

Diversifying Income: Thinking Outside the Money Basket

February 12, 2020

Chat Bar Transcription

- 19:16:56 From Annette : A question for Susan: What is their price for sponsoring a dance like that?
- 19:21:10 From Alex Grinshpun to Country Dance and Song Society(Privately) : Question for Susan from Shira: Why did you discontinue accepting credit cards at dances? Was it at all useful or successful?
- 19:21:34 From Twid : How do I see the slides?!
- 19:37:50 From mc : thank you! wonderful info. no questions, only gratitude. bye!
- 19:39:03 From Alex, Joe, Jackie of Contra Knights, UCF, Orlando : We're a student group and students don't have disposable income to donate or spend on item for sale. Any ideas for us?
- 19:39:07 From Jennie Worden : I'm doing a whole course on sponsorship right now, and all the experts say that sponsorship should always be a conversation between the organization and the sponsor where you're matching what the sponsor will give to the needs of the org.
- 19:39:39 From Liz Burkhart : Do you have advice for still-forming dance groups which may not grow to be a typical dance series? We have dances in houses generally and keep costs low in general but still lose money, most attendees are low-income.
- 19:39:52 From Steph (Montreal) : What is the best way to poll/survey a dance community if we want determine which of these ideas will work best?
- 19:39:59 From Sylvie : do you have any information to report from groups using sliding scales
- 19:45:08 From Sylvie : we want to pay our bands and callers more which means raising admission - but we are reluctant to do so as like many groups our attendance is declining- any suggestions
- 19:45:44 From Chrissy : With the exception of Chattahoochee partnering with the city-owned venue, most of these suggestions seem to involve raising money that comes from the organization's constituents (e.g. dancers, musicians, callers, organizers). From what other sources do groups bring in funds to sustain their organization? (Could be answered by the panelists or listeners).
- 19:45:50 From Jens Dill : Observation: If you are considering a raffle or a 50-50 drawing, make sure you check the state gambling laws. In some states, it can be too complicated, expensive, or not even possible to have a raffle.
- 19:47:55 From Alex, Joe, Jackie of Contra Knights, UCF, Orlando : esurv.org is a free survey site that does not mine your info. sponsored by universities doing social-science research.
- 19:49:47 From Alex, Joe, Jackie of Contra Knights, UCF, Orlando : Kickback from local restaurants from attendees bringing a special code. Some chains like Blaze Pizza do this.
- 19:51:33 From Beth Harvey : During camps the attendees have paid large sums to be there or are there on scholarship. What are some fun fundraising ideas beyond a raffle for the one time a year event?

19:52:00 From Twid : We attempted sponsorships from businesses, not a lot of success, but did get some. We asked \$150 to sponsor a dance, offered free tickets, and advertisement. We did better asking for raffle donations.

19:52:06 From Janet : As our group got started, we were able to apply for, and receive, grant funding from a state arts or humanities council.

19:53:05 From Twid : We also applied for a grant from a local organization for free beginner's workshop series as a way to increase attendance...

19:53:39 From Susan Phillips : A group I used to fundraise with used to have an annual garage sale. Members of the group would donate reusable/sellable items, and volunteers would set up the sale at someone's centrally located house. Any items remaining at the end of the day were donated to a local thrift shop.

19:53:55 From ssesq : Does any group ask the musicians who sell CDs at dances give a little back to the dance for each CD sold?

19:54:12 From Jennie Worden : We did garage sales in my choir, but after a while nobody had any more stuff to donate.

19:54:38 From Liz Burkhart : bands lose money on music sales. most people don't buy music. that sounds like a hit on goodwill to me

19:54:54 From JoLaine : I would not ask artists to share their precious little profit from the sale of their CDs

19:55:02 From Twid : Consistent scheduling of event; time/ place helped attendance

19:55:36 From Annette : Bands usually make their only money on direct cd sales, so I wouldn't want to take much of that. Perhaps like \$0.50.

20:03:56 From Susan Phillips : Thanks to all the presenters - lots of great information for us!

20:04:16 From Laura D : Thank you for putting this on.

20:04:18 From Janet : Thank you, presenters!

20:06:37 From Annette : Thanks very much!

20:07:05 From reneecamus : Thanks everyone! :)

20:07:06 From 354788944 : Thank You All!

20:07:21 From Twid : Thanks for all you do!!

20:07:35 From Liz Burkhart : Thanks bye!

20:07:36 From David Davis : Thanks to all presenters!