



Fundraising

**Tips and ideas on raising funds for
your choir**

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For further information contact the organisation through any of the channels below.

Irish World Academy of Music and Dance, University of Limerick.

061 234823 | info@singireland.ie | www.singireland.ie

Fundraising is a good, and often necessary, way to provide support for your choir's endeavours. Beyond membership fees, choirs can generate income through grants, collections, ticket sales, events and online campaigns to assist with everything from the running of the choir, to a tour, or the production of a CD. Choirs often raise money for others also. Benefit concerts or bucket collections for charities are popular at Christmas time and fundraising for Mental Health Ireland and AOIC is often done during National Choral Singing Week each year.

Although fundraising can be hard work, there is fun to be had in coming up with novel ideas to interact with communities and audiences when asking them to support your choir. Here are a few ideas to get you started.

Fundraising Ideas

- Coffee Morning/Tea Party/Bake Sale
- Bag Packing
- Raffle with Sponsored Prizes (ask local businesses)
- Table Quiz
- Sponsored Singathon/Sponsored Silence/Sponsored Singing Walk
- Bingo
- Carolling/Busking (permit required for public bucket collections)
- Concert/Open Rehearsal
- Sale of Work/Car Boot Sale/Crafts Sale
- Karaoke Night
- Online Crowd-Funding (using websites such as www.fundit.ie)

There are many more ways to fundraise for your choir! The best way to begin is to envisage an event or fundraising activity that is most suitable and relevant to your choir/community. Don't forget to use social media as well as local media (papers, radio, newsletters) and posters/flyers to help spread the word about your fundraising event or campaign.

Why You Are Fundraising? Have a clear reason for fundraising and don't ever forget why you are trying to raise funds. It is easy to lose sight of this but it is so important to make sure everyone involved knows why.


Steps to Take

Plan: This stage includes making a decision on what your fundraising target is, and then looking at the steps needed in order to achieve this including participation numbers, average donation needed and a plan for getting word out about your event or campaign. Make sure to delegate tasks amongst the choir so one or two people aren't overburdened.

Budget: Once a target has been selected you need to decide what your costs will be. It's important to keep your costs as low as possible. Approaching local businesses to sponsor food, beverages or spot prizes for your event can help to keep costs down. In some cases you may be able to obtain the venue for free also. If you need extra help ask family or friends to volunteer.

Venue: Some suggestions to consider—home/garden, community centre, local pub, local school/playground, church, library, art gallery or even your workplace. Be prepared for bad weather with outdoor events!

Advertise: To generate as much interest in your event as possible, consider sending a press release to your local newspaper or radio station. Flyers and promotional literature can be distributed through



family, friends, local shops, pubs, community centres, schools and clubs.

Permits: Check with your local Garda Station to see if you require a permit. This is normally required for events taking place in a public area e.g. street collection (more information here: <http://goo.gl/3QxVMv>). There are no licences required for buskers but it is advisable to double check with your local Garda Station as this can vary from place to place.

Health & Safety: If you're holding an event don't forget to make sure that the venue where your event is taking place is safe and accessible for all those taking part.

After the Event: There is still work to be done! You may need to follow up on monies outstanding and distribute rewards or thank-you notes to your supporters. Make sure to thank all those who sponsored the event and who donated their time. Keep a clear record of the money raised and if you're dealing in cash make sure it is counted by two or more people. Putting photos of the event or your choir on social media and in local media is a good way to show the success of your event and helps to promote your choir even further.