

"Traveling Shows for Outreach and Fundraising"

by Mary Halsig

So how financially viable are your shows? Many chapters struggle to make them profitable. Mary will share an approach that worked with her chapter, taking a well-produced package show on the road. Broaden your audience, perform the show several times, and make some money!

The Journey

- A. One Big Annual Show
- B. Try a Run
- C. The Traveling Show

The Script Writing Process

- A. Brainstorming
 - a. Who is involved?
 - b. What's a bit?
 - c. What's your goal?
 - d. Using the familiar
- B. Writing
 - a. Characters
 - b. Plot
- C. Music
- D. Production
 - a. Sets
 - b. Costumes
 - c. Directing
- E. Examples from Air Capital Scripts

Logistics

- A. Marketing and Partnering
 - a. Meeting with the partners
 - b. Selling tickets vs. donations
 - c. ASCAP
 - d. Who sells the tickets
 - e. Talent Fee vs. Ticket sales
 - f. Advertising for the show
- B. Setting up and tearing down
- C. Dinner/Dessert Show
 - a. Seating
 - b. Serving
 - c. Mingling

Questions? Ideas?