

6.3a Club or band night

Club nights can potentially raise a lot of money and with a little bit of planning they can be a great way of boosting STAR's profile on campus. Think carefully about the location and the timing: you don't want your event to clash with any major exams, essay deadlines or other big club nights.

Although weekends seem like the more obvious option, getting a venue for free, for example, will be a lot easier on a weeknight. It might be a good idea for advance tickets to be cheaper, as this way you're more likely to at least break even before the event itself. Here are some other tips to help you organize your event:

- ★ **Remember what you're up against.** Make your event cheaper than other club nights, but not too cheap, as you don't want your night to seem like it's not worth going to! Offer quality performers/DJs, and pay a lot of attention to the way you advertise. The event should be attractive to people who normally go to clubs/gigs, and not just your current members.
- ★ **Get a band or a DJ to play for free.** If you find it hard to get anyone to perform for free, offer something: that they can sell their CDs at the event, that they will get their name and MySpace address on all advertising etc. Just try not to offer money!
- ★ **Get a venue for free.** If you don't happen to know anyone in the club business, you could phone up some local clubs and ask what they can offer. There are several ways this could work out:
 - *If you present your case well, you might get the venue for no cost at all.*
This would mean all money made from ticket sales would be yours. Make a realistic estimate of how many people you will bring in for the owner, and don't forget to mention you're fundraising for charity!
 - *Offer a proportion of ticket sales as a payment.*
This means you won't spend more than you manage to raise, but be careful, as you don't want half of your hard-earned money to go to the owner!
 - *You get the venue for free, but there's a minimum spending requirement at the bar.*
This means you keep all the money you make from ticket sales. Be VERY careful with these deals, as if your guests don't spend enough money, you will most likely be presented with a rental fee, which could potentially be even more than what you've managed to raise. So do make sure you know what you're getting into!
- ★ **Plan to sell glow sticks, snacks or accessories** to raise a bit of extra money on the night.
- ★ **Advertise! Then advertise some more. Then finish off with a bit of advertising...** Nothing is more important than advertising when putting together a club/band night, as you're usually aiming for a lot of people attending, and it usually takes more money and effort from people to show up.

Advertising for a club night or gig should:

- ★ **Be appropriate for the type of event.** The quality of your leaflet should match up to other club leaflets you see around, as that's your competition! Don't shy away from the basics through - black and white photocopies can look really eye-catching and arty if done well.
- ★ **Target a wide range of people.** For a successful club night you need lots more people than for any other event. Make sure you go beyond the usual suspects!
- ★ **Be energetic and enthusiastic.** This means that you don't just put up a few posters and wait for people to call you. Make leaflets and leave them everywhere, set up a Facebook group, and be relentless – there's a lot of competition!
- ★ **Be VERY proactive with ticket sales!** There's so much going on at universities, that unless you remind people constantly, they won't remember to show up to your event. Set up a stall in a busy location at your uni a couple of times during the last couple of weeks before your event. Sell tickets outside your Students' Union - especially on the day of the event; sell them to your friends, or even better, get your friends to sell them to their friends, and their friends...and their friends?
- ★ **Make it super easy for people to buy a ticket!** You could direct people directly to a JustGiving page in advance or ask the SU to help you set-up a paying function on-line. If you are selling tickets in advance, make sure you keep a log of those who have paid and bring it with you on the night. Even if you give out paper tickers or send confirmation e-mails, people are bound to forget them on the night!