people do you want to attend?
- How many people are required to make the event a success?
- Where will your audience come from?
- What is your budget?
- Is the event something people will attend if it were not a charity?

Program Event Ideas

- Will it help achieve your group's goals?
- Will it interest the audience at which the event is aimed?
- Do you have enough time to plan this event?
- Do you have enough staff/volunteer support?
- Is an appropriate and affordable site available?
- Are there potential corporate sponsors?
- Can you get gifts donated by local businesses and members of your organization for a raffle held at the event?

Check the Calendar

- Did you make sure there are no conflicts with other major events?
- Have you checked the weather on that date for the past few years?
- Did you set your day and time to fit the audience's work schedule?



COMEDY NIGHT FUNRAISER PLAN:

Event Date: _____

Budget: \$ _____

Fundraising Goal: \$ _____

VENUE SELECTION & MANAGEMENT:

Facility Evaluation & Reservation:

Volunteer in charge:

Budget: \$ _____

Deadline:

Venue Selected:

Venue Contact:

Contact Information: _____

Deposit Paid/Date: ____/____/____

Paid In Full/Date: ____/____/____



CLERICAL & ADMINISTRATIVE

Volunteer in Charge: _____

Banking (cash box, raffle tickets, change):

Oversee Volunteers:

Team/Leader

Venue Selection & Management: _____

Clerical & Administrative: _____

Marketing & Promotion: _____

Supplies: _____

Food & Drinks: _____

Raffle Prizes: _____

Comedy Entertainment: _____

Permits: _____

Security: _____

Clean Up: _____

Day-Of Tasks: _____



MARKETING & PROMOTION

Volunteer in Charge: _____

Budget: \$ _____

- Email Campaign
 - Managed by: _____
- Social Network Site Friending and Invitations
 - Managed by: _____
- Fliers/Posters
 - Managed by: _____
- Media/Press Release
 - Managed by: _____
- Newsletter Submissions
 - Managed by: _____
- Letter Campaign
 - Managed by: _____
- Phone Call Campaign:
 - Managed by: _____
- Fax Campaign:
 - Managed by: _____

SUPPLIES:

Volunteer in Charge: _____

Budget: \$ _____

People Assisting:

FOOD & DRINKS:

Volunteer in Charge: _____

Budget: \$ _____

People Assisting:



RAFFLE PRIZES:

Volunteer in Charge: _____

Budget: \$ _____

People Assisting:

COMEDY ENTERTAINMENT:

Volunteer in Charge: _____

Budget: \$ _____

People Assisting:

PERMITS:

Volunteer in Charge: _____

Budget: \$ _____

People Assisting:

Necessary Permits/Deadline for Filing:

_____ / _____

_____ / _____

_____ / _____

_____ / _____



SECURITY:

Volunteer in Charge: _____

Budget: \$ _____

People Assisting:

CLEAN UP:

Volunteer in Charge: _____

Budget: \$ _____

People Assisting:

DAY-OF TASKS

Volunteer in Charge: _____

- Decorating:
 - Budget: \$ _____
 - People Assisting:
- Table/Chair/Furniture Set-up:
 - Budget: \$ _____
 - People Assisting:
- Equipment/Microphone/Microphone Stand/Sound System/Speaker Set-up:
 - Budget: \$ _____
 - People Assisting:



- Table/Booth Staffing:
 - Budget: \$ _____
 - People Assisting:
- Announcer (Introduce Host Comedian for 2-5 Comedian Package/Introduce Headline Comedian):
 - Budget: \$ _____
 - People Assisting:
- Ticket-takers:
 - Budget: \$ _____
 - People Assisting:
- Raffle Staffing:
 - Budget: \$ _____
 - People Assisting:



BUDGET PLANNING WORKSHEET

Anticipated Expenses:

Venue Rental	\$ _____
Administrative	\$ _____
Marketing & Promotion	\$ _____
Supplies	\$ _____
Food & Drinks	\$ _____
Raffle Prizes	\$ _____
Comedy Entertainment	\$ _____
Permits	\$ _____
Security	\$ _____
Clean-up	\$ _____
Day-of-Tasks	\$ _____

TOTAL EXPENSES \$ _____

Anticipated Income:

Admission Fees	\$ _____
Sponsors	\$ _____
Raffle	\$ _____
Grants/Other	\$ _____

TOTAL INCOME \$ _____

Anticipated Net Revenue (TOTAL INCOME – TOTAL EXPENSES): \$ _____



CHOOSE THE NY HYSTERICAL SOCIETY FOR YOUR COMEDY ENTERTAINMENT

We produce and book for comedy shows and TV productions and work with many professional comics. As bookers, producers and promoters, we've got several nationally known TV comics on our roster who have been on Last Comic Standing, Dave Letterman, Jay Leno, Howard Stern, Comedy Central, MTV, HBO, Cruise Ships, Concert Events, Atlantic City, Mohegan Sun, and Las Vegas.

We've produced more shows for Temples, Churches and Non-Profit Organization events and fundraisers than anyone in the area. We've got more experience! The NY Hysterical Society also runs a Stand Up Comedy School and has exclusive access to hundreds of NYC-based comics, and over 5,000 comedians nationwide. We can help you produce a show whether you are in NYC, Miami, L.A., Chicago or any city in the U.S. We even book for international venues. We are your one-stop-shop for all your comedy entertainment needs. We're more than happy to supply you with incredible reviews from every type of event. We take our business and serving you very seriously and want to provide you with an unforgettable comedy show for you and your members.

FREE MARKETING MATERIAL

Now here's a benefit no one else offers... ABSOLUTELY FREE Marketing and Promotional material for your event. Because we also have over 30 years experience as marketing consultants, we can produce beautifully designed flyers, posters, and postcards for your event, absolutely free. Now are you ready for this? ... we can also build a webpage for you that can include an online invitation and ticket purchasing system... again, ABSOLUTELY FREE. I know this is an amazing offer, and we're more than happy to give it to you. It's exclusive and no one else could ever offer so much value as the NY Hysterical Society!

We promise you that you will be so happy you booked our comics, and our incredible service, that you will book us again and again in the future. I hope that your event will be incredibly successful and that you choose us to make that a reality.

Save \$100
on Your Next Fundraising Event



Coupon not valid with any other offer. Booking dates must be placed prior to expiration date. Mention this coupon offer when you book our comedians and include the coupon with your contract signing.

Expires: December 31, 2011

Call 631.383.3943 to book our comics!