

The Fundraiser Master Guidebook, By Jesse Lewis

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The Struggle is Real

If you've ever planned a fundraiser and felt like ticket sales were harder than they should be, you're not alone. Many groups today find that the old methods — posters on the bulletin board, a few ads in the paper, and word-of-mouth — just don't work like they used to.

Why It's Not Your Fault

The world has changed. Promotion is not the same as it was even 10 years ago. Audiences are split — some people only see social media, others still rely on the local paper, and many don't engage with community events the way they once did. Fewer people attend live events regularly, volunteers are harder to find, and sponsors get asked for help more than ever before. The result? Even great causes can struggle to get noticed, leaving organizers feeling frustrated and undervalued.

The Good News

It's not that fundraising is broken — it's just that the rules have changed. And when you know the new rules, you can turn your event into a success story. That's why this guide exists.

The Fundraising Master Guidebook featuring the Jesse Lewis Hypnosis Show is built to help community groups like yours cut through the noise, bring people together, and raise more money with less stress. This system takes what works in today's world — mixing traditional promotion with modern tools — and shows you exactly how to do it step by step.

And here's the best part: when you work with a performer like **Jesse Lewis**, you don't have to figure it out alone. Jesse provides pre-made press releases, social media posts, posters, and even event page templates with your fundraiser's details already included. All you have to do is share the posts as they go out. That means less time stressing about promotion, and more time focusing on your cause.

Inside, you'll find:

- Ticketing strategies for both online and offline sales (so no one is left out).
- Templates for press releases, emails, and social media posts that make promotion simple.
- **Volunteer systems** that lighten the load and expand your reach.
- Add-on fundraising ideas like raffles, auctions, and contests that double your profit.

- A complete marketing playbook that shows why the more you promote, the more you sell and how to do it without overwhelm.
- **Event-day and follow-up tools** to keep guests, sponsors, and volunteers coming back year after year.

Your Next Step

This guide is about more than just raising money. It's about rebuilding the sense of community around your cause — creating nights that people talk about, laugh about, and look forward to again.

It's not your fault things got harder — but it is in your power to make them easier. This guide will show you how, and working with Jesse Lewis Hypnotist makes it almost effortless.

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Chapter 1: Getting Started – Your Fundraising Goal

@ Why Start with Goals?

Every good fundraiser begins with a clear target. If you don't know what you're aiming for, it's almost impossible to hit it. A clear money goal makes every other step easier — setting ticket prices, asking sponsors, and planning add-ons.

Think of it this way: if your team doesn't know the number, it's like playing a game without keeping score.

Step 1: Define Your Cause

Before you book a hall or print tickets, ask: What are we raising money for?

- Example: "New uniforms for the hockey team"
- Example: "School band trip to nationals"
- Example: "Community park upgrades"

When you make it specific, people are more willing to support you.

Worksheet – Our Cause Statement		
"We are raising money for	because	

Step 2: Set a Money Goal

Now decide **how much** you need. Don't say "as much as possible" — pick a number.

Break it into parts:

- Tickets → how much can you raise from admissions?
- Sponsors → how many businesses can help?

Add-ons (raffles, auctions) → how much extra can you pull in?

Worksheet – Our Money Goal

Total Goal: \$______

From Tickets: \$_____

From Sponsors: \$_____

From Add-Ons: \$_____

Step 3: Pick Your Date, Place, and Theme

Date: Choose a time that doesn't clash with other big events in town.

Place: Make sure it fits your crowd size and has what you need (stage, sound, kitchen).

Theme: A theme adds fun — like Comedy Night Out, Hypnosis for a Cause, or Spring

Fundraiser Bash.

Checklist – Event Basics

- Date chosen
- Venue booked
- Theme picked

Step 4: Why Entertainment Helps

People buy tickets for **fun** as much as for the cause. Adding entertainment makes your fundraiser stand out.

Having **Jesse Lewis Hypnotist** as your main show creates excitement, drives ticket sales, and keeps guests laughing all night. Even better, Jesse provides ready-to-use promo templates (press releases, posters, and event pages with your info already filled in). All your group has to do is share the posts — the heavy lifting is done for you.

Pro Tip: Make the show the highlight of the night. Guests will look forward to it again next year.

Recap

- Pick a clear cause and write it down.
- Set a dollar goal and break it into tickets, sponsors, and add-ons.
- Choose your date, venue, and theme.
- Plan on featuring entertainment like Jesse Lewis Hypnotist to boost ticket sales and excitement.

Action Steps

- 1. Write your cause statement today.
- 2. Decide your total goal and break it into parts.
- 3. Pick your date and book your venue.
- 4. Choose a theme.
- 5. Put entertainment on your must-have list.

📑 Sample Worksheets – Chapter 1

Example Cause Statement

"We are raising money for the Springfield School Band Trip to Nationals because it gives 45 local students the chance to represent our community on a national stage."

Fig. 1 Example Money Goal Worksheet

• Total Goal: \$10,000

• From Tickets: \$6,000 (240 tickets at \$25 each)

• From Sponsors: \$3,000 (mix of Bronze, Silver, and one Gold sponsor)

• From Add-Ons: \$1,000 (raffle baskets + 50/50 draw)

Example Event Basics Checklist

• Date: Saturday, April 15

• Venue: Springfield Community Hall (holds 300, has stage + kitchen)

• Theme: Comedy Night Out – Hypnosis for a Cause

Sample Worksheets – Chapter 1 (Community Club Example)

Example Cause Statement

"We are raising money for the Lions Club Community Playground Project because it will give local families a safe and fun place to gather for years to come."

Example Money Goal Worksheet

• Total Goal: \$7,500

• From Tickets: \$4,000 (200 tickets at \$20 each)

• From Sponsors: \$2,500 (one Headline Sponsor at \$2,500)

• From Add-Ons: \$1,000 (silent auction + dessert dash)

Example Event Basics Checklist

• Date: Friday, June 9

• **Venue:** Riverside Legion Hall (capacity 250, bar service available)

• Theme: Comedy Hypnosis Night – Building Our Community Together

Now you've got two contrasting examples:

- A school group (bigger ticket sales focus, mid-size sponsors).
- A **service club** (heavier on sponsorship + add-ons).

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Chapter 2: Budget & Ticket Pricing

Why Budget Matters

A clear budget stops surprises. When you know your costs, you can set smart ticket prices and reach your money goal faster. Without a budget, you risk setting prices too low and ending up short — or too high and scaring people away.

Step 1: Add Up Your Costs

Write down every fixed cost you will have before ticket sales start.

Worksheet – Event Costs

Cost (\$)

Step 2: Find Your Break-Even Point

Use this simple formula:

★ Break-Even Formula

Total Costs ÷ Expected Attendance = Break-Even Ticket Price

Example: \$5,000 ÷ 200 people = \$25 per ticket

Pro Tip: Always round your price to the nearest \$5 or \$10. It makes sales easier.

Step 3: Test Ticket Prices

Here are examples if your total costs are \$5,000:

Ticket Price	Tickets Needed to Break Even
\$10	500
\$25	200
\$50	100
\$75	~67
\$100	50

← Lower prices mean you need a bigger crowd. Higher prices mean you need fewer people but must show higher value.

Step 4: Create Ticket Levels

Offer more than one choice. This lets guests spend at the level they like.

Examples:

•	General	Admission:	\$
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• VIP Experience: \$_____ (front row, drink ticket, early entry)

• **Group Bundle:** \$_____ (table of 8 or 10)

Pro Tip: VIP should feel like a deal. If General Admission = \$25, VIP at \$40 should feel worth it.

Step 5: Choose How You Sell Tickets (Online & Offline)

Online Tickets

- Use a simple platform like Eventbrite or Square.
- Features to look for: low fees, easy link/QR code, promo codes, group discounts, card/e-transfer payments, and a scanning app.
- Create an event page with: title, date, time, venue, map link, price list, and what's included.
- Generate a QR code for your ticket link and add it to posters, social posts, and handouts.

Offline Tickets

- Print numbered paper tickets; keep a stub or sales log.
- Place them at local sellers (convenience store, rink, school office).
- Have a cash float, receipt book, and card reader or e-transfer option.
- Use Will-Call for online buyers (check their name/email at the door).

Door Plan (Show Night)

- Stations: Greeter → Ticket Sales → Will-Call → Scan/Tear → Wristbands/Stamps
- Signs: clear pricing, payment options, and "Will-Call" line.

- Payment options: cash, debit/credit, e-transfer QR sign.
- Comp/VIP: pre-print a sponsor comp list; reserve their tables.

Step 6: Track Ticket Sales

Sales Log

Date Seller Channel (online/offline) Qty \$ Notes

Will-Call List

Name Qty Paid? Notes

Policies (keep it simple)

- No refunds after [date].
- Transfers allowed; bring email confirmation.
- If postponed, tickets valid for the new date.

Delivery

- Online: emailed QR code/ticket.
- Offline: buyer keeps stub; you keep log copy.

Checklist: Budget & Ticket Pricing

- All costs written down
- Break-even price calculated

- Ticket levels set (GA/VIP/Group)
- Online ticket page live + QR code ready
- Paper tickets printed & numbered (if using)
- Payments ready (cash float, card reader, e-transfer QR)
- Will-Call list printed & organized
- Door team staffed and trained

Recap

- Add up all costs first.
- Use the break-even formula to set your base ticket price.
- Test different prices to see how many tickets you need.
- Offer General, VIP, and Group options.
- Plan online + offline sales to cover everyone.

Action Steps

- 1. Fill in your event costs worksheet.
- 2. Calculate your break-even ticket price.
- 3. Choose and set your ticket levels.
- 4. Round prices for easy selling.
- 5. Set up your online event page and print offline tickets.

Sample Worksheets – Chapter 2

Example 1 – School Band Trip Fundraiser

Event Costs Worksheet

Item	Cost (\$)
Venue Rental	\$800
Entertainment (Jesse Lewis)	\$2,500
Food & Beverage	\$1,200
Printing & Promotion	\$500
Miscellaneous	\$200
TOTAL COSTS	\$5,200

Break-Even Formula

 $$5,200 \div 200 \text{ guests} = $26 \text{ per ticket} \rightarrow \text{round to } $25.$

Ticket Levels

• General Admission: \$25

• VIP Experience: \$40 (front row, free drink, early entry)

• Group Bundle: \$200 (table of 8 \rightarrow \$25 per seat, 1 free ticket compared to GA)

Example 2 – Lions Club Community Playground Project

Event Costs Worksheet

ltem	Cost (\$
Venue Rental	\$400
Entertainment (Jesse Lewis)	\$2,000
Food & Beverage	\$800
Printing & Promotion	\$300
Miscellaneous	\$100
TOTAL COSTS	\$3,600

Break-Even Formula

 $3,600 \div 150 \text{ guests} = 24 \text{ per ticket} \rightarrow \text{round to } 25.$

Ticket Levels

• General Admission: \$25

• VIP Experience: \$35 (reserved seating, 2 drink tickets)

• Group Bundle: \$225 (table of 10 → saves \$25 overall)

- - Schools with bigger budgets/crowds.
 - Community clubs with smaller halls and lower targets.

Chapter 3: Securing Sponsorships

® Why Sponsors Matter

Sponsors can cover many of your costs before tickets even sell. This means more money raised goes straight to your cause. Sponsors also add credibility — when local businesses support your event, the community takes notice.

Step 1: Make a Sponsor List

Think of local businesses, service clubs, or even families who want to support the community.

- Start with people who already know you.
- Add businesses linked to your cause (sports shops for a team, music stores for a band).
- Don't forget about **in-kind sponsors** who can donate food, drinks, printing, or prizes instead of cash.
- Silent auction sponsors are also valuable. They donate gift cards, baskets, or experiences that you can use to raise extra money.

Step 2: Offer Sponsor Packages

Give sponsors clear choices at different prices. Make each level feel like a deal.

• Bronze Sponsor – \$100

Logo on posters, one social media thank-you post, name in program. Perfect for small businesses.

• Silver Sponsor – \$500

Logo on posters, 2 tickets, multiple social posts, thank-you mention during event.

• Gold Sponsor – \$2,500

Large logo on posters, 4 tickets, reserved seating, multiple shout-outs online, stage thank-you during the show.

• Headline Sponsor – \$5,000

Top logo placement on all materials, 8 tickets, full VIP table, repeated stage mentions,

spotlight feature on social media, banner at event.

Pro Tip: Always give more value than they expect. A social post or video thank-you costs nothing but feels huge.

Step 3: Ask the Right Way

Keep it short and simple. Explain the cause, the event, and what they get.

Sample Sponsor Email

Hello [Name],

We are holding a fundraiser for [Cause] on [Date] at [Venue]. We would love your support. Our sponsor levels start at just \$100. In return, your business will be promoted in front of our whole community. Would you like me to send the full sponsor package?

Thank you, [Your Name]

Step 4: Thank Your Sponsors

Every sponsor — big or small — should get their own thank-you post and recognition. This not only makes them feel appreciated but also promotes your event to their friends and customers.

Ways to say thank you:

- Social media shout-outs (one post per sponsor).
- Logo on posters and programs.
- Stage mentions during the show.
- Thank-you cards mailed after.
- Sponsor banners or signs at the event.
- Thanking them **before the event** to help build buzz (tag them so they can share).

Sample Social Post

A huge thank you to our [Sponsor Level] Sponsor, [Sponsor Name]! Your support is helping us raise funds for [Cause]. We couldn't do it without amazing community partners like you.

Sample Video Script

Hi everyone! We're here with [Sponsor Name], our [Sponsor Level] Sponsor for [Event Name]. Because of their support, we're raising money for [Cause]. Thank you so much, [Sponsor Name], for helping make this event possible. Don't forget to join us on [Date] at [Venue] — it's going to be an amazing night!

Checklist: Sponsorships

- Sponsor list created (cash + in-kind).
- Packages ready (Bronze, Silver, Gold, Headline).
- First outreach emails sent.
- Social thank-you plan ready.
- Post-event thank-yous planned.

Recap

- Build a list of possible sponsors (cash + in-kind).
- Offer clear packages that feel like deals.
- Keep asks simple and personal.
- Thank sponsors before, during, and after the event.

Action Steps

1. Write down 10 possible sponsors today.

- 2. Build your sponsor package list.
- 3. Send your first sponsor email.
- 4. Plan one thank-you post per sponsor.

Sample Worksheets – Chapter 3

Example Sponsor Prospect List (School Fundraiser)

Business/Person	Contact Info	Cash or In-Kind	Notes
Joe's Auto Repair	joe@email.com	\$500 (Silver)	Supports school sports often
FreshMart Grocery	manager@freshmart.ca	In-Kind (food)	Can donate snacks & drinks
Local Credit Union	branch@credit.ca	\$2,500 (Gold)	Interested in community projects
Springfield Pharmacy	springpharm@email.co m	\$100 (Bronze)	Small logo sponsor
Pizza Palace	owner@pizza.ca	Auction Item	Donating 5 free pizza certificates

Example Sponsor Prospect List (Community Club Fundraiser)

Business/Person Contact Info Cash or In-Kind Notes

Riverside Hardware	riverside@email.co m	\$100 (Bronze)	Local hardware sponsor
Big Valley Bank	contact@bvbank.ca	\$5,000 (Headline)	Loves supporting community projects
Main Street Café	info@maincafe.ca	In-Kind (gift basket)	Donating dessert basket for auction
Sports & Outdoors Ltd	info@sportsout.ca	\$500 (Silver)	Could also add gift cards for raffle
The Print Shop	prints@email.com	In-Kind (printing)	Posters, programs, tickets

Example Filled Sponsor Email

Hello Sarah,

We're raising money for the **Springfield School Band Trip** on **Saturday, April 15 at the Community Hall**. We'd love your support!

Our sponsor levels start at just **\$100**. In return, your business will be promoted to our whole community with posters, social media posts, and thank-you mentions during the show. Would you like me to send you the full sponsor package?

Thank you so much for considering this.

- [Your Name]

📜 Example Sponsor Thank-You Note

Dear [Sponsor Name],

Thank you for being part of our **Comedy Night Out Fundraiser**. Because of your support, we raised **\$10,200** for the **Lions Club Community Playground Project**.

Your generosity helped us cover costs and create an unforgettable night for the community. We are so grateful for your partnership.

Sincerely, [Organizer's Name]

Example Sponsor Social Media Post (with photo/video of sponsor rep)

Big thank you to **FreshMart Grocery** – our **Silver Sponsor** for *Hypnosis for a Cause!* Because of their support, our school band is heading to Nationals this spring.

Show your support for FreshMart by shopping local — and don't forget to grab your tickets for April 15 at the Community Hall.

Tickets: [Insert Link]

#CommunityStrong #ThankYou #Fundraiser

Chapter 4: Building Your Team (Volunteers)

® Why Volunteers Matter

Volunteers are the backbone of any community fundraiser. Without them, the event can't happen. Treat them like gold — because they are. When volunteers feel valued, they not only return year after year but also bring their friends, family, and community connections with them.

Step 1: List Volunteer Roles

Think about every task your event needs. Break them into clear roles so no one gets overwhelmed.

Common Roles:

- Greeters at the door
- Ticket sellers / Will-Call check-in
- Raffle & auction table helpers
- Auction spotters during live bidding
- Setup crew (tables, chairs, decorations)
- Cleanup crew
- Concession stand helpers
- Drink/bar service (if alcohol is allowed)
- Food service / plating
- Plate & table cleanup
- Parking lot attendants
- Coat check

- Social media helper (taking photos/videos for posting)
- Runner (miscellaneous tasks)

Step 2: Create Short Shifts

Avoid volunteer burnout. Instead of long 4–5 hour commitments, break roles into 1–2 hour shifts. This way, more people can help and still enjoy the event.



Time Slot	Role	Person
5–6 pm	Greeter	
6–7 pm	Ticket Sales	
7–8 pm	Raffle Table	

Step 3: Build Community with Volunteers

Volunteers aren't just free help — they're community builders. That is why they a volunteering because they care!

- Make it fun (play music, provide snacks, give T-shirts or name badges).
- Highlight them during the event: "Stop by and say hi to Susan she's selling 50/50 tickets from 1–2 pm!"
- Feature them on social media before the event. Example post:

"I'm volunteering at the **Comedy Night Fundraiser** on June 9 to support our new community playground! Come see me at the raffle table from 7–8 pm. Tickets on sale

 A photo or short video of a volunteer inviting people to attend is one of the most powerful ticket-selling tools you can use.

Pro Tip: Volunteers have their own networks. When they share posts, their family and friends are far more likely to buy tickets.

Step 4: Show Appreciation

Volunteers come back when they feel valued. Always thank them before, during, and after the event.

Ways to show appreciation:

- Public thank-you during the event.
- Personalized thank-you cards.
- Group thank-you post on social media with photos.
- Coffee & snacks in the volunteer room.
- A simple after-event gathering (pizza night, coffee meet-up).

Checklist: Volunteers

- All volunteer roles listed.
- Schedule created with 1-2 hour shifts.
- Social media plan includes volunteer highlights.
- Volunteer appreciation plan in place.

Recap

- Volunteers are essential treat them like gold.
- Use short shifts so more people can help.
- Let volunteers be part of promotion by sharing their involvement.
- Thank them often and in public.

Action Steps

- 1. Write down at least 8 volunteer roles.
- 2. Create a shift schedule for each role.
- 3. Ask volunteers to share a social post about their role.
- 4. Plan one way to thank your volunteers after the event.

📑 Sample Worksheets – Chapter 4

Example Volunteer Role List (School Band Trip)

Role	Who Can Help	Notes
Greeter	Parents	Welcome guests at door
Ticket Sales	Treasurer + 1 student	Handle cash & e-transfer QR
Raffle Table	2 students	Sell 50/50 tickets

Auction Spotter	Band alumni	Point out bids during live auction
Setup Crew	Volunteers (4)	Tables, chairs, signage
Cleanup Crew	Volunteers (4)	After event
Social Media	Student with phone	Post photos to event page

Example Volunteer Role List (Community Club Playground Project)

Role	Who Can Help	Notes
Greeter	Lions Club member	Hand out programs
Ticket Sales	2 members	Door + Will-Call
Raffle Table	High school students	Community service hours
Concessions	Local church group	Snacks & coffee
Drinks/Bar	Licensed bartenders	Must check ID
Cleanup Crew	Club volunteers	End of event

Example Volunteer Social Post Script

Simple plug-and-play volunteers can copy & share on Facebook/Instagram:

I'm volunteering at the Comedy Hypnosis Night Fundraiser on Friday, June 9 at Riverside Legion Hall to support the Community Playground Project! Come see me at the [role/station] from [time]. Get your tickets now and help us build something great for our community.

[Ticket Link]

Example Volunteer Video Script (15–20 seconds)

"Hi, I'm [Name] and I'm volunteering at the **Hypnosis for a Cause Fundraiser** on [Date]. I'll be at the [Raffle Table / Ticket Booth] — come say hi and support [Cause]. Grab your tickets today, it's going to be a fun night!"

Tip: Shoot these short clips on a phone in portrait mode (vertical) and post them to the event page. They usually get **more views & shares than posters** because they feel personal and local.

Chapter 5: Choosing the Right Fundraising Add-Ons

@ Why Add-Ons Matter

Ticket sales and sponsors raise money — but add-ons like raffles, auctions, and contests can **double your profit**. They also keep the crowd engaged and excited. The key is not to overload the event — choose **2–4 good add-ons** that fit your group and your audience.

▲ Note: Some raffles and alcohol-related games require permits. Always check your local rules first.

5.1 - 50/50 Raffle (Quick & High Energy)

Setup

- 1. Get raffle tickets, license (if required), and cash float or Square reader.
- 2. Send mobile sellers through the crowd with aprons.

How to Run

- Sell all night (e.g., 1 for \$5, 3 for \$10, arm's length for \$20).
- Announce pot size from stage often. Every Few hundred dollars, It builds excitement!
- Draw near the end; winner gets 50%, fundraiser keeps 50%.

Tip: Take a photo of the winner on stage and post it after the event.

5.2 - Raffle Baskets (Themed Prizes)

Setup

1. Ask sponsors for items or gift cards.

- 2. Build 5–10 themed baskets (sports, movie night, spa day).
- 3. Label each basket with a sign or photo.

How to Run

- Sell sheets of tickets.
- Guests drop tickets into the jar for the basket they want.
- Draw one winner per basket.



Tip: Display baskets in a well-lit area where everyone can see them.

5.3 - Silent Auction (Quality Over Quantity)

Setup

- 1. Collect 10–20 quality items or experiences.
- 2. Create bid sheets with minimum bid and bid increments.
- 3. Arrange items with sponsor signs.

How to Run

- Open during dinner or before the show.
- Close in 1–2 waves (announce 10- and 2-minute warnings).
- Winners pay and pick up at checkout table.



? Tip: Experiences (concerts, trips, lessons) often sell better than products.

5.4 - Live Auction / Pie Auction / Dessert Dash

Live Auction – auctioneer or emcee sells big-ticket items on stage.

Pie Auction – each pie is auctioned to the highest bidder, often donated by local bakers.

Dessert Dash – each table pledges an amount; highest pledging tables get first pick from the dessert table.

5.5 - Door Prizes

Setup

- Each ticket stub = one entry.
- Collect at the door or tear off a section.

How to Run

- Draw a prize every 20–30 minutes to keep energy up.
- Require winners to be present.

5.6 - Heads or Tails Game

Setup

- Sell bracelets or stamps for entry.
- Have a coin ready.

How to Run

- Everyone stands, chooses "heads" (hands on head) or "tails" (hands on hips).
- Flip the coin, losers sit down.
- Last person standing wins a prize.

5.7 - Wine Pull (If Alcohol Allowed)

Setup

- Wrap bottles in bags so labels are hidden.
- Mix in a few expensive bottles with standard ones.

How to Run

- Sell pulls (e.g., \$20 each).
- Buyer picks a random bottle.

5.8 - Gift Card Tree / Board

Setup

- Collect \$10–\$50 gift cards.
- Pin them to a board or hang on a tree.

How to Run

- Sell chances as raffle tickets, or
- Sell pulls at a flat price.

5.9 - Mystery Envelopes / Punch Wall

Setup

- Fill 20–50 envelopes with small prizes and a few big wins.
- Create a punch wall with hidden prizes.

How to Run

• Sell envelopes/holes for a flat price (e.g., \$10).

• Buyer opens or punches to reveal prize.

5.10 - Last Hero Standing

Setup

- Sell numbered tickets.
- Grand prize ready.

How to Run

- Draw numbers quickly eliminated tickets sit down.
- Last ticket holder wins.

Checklist: Add-Ons

- Pick 2-4 add-ons.
- Gather supplies and prizes.
- Train volunteers to run each one.
- Announce openings/closings clearly from stage.
- Thank sponsors who donated items.

Recap

- Add-ons can double your profit.
- Keep it simple: don't run too many.
- Set clear steps, prices, and rules.

• Thank donors and post photos of winners.

Action Steps

- 1. Choose your 2–4 add-ons this week.
- 2. Assign a volunteer leader for each one.
- 3. Collect prizes or donations early.
- 4. Add the timing of each add-on into your event schedule.

Sample Worksheets – Chapter 5

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Add-On	Who Runs It	Supplies	Price	Start–End Time	Goal (\$)
50/50 Raffle	2 parents + 2 students	Raffle tickets, aprons, cash float	1 for \$5, 3 for \$10, arm's length for \$20	All night, draw at 8:30 pm	\$750
Raffle Baskets	Band Booster Club	8 themed baskets, jars, tickets	\$2 per ticket, 10 for \$10	Open 6 pm – close 8:15 pm	\$500
Silent Auction	Alumni Volunteers	15 items, bid sheets, pens	Min bids \$25+	Open 6–8 pm, close before raffle	\$1,000

Dessert Student 10 donated Tables pledge After intermission \$500 Dash Leaders cakes/pies, secretly plates

Total Add-On Goal: \$2,750

Example Add-On Plan – Lions Club Playground Project

Add-On	Who Runs It	Supplies	Price	Start–End Time	Goal (\$)
Heads or Tails Game	1 Lions Club member	Coin, wristbands	\$5 per entry	7:15 pm	\$250
Wine Pull	Licensed Volunteer	30 bottles (donated), bags	\$20 per pull	Ongoing, until sold out	\$600
Gift Card Tree	Local Youth Group	25 gift cards (\$10–\$50)	\$10 per draw	6–8 pm	\$400
Last Hero Standing	Emcee + 2 helpers	Raffle drum, numbered tickets	\$20 per ticket	Finale at 8:50 pm	\$750

Total Add-On Goal: \$2,000

t These examples show:

- Schools often do raffles/auctions with parent & student involvement.
- Service clubs can lean on **games and community donations** for a quick, high-energy boost.

Sample Worksheets – Chapter 6

Example Marketing Plan – School Band Trip

Date	Post Type	Who Shares It	Notes
March 15	Event page launched	Booster Club	Include poster + ticket link
March 20	Sponsor thank-you post	Band Facebook page	Tag Joe's Auto Repair
March 25	Volunteer highlight video	Students	"Come see me at raffle table!"
April 1	Entertainment teaser clip	All volunteers	Share Jesse Lewis show video
April 10	Countdown "5 days to go"	All members	Include ticket link

Example Marketing Plan – Lions Club Playground Project

Date	Post Type	Who Shares It	Notes
May 5	Event page launched	Lions Club FB page	Poster + QR code ticket link
May 10	Press release to local paper	Club secretary	Attach photo of playground

May 12	Sponsor thank-you post	Lions Club members	Tag Big Valley Bank
May 20	Short volunteer video	Student helpers	Invite to raffle table
June 1	"10 days left" countdown	All members	Include Eventbrite link

Poster Placement Checklist

- Grocery stores & community bulletin boards
- Local banks & credit unions
- Schools & libraries
- Sports arenas & community rinks
- Restaurants & coffee shops
- Churches & service clubs
- City/town hall boards
- Add a **QR code** linking directly to your ticket page on every poster.

Press Release Template (Fill-in-the-Blank)

For Immediate Release

Headline: [Community Group] Hosts Comedy Hypnosis Night to Support [Cause]

Body:

[City, Date] — The [Community Group] is excited to announce its upcoming fundraiser, Hypnosis for a Cause, featuring Jesse Lewis Hypnotist. The event will take place on [Date] at [Venue]. Funds raised will support [Cause]. Guests will enjoy an evening of laughter, audience participation, and unforgettable entertainment.

"This is more than a show — it's a chance for the community to come together and support something that matters," said [Organizer Name].

Tickets are available online at [Ticket Link] or at [Local Sellers].

Contact:

[Organizer Name] - [Phone] - [Email]

Media Outreach Script (for radio/TV)

"Hi, this is [Name] with the [Community Group]. We're holding a fundraiser on [Date] at [Venue] featuring Jesse Lewis Hypnotist. It's a fun, family-friendly comedy hypnosis show, and all proceeds go to [Cause]. Tickets are available at [Ticket Link]. We'd love if you could share this with your listeners!"

? Event FAQ Handout

Q: Is the show safe?

A: Yes! Comedy hypnosis is safe, family-friendly, and designed for fun audience participation.

Q: Can kids attend?

A: Yes, though most events are geared toward teens and adults. Kids 12+ usually enjoy it most.

Q: Where do I get tickets?

A: Tickets are available online at [Ticket Link] or at [Local Sellers].

Q: What if I can't make the event?

A: Tickets are transferable. You can give them to a friend or family member.

Q: Do we need a license for raffles or alcohol?

A: Yes. Please check your local regulations before selling raffle tickets or serving alcohol.

Chapter 6: Marketing & Promotion

Why Promotion Matters

The most important part of any fundraiser is not the food, not the decorations, and not even the entertainment. **It's promotion**. If people don't know about your event, they won't come — and no tickets sold means no money raised.

The good news? Promotion doesn't have to be stressful. With a simple system and the right tools, you can reach your community, sell tickets, and fill the room.

When you work with a professional entertainer like **Jesse Lewis Hypnotist**, you don't have to figure this out alone. Jesse provides ready-to-use templates: posters, press releases, pre-written social posts, and even an event page set up with your details. All you need to do is **share what's already prepared** — which means no overwhelm, just results.

Step 1: Build Your Promo Toolbox

Before you start posting, gather your tools.

✓ Your Toolbox Should Include:

- A Facebook Event Page (with poster image, date, time, location, and ticket link).
- A **poster design** (digital & printable, with a QR code for tickets).
- A ticket link (Eventbrite or other simple platform).
- A **press release** (ready to send to newspapers, radio, and TV).
- Social media templates (pre-written posts and graphics).

If you're working with Jesse Lewis, these are already done for you. The poster, press release, and event page will have your group's name, date, and details filled in. That means you skip the hard part and jump right into sharing.

Step 2: Make a Promo Calendar (Press & Posters Early, Social Daily Later)

Promotion works best when you plan it in layers: **early awareness + last-minute urgency.**

- **Posters:** Hang posters **as soon as the date is booked** (6–8 weeks out if possible). People need to see it multiple times before it clicks.
- **Press Releases:** Send one the moment tickets go on sale, then resend or refresh it **weekly** until the event. Local media often need reminders.
- **Social Media:** Begin steady **daily posts 30 days before** the event. That's when people make their final decisions and buy tickets.

Here's a simple calendar you can follow:

Days Before Event	Promo Type	Example Post / Action	Who Shares It
60–45	Posters Up	Hang posters at stores, rinks, banks, libraries	Volunteers
60–45	First Press Release	"Community fundraiser brings comedy hypnosis show to town"	Organizer to media
30	Event Launch on Social	" Tickets are live for our Comedy Night Out!"	Booster Club + Jesse's template
25	Sponsor Thank-You	"Thanks to Joe's Auto Repair 🚗"	Tag sponsor

20	Volunteer Highlight	"See Susan at the raffle table!"	Volunteer
Weekly until event	Press Release Reminder	Send updated release with ticket link & photo	Organizer
15	Entertainment Teaser	Jesse Lewis show clip	Everyone
10	Countdown	"10 days left!"	Everyone
7	Sponsor Thank-You	Tag second sponsor	Event page
5	Add-On Reminder	"Don't miss the 50/50 raffle!"	Everyone
3	Final Ticket Push	"Only 20 tickets left!"	Everyone
1	Tomorrow Reminder	"See you tomorrow at Community Hall!"	Everyone

Pro Tip: Social is short-term urgency. Posters and press are long-term awareness. You need both to maximize ticket sales.

Step 3: Share Through Your Team

You don't need to do all the promotion yourself. Every volunteer, sponsor, and organizer has their own network. Use that power!

- Ask each **volunteer** to share one post ("I'm volunteering at the raffle table, come say hi!").
- Ask each sponsor to share their thank-you post (this gives you access to all their followers).
- Tag local celebrities (radio hosts, town leaders, school principals) and ask them to share.

💡 When 20 people share a post, it feels like the whole town is talking about your event.

Step 4: Add Old-School Promotion

Not everyone is on social media. That's why **posters**, **press**, **and radio** still matter.

V Do These Too:

- Place posters at grocery stores, coffee shops, rinks, banks, libraries, schools, and churches.
- Send your press release to the local paper and radio station every week until the event.
- Drop off flyers at businesses or community clubs.
- Encourage word-of-mouth ask everyone on your team to personally invite 5–10 people.

💡 A poster with a QR code makes it easy: people scan and buy tickets right on their phone.

Step 5: Use Video for Maximum Reach

Photos are good. Videos are better. Short clips of real people get the most shares and views.

Examples:

Volunteer video: "I'm Sarah, come see me at the 50/50 table Friday night!"

- Sponsor video: "Thanks to Joe's Auto Repair for sponsoring our fundraiser come join us Saturday!"
- Organizer video: "We're so excited for Comedy Night Out, get your tickets before they're gone!"

Even 15–20 second videos recorded on a phone can be seen more often and sell more tickets than 100 posters.

Step 6: Don't Get Overwhelmed

Here's the truth: promotion is work. But you don't need to do it all yourself.

When you work with Jesse Lewis Hypnotist, you get:

- An event page made for you.
- Press release templates with your info.
- Posters ready to print.
- Social posts scheduled and written.

Your only job is to **share the posts and invite people**. The hard part is handled.

✓ Checklist: Marketing & Promotion

- Event page created & launched
- Posters printed & placed in 10+ spots
- First press release sent (then weekly reminders)
- 30-day social posting calendar filled in
- Volunteers & sponsors asked to share posts
- At least 3 short videos recorded & posted

Jesse Lewis promo materials shared

Recap

- Promotion is the most important part of your fundraiser.
- Posters and press should go out as soon as possible, with press repeated weekly.
- Social posts kick in 30 days before the event to drive urgency.
- Use your team's networks to multiply reach.
- Videos create the biggest buzz.
- With Jesse's pre-made promo package, you can focus on sharing not creating.

Action Steps

- 1. Hang posters in your community this week.
- 2. Send your first press release right away.
- 3. Launch your event page and ticket link.
- 4. Build your 30-day posting calendar.
- 5. Record a short video and post it this week.

Sample Worksheets – Chapter 6

Example Marketing Calendar (School Band Trip)

Date	Promo Type	Who Shares It	Notes
March 1	Posters Up	Booster Club	Grocery store, rink, bank
March 1	First Press Release Sent	Band President	Local paper + radio
March 15	Event Page Launch	Booster Club FB	Include poster + ticket link
March 20	Sponsor Thank-You Post	Band FB page	Tag Joe's Auto Repair
March 25	Volunteer Highlight Video	Students	"Come see me at raffle table!"
April 1	Entertainment Teaser Clip	All volunteers	Share Jesse Lewis video
Weekly	Press Release Reminder	Organizer	Update ticket count
April 10	Countdown "5 Days to Go"	All members	Include ticket link

Example Marketing Calendar (Community Club Playground Project)

Date	Promo Type	Who Shares It	Notes
April 1	Posters Up	Lions Club members	Coffee shops, schools, churches
April 1	First Press Release Sent	Club Secretary	Local paper + radio
April 10	Event Page Launch	Lions Club FB page	Poster + QR code
April 15	Sponsor Thank-You Post	Lions FB page	Tag Big Valley Bank
April 20	Volunteer Highlight Video	Student volunteers	Invite to raffle table
April 25	Add-On Teaser	Youth Group FB page	"Check out the raffle baskets!"
Weekly	Press Release Reminder	Organizer	Update with photo
May 5	Final Countdown Post	All members	"Only 2 days left!"

Poster Placement Checklist

- Grocery stores & bulletin boards
- Coffee shops & restaurants
- Banks & credit unions
- Schools & libraries
- Sports arenas & rinks
- Churches & service clubs
- Town hall / city building
- Post Office



Add a QR code linking to tickets.

Press Release Template

For Immediate Release

[Community Group] Hosts Comedy Hypnosis Night to Support [Cause]

[City, Date] — The [Community Group] is proud to announce its upcoming fundraiser, *Hypnosis* for a Cause, featuring Jesse Lewis Hypnotist. The event will take place on [Date] at [Venue].

Funds raised will support [Cause]. Guests will enjoy an evening of laughter, audience participation, and unforgettable entertainment.

"This is more than a show — it's a chance for the community to come together and support something that matters," said [Organizer Name].

Tickets are available online at [Ticket Link] or at [Local Sellers].

Contact:

[Organizer Name] - [Phone] - [Email]

Media Outreach Script (Radio/TV)

"Hi, this is [Name] with the [Community Group]. We're holding a fundraiser on [Date] at [Venue] featuring Jesse Lewis Hypnotist. It's a fun, family-friendly comedy hypnosis show, and all proceeds go to [Cause]. Tickets are available at [Ticket Link]. We'd love it if you could share this with your listeners!"

? Event FAQ Handout (for website or posters)

Q: Is the show safe?

A: Yes! Comedy hypnosis is safe, family-friendly, and designed for fun audience participation.

Q: Can kids attend?

A: Yes, though most events are geared toward teens and adults. Kids 12+ usually enjoy it most.

Q: Where do I get tickets?

A: Tickets are available online at [Ticket Link] or at [Local Sellers].

Q: What if I can't make the event?

A: Tickets are transferable. You can give them to a friend or family member.

Q: Do we need a license for raffles or alcohol?

A: Yes. Please check your local regulations before selling raffle tickets or serving alcohol.

Chapter 7: Showtime – Event Flow

Why Event Flow Matters

A fundraiser isn't just about raising money — it's about creating an **experience**. A smooth event timeline keeps energy high, avoids chaos, and makes sure every part of the night supports your goal: raising funds while making guests feel entertained and valued.

If guests are confused, bored, or left waiting too long, they leave early (and so does their money). A clear event flow ensures your volunteers, entertainers, and organizers all work together for maximum impact.

Step 1: Plan the Run-of-Show

Here's a sample 3-hour timeline that balances food, fun, and fundraising:

Time	Activity	Notes
5:30 pm	Doors Open	Greeters welcome, music playing, ticket/wristband check
6:00 pm	Dinner/Drinks Start	Volunteers serve food, raffle tickets on sale
6:45 pm	First Add-On Game (Heads/Tails)	Quick, high-energy game to wake up the room
7:00 pm	Jesse Lewis Hypnosis Show	Main entertainment; energy peak of the night
8:15 pm	Silent Auction Closes	Announce "10 minutes left!" and "2 minutes left!"

8:30 pm	Raffle Winners + Door Prizes	Fast-paced prize announcements, keep it fun
8:50 pm	Last Hero Standing	Big finale game; builds excitement to the end
9:00 pm	Thank Sponsors & Volunteers	Stage thank-yous + invitation to next year
9:15 pm	Event Ends	Guests leave happy, inspired, and talking about the night

Pro Tip: Put the entertainment (like Jesse Lewis Hypnotist) in the **middle** of the evening. This way, people stick around for auctions and raffles after the show instead of leaving early.

Step 2: Use the 15% Buffer Rule

Things always take longer than you think. Add 15% more time to each segment. If a raffle should take 10 minutes, schedule 12. If dinner should take 30 minutes, schedule 35.

This prevents stress, avoids awkward downtime, and ensures your fundraiser doesn't run late.

Step 3: Keep the Energy Moving

A good event has **no dead air**. Use an emcee or host to keep transitions smooth:

- Announce games and closing times clearly.
- Hype up raffle pots, silent auction items, or dessert dashes.
- Thank sponsors and volunteers during natural breaks.

Remember: the audience should **always** feel engaged. If nothing's happening on stage, energy drops (and so does spending).

Step 4: High-Energy Peaks

Plan your "big moments" carefully:

- Start strong (welcome + quick game).
- Hit the middle with the main entertainment (energy peak).
- Finish with a crowd-wide moment (final raffle, auction close, Last Hero Standing).

This flow ensures guests arrive excited, stay engaged, and leave on a high note — ready to return next year.

Step 5: Recognize Sponsors & Volunteers On Stage

Don't just thank people online — do it in front of the whole room.

- Thank top sponsors by name and point them out in the crowd.
- Thank volunteers who worked hard.
- Acknowledge in-kind sponsors who donated food, printing, or auction items.

Public thank-yous make sponsors and volunteers feel valued, and it makes it more likely they'll support you again next year.

Checklist: Event Flow

- Run-of-show timeline written
- 15% buffer built into each segment
- High-energy start, middle, and end planned

- Emcee/host confirmed and briefed
- Auction/raffle closing times built in
- Sponsor and volunteer thank-yous included

Recap

- A smooth event keeps energy high and guests engaged.
- Use a written timeline with built-in buffers.
- Entertainment belongs in the middle, not at the end.
- Emcee/host keeps the night moving.
- End on a high note not announcements.

Action Steps

- 1. Draft your event timeline this week.
- 2. Add 15% buffer to each section.
- 3. Confirm your emcee or host.
- 4. Schedule auction/raffle closing times.
- 5. Plan stage thank-yous for sponsors and volunteers.

Sample Worksheets – Chapter 7

Blank Run-of-Show Template

Time	Activity	Notes
	Doors Open	
	Dinner/Drinks Start	
	Add-On Game	
	Entertainment	
	Auction Closes	
	Raffle Winners	
	Finale Game	
	Thank Sponsors/Volunteers	

Event Ends

Example Run-of-Show – School Band Trip Fundraiser

Time	Activity	Notes
5:30 pm	Doors Open	Greeters at entrance, music playlist
6:00 pm	Dinner/Drinks Start	Parents & students serving
6:40 pm	First Add-On (50/50 kickoff)	Announce pot, sell all night
6:50 pm	Volunteer Highlight	Quick thank-you from stage
7:00 pm	Jesse Lewis Hypnosis Show	60 minutes, peak energy
8:05 pm	Silent Auction Closes (Wave 1)	Announce 10-min warning
8:15 pm	Silent Auction Closes (Final)	Volunteers collect sheets
8:20 pm	Raffle Winners + Door Prizes	Emcee keeps it fast & fun
8:40 pm	Dessert Dash	Tables pledge, run to grab desserts
9:00 pm	Sponsor & Volunteer Thanks	Stage acknowledgment
9:10 pm	Event Ends	Encourage social shares

Example Run-of-Show – Lions Club Playground Project

Time	Activity	Notes
5:30 pm	Doors Open	Greeters hand out programs
6:00 pm	Drinks & Concession Open	Church group serving snacks
6:30 pm	Heads or Tails Game	Quick crowd energizer
6:45 pm	Volunteer Shout-Out	Recognize teens helping
7:00 pm	Jesse Lewis Hypnosis Show	75 minutes
8:15 pm	Wine Pull + Gift Card Tree Ends	Announce final call
8:30 pm	Last Hero Standing Game	Grand prize draw
8:50 pm	Raffle Basket Winners	Quick-fire announcements
9:00 pm	Sponsor & Volunteer Thanks	Big finish, invite to next year
9:15 pm	Event Ends	Social thank-you posts scheduled

- Schools often build in food service + auctions.
- Service clubs lean on quick games, raffles, and big finishes.

Chapter 8: Entertainment That Sells

Why Entertainment Matters

Good entertainment doesn't just "fill time" at your fundraiser — it sells tickets, creates excitement, and makes people stay longer (and spend more).

When guests are entertained, they feel like they got great value for their ticket price. When the show is interactive, they feel connected to your cause. That's why entertainment can easily be the **single biggest factor** in turning a fundraiser from "okay" into "amazing."

Step 1: Why Interactive Entertainment Works

Not all entertainment is equal. A passive show (like background music) is pleasant but doesn't build energy. Interactive entertainment — like comedy hypnosis — involves the audience directly.

Benefits of interactive shows:

- Guests laugh together, which builds a sense of community.
- People talk about it afterward, creating word-of-mouth for your next event.
- More people buy tickets because they don't want to miss the fun.

Pro Tip: The more fun people have, the more they're willing to buy raffle tickets, bid in auctions, and come back next year.

Step 2: Compare With and Without Entertainment

- Without Entertainment: Guests eat, chat, maybe bid, then leave early. Fundraising feels flat.
- With Entertainment: Guests buy tickets because of the show, stay through the night, laugh, cheer, and keep spending during raffles and auctions.

Step 3: Booking the Right Act

Choose an entertainer who understands fundraisers. The wrong act can hurt your event if it's too long, not family-friendly, or doesn't fit your crowd.

Entertainment Checklist

- Clean (family & community friendly)
- Interactive (audience involved, not just watching)
- Professional (on time, prepared, reliable)
- Fun & high energy
- Fits your schedule (45–75 minutes)
- Affordable within your budget



Pro Tip: Always ask for references and reviews from past fundraisers.

Step 4: Promote the Entertainment

Entertainment is not just part of the night — it's your main ticket-seller. Use it in your marketing:

- Put the entertainer's name and photo on posters and event pages.
- Share teaser videos or clips online.
- Remind people: "Your ticket includes the hilarious Jesse Lewis Hypnosis Show!"

The entertainment gives people a **reason to buy now**.

Step 5: Work With Entertainers Who Support Your Promotion

Many entertainers just show up on the night of the event. The smart ones (like Jesse Lewis Hypnotist) go further:

- Provide poster templates with your event info.
- Create your event page and send you the link. Making your workload alot less!
- Write press releases and promo posts for you.
- Give you video clips to share.

This means you aren't on your own. With Jesse, you don't need to figure out how to market — it's already built in.

Checklist: Entertainment That Sells

- Chosen an entertainer who is clean, fun, and interactive
- Contract signed & confirmed Deposit Paid.
- Entertainer promoted on posters and event page
- Teaser videos shared on social media.
- Entertainment listed as main highlight in every ticket sales pitch

Recap

- Entertainment drives ticket sales, keeps guests engaged, and makes events memorable.
- Interactive acts like hypnosis shows create more laughter, excitement, and donations.
- Book clean, professional, high-energy entertainers.

- Promote the show as your headline reason to attend.
- Work with entertainers who provide promo support so you don't have to do it all yourself.

Action Steps

- 1. Confirm your entertainer this month.
- 2. Add the entertainer's name and photo to all promo materials.
- 3. Post one teaser video this week.
- 4. Highlight the entertainment in every ticket pitch.

Sample Worksheets – Chapter 8

Entertainment Booking Checklist

Task	Who Handles It	Due Date	Done
Research entertainer options	Organizer		[]
Confirm act fits budget & schedule	Treasurer		[]
Check reviews & references	Organizer		[]
Sign contract & pay deposit	Treasurer		[]
Add entertainer to posters & event page	Marketing Lead		[]

Share teaser video or promo clip [] Social Media Lead Add entertainer to event timeline Organizer []

Date	Promo Action	Notes
6 weeks out	Poster printed with entertainer photo	Add Jesse Lewis Hypnotist prominently
4 weeks out	Event page launched	Include video teaser
3 weeks out	Post entertainer clip	"Your ticket includes the hilarious hypnosis show!"
2 weeks out	Share audience review/quote	"Funniest night we've had in years!"
1 week out	Countdown post with entertainer spotlight	"7 days until Jesse Lewis hits the stage!"
Event day	Story post "Tonight's the Night!"	Boost last-minute ticket sales

Promo Plan – Lions Club Playground Project

Date	Promo Action	Notes
8 weeks out	Press release to local paper	Headline: "Comedy Hypnosis Night Raises Funds for New Playground"
6 weeks out	Posters distributed	Photo of entertainer front and center
4 weeks out	Sponsor thank-you with entertainer plug	"Thanks to Big Valley Bank for supporting Comedy Night Out with Jesse Lewis Hypnotist!"
2 weeks out	Volunteer video clip + entertainer tag	"I'll be at the raffle table – don't miss the show!"
1 week out	Radio spot mention	"Friday night comedy hypnosis fundraiser at the Legion Hall"
Event day	Morning social post	"Doors open 5:30 pm – laughter starts at 7:00!"

Example Filled Checklist – Community Club Event

- Chose entertainer: Jesse Lewis Hypnotist
- Signed contract and deposit paid
- V Poster printed with Jesse's photo
- V Event page launched with ticket link

- Press release sent to local paper
- Video clip posted 2 weeks before

Chapter 9: Measuring Success

6 Why Measuring Success Matters

The fundraiser doesn't end when the lights go out. To improve year after year, you need to know what worked, what didn't, and how much you actually raised.

Too many groups confuse **revenue** (money that came in) with **profit** (money left after expenses). Without measuring, it's impossible to know if your event was truly successful.

Step 1: Profit vs. Revenue

- **Revenue** = all the money collected (tickets, sponsors, raffles, auctions, donations).
- **Expenses** = everything you spent (venue, food, entertainment, printing, permits).
- **Profit** = Revenue Expenses.

Pro Tip: A \$10,000 night with \$9,500 in expenses is not a \$10,000 fundraiser — it's a \$500 fundraiser.

Step 2: Track the Numbers Clearly

Use simple tracking tools for each revenue source:

- Ticket sales (online + offline)
- Sponsorships (cash + in-kind value)
- Auctions & raffles
- Concessions & add-ons
- Make sure one person is in charge of collecting final numbers from each area.

Step 3: Watch Your Break-Even Point

Go back to your ticket worksheet. Did you pass break-even?

- If yes → note how soon you covered costs.
- If no → look at where you fell short (low ticket sales, weak add-ons, not enough sponsorships).

This tells you exactly where to focus next year.

Step 4: Debrief With Your Team

Within one week of the event, gather your volunteers and organizers for a **debrief meeting**. Ask:

- What worked really well?
- What raised the most money?
- What caused stress or confusion?
- What would we do differently next time?

Write it down. Next year, you'll thank yourself for having these notes.

Step 5: Share Results With Sponsors & Supporters

Don't just celebrate internally — report back.

- Send sponsors a note: "Thanks to your support, we raised \$8,750 for the playground!"
- Post a thank-you on social media with the final amount raised.
- Send volunteers an email: "We couldn't have done it without you."

This is not just polite — it builds loyalty. People are more likely to support you again when they see results.

Checklist: Measuring Success

- All revenue sources counted
- All expenses listed
- Profit calculated
- Break-even point checked
- Debrief meeting held
- Sponsors & volunteers thanked publicly
- Notes saved for next year

Recap

- Always measure profit, not just revenue.
- Track every dollar in and out.
- Hold a team debrief while memories are fresh.
- Share results with sponsors, volunteers, and your community.
- Save notes so next year starts stronger.

Action Steps

- 1. Fill in your money tracker within 48 hours of the event.
- 2. Schedule your debrief meeting this week.
- 3. Send thank-you messages and post results publicly.
- 4. File your notes and worksheets for next year's planning.

Sample Worksheets – Chapter 9

Event Money Tracker (Blank)

Source	Goal (\$)	Actual (\$)	Notes
Ticket Sales			
Sponsorships			
Silent Auction			
Raffles (50/50)			
Other Add-Ons			
Concessions			
TOTAL REVENUE			
TOTAL COSTS			
NET PROFIT			



	S	
What worked best?		
What raised the most money?		
What caused stress?		
What needs improvement?		
What should we repeat?		

Note

Question

Example Tracker – School Band Trip Fundraiser

Source	Goal (\$)	Actual (\$)	Notes
Ticket Sales	\$4,000	\$4,250	Sold 170 tickets at \$25
Sponsorships	\$1,000	\$1,200	3 local business sponsors
Silent Auction	\$1,500	\$1,800	15 items, strong bidding
Raffles (50/50)	\$500	\$650	Winner photo posted online
Other Add-Ons	\$300	\$400	Dessert dash was a hit
Concessions	\$200	\$150	Coffee & snacks only
TOTAL REVENUE	\$7,500	\$8,450	
TOTAL COSTS		\$2,100	Venue, entertainer, printing
NET PROFIT		\$6,350	

Example Tracker – Lions Club Playground Project

Source	Goal (\$)	Actual (\$)	Notes
Ticket Sales	\$3,000	\$2,700	Sold 135 tickets at \$20
Sponsorships	\$2,500	\$2,800	Headline sponsor covered venue
Raffles (50/50)	\$800	\$950	Strong sales during show
Wine Pull	\$500	\$600	Sold out 30 bottles at \$20 each
Gift Card Tree	\$400	\$300	Needed bigger-value cards
TOTAL REVENUE	\$7,200	\$7,350	
TOTAL COSTS		\$1,850	Food, hall, advertising
NET PROFIT		\$5,500	

Example Debrief Notes – School Band Trip

Question	Notes
What worked best?	Hypnosis show kept everyone laughing.
What raised the most money?	Silent auction & ticket sales.
What caused stress?	Ticket sales tracking offline was messy.
What needs improvement?	Better online ticket setup.
What should we repeat?	Dessert dash & sponsor shout-outs.

Example Debrief Notes – Lions Club Playground Project

Question	Notes
What worked best?	50/50 and wine pull.
What raised the most money?	Sponsorships covered most costs.
What caused stress?	Emcee needed clearer schedule notes.

What needs improvement? Start promoting 2 weeks earlier.

What should we repeat? Volunteer thank-you videos & social posts.

Chapter 10: Building a Legacy

Why Legacy Matters

A one-time fundraiser is good. But a **yearly tradition** is powerful. When your event becomes part of the community calendar, people plan for it, sponsors budget for it, and volunteers save the date. That's how small fundraisers grow into **major annual events** that raise more each year.

Step 1: Brand Your Fundraiser

- Pick a memorable name. (Examples: Comedy for a Cause, Laughs for the Rink, Hypnosis for a Cause).
- Use the same logo, colors, or theme every year.
- Make your posters, tickets, and event page consistent.

Familiarity builds recognition. When people see your poster, they know it's "that great event" from last year.

Step 2: Keep Guests Coming Back

Guests who attend once are your easiest future ticket buyers.

- Collect emails or phone numbers at the door.
- Send a thank-you message within a week of the event.
- Offer an early-bird discount for next year.
- Use social media to post memories and tag attendees.
- If you have control of your ticketing platform online many of them like Eventbrite will actually give you the emails of the attendees, this means you can have much quicker sales by doing an email blast about this years event!

Step 3: Retain Sponsors and Donors

Sponsors love repeat events. Make them feel valued so they renew.

- Send each sponsor a recap: "Thanks to your support, we raised \$8,750."
- Post their logos and thank them publicly after the event.
- Give them **first option** for next year's sponsorships.
- Show them photos and videos of their name on banners, posters, or programs.
- The easier you make it for them to say "yes again," the faster your fundraiser grows.

Step 4: Retain Volunteers

Volunteers who feel appreciated will return and bring friends.

- Thank them in person, online, and with a follow-up note.
- Share photos of them in action.
- Ask what role they'd like next year.
- Host a small appreciation night (coffee, pizza, or a social).

Step 5: Start Planning Next Year Right Away

Don't wait until next year to start planning. Do it while this year's event is fresh in everyone's mind.

- Hold a short meeting within 2 weeks.
- Write down what worked and what didn't.
- Book the venue and entertainer early.

• Post a "Save the Date" announcement months in advance.

Checklist: Building a Legacy

- Event name and brand created
- Guest emails collected & thanked
- Sponsors recapped and invited back
- Volunteers thanked & asked for next year
- Notes recorded within 2 weeks
- Save the date posted publicly

Recap

- Branding turns a one-time event into a yearly tradition.
- Guests, sponsors, and volunteers are easiest to keep if you thank them.
- Planning early saves stress and locks in your best date and entertainer.
- A yearly fundraiser grows in profit, reputation, and community impact.

Action Steps

- 1. Pick a strong, memorable event name.
- 2. Collect and save contact info from guests, sponsors, and volunteers.
- 3. Send thank-yous and recap messages within a week.
- 4. Schedule a follow-up meeting within 2 weeks.
- 5. Announce your save-the-date early for next year.

Sample Worksheets – Chapter 10

Event Branding Worksheet

Guest

Name

Question	Answer
Event Name	
Tagline (short phrase)	
Theme/Colors	
Logo/Graphic (y/n, describe)	
Repeatable Each Year? (y/n)	
Example: Comedy for a Callogo.	use – Purple/Yellow, "Laughs that Raise Funds," simple smile
	er

Email/Phone Attended This Year? Early Bird for Next Year?

Note

s

Collect these at the door online ticket retailer or with a clipboard sign-up or QR code form.

Sponsor Renewal Checklist

Sponsor 2024 Name Leve		Notes/Perks Delivered	Invited Back for 2025?	Respon se
Joe's Auto Repair	Gold	Logo on posters, 4 tickets, social posts	[]	[]

Pro Tip: Always ask last year's sponsors first. It's easier to keep a sponsor than find a new one.

Volunteer Retention Notes

Volunteer Name Role This Year Note Interested for Next Year?

[] Yes / [] No

A quick "We'd love you back!" text or thank-you coffee keeps volunteers loyal.

Post-Event Planning Notes

Question	Notes
What worked well this year?	
What needs to improve?	
Date booked for next year?	
Venue confirmed?	
Entertainer confirmed?	
Save-the-Date announced?	
	ne] is back on [Date, Year] at [Venue] ! of fun, laughter, and community support featuring Jesse
⟨→ [Organization Name]	



You now have a complete step-by-step system to plan, promote, and run a profitable fundraiser. From setting clear goals and pricing tickets smartly, to securing sponsors, recruiting volunteers, adding high-energy extras, and promoting daily — everything connects to one simple truth:

← The more you plan and promote, the more tickets you sell, and the more money you raise.

This guide is designed so anyone — even with zero fundraising experience — can follow along. The worksheets, checklists, and templates mean you don't have to start from scratch.

And remember: you don't need to do it alone. By working with a professional entertainer like Jesse Lewis Hypnotist, you'll have ready-made posters, press releases, event pages, and social media templates. That way, you can focus on sharing, inviting, and running a fun night not stressing about details.

🚀 Quick-Start Action Plan

Here's your 5-step launch checklist. Do these this week, and you'll be ahead of 90% of community fundraisers:

1. Set Your Goal

- Write down your cause and fundraising target.
- Break it into tickets, sponsors, and extras.

2. Book the Big Pieces

- Secure your venue and entertainer.
- Choose a strong event name and theme.

3. Line Up Sponsors

- Make your sponsor list.
- Send your first sponsor email.

4. Recruit Volunteers

- Fill 6–10 key roles with short shifts.
- Ask them to also share event posts.

5. Launch Promotion

- Put up posters right away.
- Send your first press release.
- Launch your event page and start your posting calendar.



💡 With these 5 steps, your fundraiser isn't just an idea — it's already in motion.

🏆 Final Word

A great fundraiser is more than just a night out. It's a memory, a tradition, and a community-builder. When people laugh, cheer, and see their money go to a good cause, they'll come back next year — and they'll bring friends.

Plan well, promote hard, thank often, and have fun.

That's the formula for turning a simple fundraiser into a lasting legacy.

Jesse Lewis!

HypnotistJesseLewis.com

🔽 Fundraising Master Guidebook – **Master Checklist**

1. Getting Started

- Cause statement written
- Money goal set (tickets, sponsors, add-ons)
- Date, venue, and theme chosen

2. Budget & Tickets

- All costs written down
- Break-even price calculated
- Ticket levels set (GA/VIP/Group)
- Ticket sales system chosen (online + offline)
- Will-call list prepared

3. Sponsorships

- Sponsor prospect list made
- Packages created (Bronze, Silver, Gold, Headline)
- First sponsor email sent
- In-kind donors listed (silent auction, prizes, food, printing)
- Thank-you posts scheduled for each sponsor

4. Volunteers

- Volunteer roles listed
- Short shifts scheduled

- Volunteers trained & confirmed
- Social post prepared for at least one volunteer
- Thank-you plan for volunteers

5. Add-Ons

- 2–4 add-ons chosen (raffle, auction, game, etc.)
- Supplies collected
- Prizes confirmed
- Closing times added to timeline

6. Marketing & Promotion

- Event page created
- Posters printed & placed (6+ locations)
- First press release sent (and weekly reminders scheduled)
- 30-day social posting calendar built
- Volunteers/sponsors asked to share posts
- At least 3 short videos recorded and posted

7. Showtime - Event Flow

- Run-of-show timeline written
- 15% buffer added

- Emcee/host confirmed
- Auction/raffle closing times built in
- Sponsor & volunteer stage thank-yous included

8. Entertainment

- Entertainer confirmed & contract signed
- Entertainer added to posters & event page
- Promo video/teaser shared
- Show time scheduled in event flow

9. Measuring Success

- All revenue counted
- All expenses listed
- Net profit calculated
- Break-even confirmed
- Debrief meeting held within 1 week
- Results shared with sponsors/volunteers

10. Building a Legacy

- Event name/brand created
- Guest emails collected

- Sponsors invited back
- Volunteers thanked & invited for next year
- Post-event notes written
- Venue & entertainer booked for next year
- Save-the-date posted publicly

Would you like me to **reformat this into a polished printable version** (like a two-column checklist page) so it looks like a professional handout for your guidebook?