



# STAND

The Student Led Division of

**GENOCIDE INTERVENTION**

## How To...Organize a Concert

Successful Concerts:

Cardinal Spellman High School- Four Annual Concerts, Over \$7,500 raised

As always, create a calendar assigning duties equally among chapter members. If members do not follow through on duties, reassign them to someone else

### **Two/Three Months Before:**

#### **1. Decide on a Location**

Ideal locations are low rent or rent free. Consider outdoor venues, local parks, and city commons. If necessary, contact the department of your state or city government that handles parks and recreation for a permit. Also consider school auditoriums, local coffee houses, or music venues.

#### **3. Decide on a date and time**

Think about the demographic you are trying to attract- when are students and adult activists most likely to come to your event? Make sure not to conflict with other major school events. You may need to get your date approved by your school administration.

#### **2. Secure an Insurance Policy if necessary**

Ask your venue manager if insurance is required. If so, contact local insurance agents to secure a policy for the required amount.

#### **4. Secure a Police Detail if necessary**

Ask your venue manager if a police detail is necessary and what the procedure is to secure one. Some venues may handle it for you, some may require you to go to the police station to secure a detail on your own.

#### **5. Decide on ticket prices or donation amounts**

Create incentives to buy tickets early. Depending upon the caliber of acts, \$5 to \$20 is a reasonable amount to charge. If the venue is outdoors, ticket collection may not be enforceable. Plan to have volunteers to collect money.

#### **6. Set up a free checking account at your local bank for your STAND chapter**

This way, people can make checks out to it and you can pay out expenses from it. Name the account "Your School Name STAND." Alternately, your school may be willing to internally create a bank account for your chapter, but this allows for less flexibility with writing checks/more red tape.

#### **7. Create Sponsorship Materials (or download and edit ours) and Get Business Sponsors**

If possible, secure a tax exempt form or tax ID number from your school or from the organization for which you are fundraising. This lets businesses know that you are truly fundraising for a non-profit and allows them to avoid paying taxes on the money they donate to your cause. Then, create a form that briefly explains the logistics of your event, why you chose to hold your event, and for which organization you are fundraising. Below your summary, show levels of sponsorship and what the business can hope to gain from advertising with you (i.e. \$25 donation gets their name on flyer, \$100 donation gets their logo on T shirt, \$500 donation gets the



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event named after them). Then, approach businesses in person and follow up with phone calls. Set a monetary goal and a number of business sponsors goal and focus  
**8. Design T Shirt Graphic for the front of race T Shirts (Or Download and Use Ours)**

Find a graphic design savvy activist to make your t shirts stand out, or simply download and use our design. Keep in mind, the more ink colors, the more expensive the t shirt will be to print.

**9. Create a blogspot.com for your concert (sample: savedarfurbenefitconcert.blogspot.com)**

Include logistical information, your sponsorship materials, and most importantly, contact information

**10. Find bands and performers**

Ideal bands will donate their services at no cost. Attend benefit concerts or look online for line ups and approach bands or managers in person

**11. Find Partner Organizations**

Churches, Synagogues, Adult Activist Groups and especially local running and walking clubs! Call or e-mail to ask if they want to sponsor you, participate in your event or publicize it for you.

**12. Secure a P/A system**

Ask your school, bands, or local music store to

## One Month Before

Media:

**1. Media Alert**

Write a Media Alert (see our sample) and make a list of media outlets to whom you wish to send it.

Logistics:

**1. Secure a Water Supply**

Ask local beverage companies if they would like a place on your t shirt in exchange for free beverages

**2. Consider how rest room facilities will operate.**

Is there one on site? Do you need to order one? Make sure you are in accordance with your permit

**3. Order T shirts**

T shirt prices range from \$2.50 to \$10 per shirt. Look for good deals and good quality. A google search will turn out local screen printing companies in your area. The more color ink and the darker the shirt, the more expensive the shirts will be. Order a graphic on the front and a list of business sponsors and logos on the back.

**4. Solidify any "extras" to the central event**

Are you going to have a speaker? Refreshment Table? Craft Sale? Raffle? Make a map of the layout of the event, schedule, and list of all materials you will need and people you will need to contact

Advertising:



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## **1. Begin to excite your school community.**

Partner with service groups, African or other pertinent ethnic groups, fraternities, etc. Facilitate "stunts" (i.e. dress up, make appearances, shamelessly get the word out about your event. Make announcements on high school P/A systems, put announcements in newsletters, ask the administration if your chapter can utilize an "instant alert system" if your school has one, send e-mails, etc.

## **2. Begin to excite your greater community**

Put announcements in church bulletins, post flyers in stores, hand out flyers at other concerts

## **Two Weeks Before**

Media:

### **1. Call Media Outlets to remind them of your event**

Advertising:

### **1. Create a Facebook Event**

### **2. Continue stunts and announcements**

## **One Week Before:**

Media:

### **1. Call Media outlets to remind them of your event**

Logistics:

### **1. Secure Materials**

Cash box, tables, cash (for change),

### **2. IMPORTANT: Assign Roles to STAND members**

(set up, tear down, greeters, refreshment sales, etc)

### **3. Create all the posters you will need for the event**

Advertising:

### **1. Send out Facebook reminders every two days**

### **2. Continue stunts and announcements**

## **Day Before Event:**

Media:

### **1. Call Media outlets to remind them of your event**

Logistics:

### **1. Purchase Balloons to attract attention to the event**

### **2. Confirm logistics with bands**

### **3. Make sure all of your materials are ready to go**

Advertising:

### **1. Final Stunt and Announcement Push**



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## Day of Event:

Media:

- 1. Call Media outlets to remind them of your event**

Logistics:

- 1. IMPORTANT: Assign someone to take pictures of the event**
- 2. Arrive Two Hours early to event for set up**

Instruct STAND members of where to go and what to do

## Follow Up After Event:

Media:

- 1. Send Press Release and Pictures to local newspapers via e-mail.**

See our sample press release.

Logistics:

- 1. HAND WRITTEN Thank you notes to all sponsors or other helpful adults or organizations**

Tell them how much you raised, how many participants, etc.

- 2. Post Summary of Event on school website**
- 3. Send your money to STAND and the Genocide Intervention Network online or via check.**

Please make checks payable to Genocide Intervention Network w/ STAND in the memo line and mail to:

Genocide Intervention Network  
1200 18th St. NW  
Suite 320  
Washington, D.C. 20036

As always, ask your Outreach Coordinator if you have any questions

## Supplemental material links:

(Ready to Go! Just edit the type highlighted in yellow)

Sponsorship Materials- [http://docs.google.com/View?id=dchj626d\\_2hhh3jpgt](http://docs.google.com/View?id=dchj626d_2hhh3jpgt)

Media Alert- [http://docs.google.com/View?id=dchj626d\\_24ff88q5gs](http://docs.google.com/View?id=dchj626d_24ff88q5gs)