

## Tips for maximising concert income

If you are selling tickets:

- Make the ticket price an easy one. £3.50 is much less convenient than £5 to buy in cash. If someone tells you they don't have the cash with them, tell them you can put tickets aside for them on the door.
- Have a supply ready to sell in person to your own congregation at the end of services over the few weeks before the event. If people have bought a ticket but can't come, you will still have their money
- Consider special offers. E.g. in 2019, Music Sunday falls on Father's Day. 50% discount to fathers attending with a son or daughter?
- Consider making the advance price a bit lower than the on-the-door one (encouraging people to commit to coming)

If you are taking a retiring collection:

- As you introduce the concert at the beginning, tell the audience there will be a collection at the end. It helps them have time to think about getting money ready, and how much they are willing to give.
- At the end of the concert, stand up again and **briefly** say that:
  - You can show your appreciation by giving generously
  - The money raised is going to a very good cause. If it's a 50-50 concert, cite **one** way it's going to support your church/venue, and that the RSCM will be spending its portion directly on our Education work
  - Gift aiding the donation using the envelopes gets us more money, but you must complete the details
  - Notes are so much easier to count than annoying, heavy coins
- Thank the audience for coming, and encourage them to take any literature you have about your church (see the Music Sunday website for resources for this) or about the RSCM.