

Your musical is a great opportunity for you to fundraise for your school, your production, or for future shows. Here are some fundraising ideas to help make your production profitable:

## BEFORE THE PERFORMANCE

- Sell ad space in the program to local businesses.
- Arrange a preview during which your cast performs at a local business or in front of your school for members of the community. Sell tickets and/or solicit donations at the end of the performance.
- Hold a raffle or silent auction; get prizes donated to support the school and raise awareness about your production.
- Hold a materials drive and ask for specific fabric or building materials from parents and local vendors.
- Consider coordinating fundraisers that correspond with the themes in your show (e.g., for *The Jungle Book*, you might honor donations given with a special leaf on a “giving tree” displayed in the lobby).

## AT THE PERFORMANCE

- Set up a concession stand at your performances. Ask for the concessions to be donated by local business or staff members at your school so that proceeds can go to your program.
- Sell break-a-leg notes that audience members can purchase for a low price to send backstage to the cast and crew on opening night.
- Consider charging for tickets to your show. Your school is permitted to charge up to \$10 per ticket and keep the proceeds. Many schools charge \$3 for children and \$5 for adults. Alternatively, you could offer tickets for a suggested donation or only charge for “premium seats” in the first few rows.