



FUND RAISING IDEAS

A SERVICE OF THE ESA PHILANTHROPIC DEPARTMENT
ESA HEADQUARTERS - Drake Office Center
333 West Drake Road, Fort Collins, CO 80526 (303) 223-2824

GOING TO THE MOVIES--ESA STYLE

An afternoon or evening at the Movies can generate funds for your favorite charity. You simply arrange for the movie and sell tickets.

There are many variations to this basic plan, some of which are listed below:

- A. Old Time Movie Nickelodeon--Rent or secure donated old-time movies and arrange for a pianist to improvise background music. The appeal of this attraction is great. Write for information and catalogues: Museum of Modern Art, 11 West 53rd Street, New York City, New York.
- B. Week-day Benefit Movie--Ask a local movie theatre for the donation of tickets for a mid-week night when the theatre is generally not crowded. Then you sell the tickets for the regular price or at a discount price.
- C. Children's Movies--Arrange for a special series of cartoons or a movie geared to youthful audiences. Weekends, holidays, Teacher In-Service Training days during the school year and summer vacation times are opportune. Your public library could be a good source for these films.
- D. New Release Preview--Although this may require more planning and promotion, utilizing the premier of a first-run hit can generate good funds. Arrangements are made with your theatre owner. You may wish to contract to sell a portion of the "house" for charity while the remainder are regular admission seats. Special arrangements should be made for selected patron seating and tickets, "Opening Night" gala with celebrities and V.I.P.'s, program books, etc.

Committees and responsibilities will vary according to which type of movie event you choose, however the following steps are basic:

STEPS TO SUCCESS

1. Meet with interested volunteers. Determine what type movie event most fits your chapter and community interests and resources. Set date and determine price of tickets.

2. Appoint General Chairman. Responsible for coordinating all efforts. In charge of all activities on day of event. Responsible for door prizes and/or refreshments, if these options are utilized. (For certain types of movie events, selling popcorn, candy, soft drinks, etc., would be appropriate.)

3. Appoint the following committees:

(a) Logistics--Arrange for location, film, projector, projectionist, and any and all other physical arrangements necessary for a successful event. Needs will vary according to type of movie, location, size and age of audience. Possible locations might include: movie house, public library, school, public hall, or auditorium. For additional film sources, contact college and university libraries, art museums, or public libraries. If you live in or close to a metropolitan city, contact film distributors such as "Universal," "United Artists," etc.

(b) Ticket Sales/Treasurer--Print tickets and handle sales in a manner appropriate for particular event. Funds received must be periodically counted, recorded and deposited. At conclusion of event, pay approved bills.

(c) Promotion--Means of promotion will vary according to the audience you wish to attract. Utilize newspapers, television, radio, posters and flyers as appropriate. Following event, release results to media.