

GREAT IDEAS FOR LOW-COST, LOW-MAINTENANCE, WIN-WIN, CONCERT FUNDING

My concert and speaking bookings are my profession and I try to maintain professional standards. But I have learned a lot about creative ways to do this without taxing anyone's budget. The following are some *great* ways I've learned to save money and add value, and it's possible to do some or all of them at the same time. Please take a look:

A) Piggybacks: If you know of another church, school or organization that might be interested in having me while I'm in the area, that would cut the travel/lodging expenses in half or even thirds, and sometimes enables me to lower the fee itself. This is such a great approach that it's now standard operating procedure for us to look for piggybacks for virtually every invitation that comes into my office. We post openings at my web site and send targeted emails to our database of supporters in specific areas. I have a series of non-religious programs for corporate, college, and public school events in addition to church programs, to give us even more options. So, if you're willing to make a recommendation on my behalf, a "piggyback" booking will save you money and help us both be good stewards of this opportunity.

B) Additional duties: If it helps you to pull funds from other budgets, I can contribute in other ways beside the concert itself so that you can reach the amount we agree upon. For example, if you have a Sunday night concert in mind but the budget is tight, and if including me in part of the morning service might make more money available, I'm happy to do that. Call for more examples and let's talk about the possibilities.

C) Establishing Value: A church recently raised more money than it needed by printing up tickets with a \$5 price on them and then asking their members to hand them out as a *free gift* to friends and neighbors. Sensing that they had been given something of value and that the event had real value, people showed up as they would not have for a "free concert." Then the church posted signs over baskets in the vestibule that said "Suggested donation \$5." That way, *they set no financial barrier for anyone, but allowed those to give who felt led to do so.* In the end, they raised enough to pay me and all my expenses and still put \$300 toward an upcoming youth mission trip! Please consider trying it.

D) Combine with a Fundraiser: Another way to go is to make this event a fundraiser for a ministry need or benevolent cause in your neighborhood. For example, if 400 people contribute a mere \$10 a piece, we could split the \$4000, and put \$2000 toward a good cause. Depending on the cause, the crowd, the number partnering organizations, and my schedule for the month, we can work these ratios to everyone's advantage. If my costs are met, I'm happy for the cause to earn as much above that as they can, and when I can contribute my services more fully for a deserving cause, I will.

These are just a few of the creative “loaves and fishes” kinds of ideas organizations have used for supporting both my ministry, all with small crowds and small offerings, and without creating a financial barrier for anyone. I hope you’ll give them a try. Please call if you have any questions!