

Theater Comedy Productions

The Ultimate Fundraising Event Production Handbook

A Step-by-Step System for Producing Successful Comedy & Entertainment Fundraisers

"Putting People in the Seats While Maximizing Profits for Your Organization"

Table of Contents

1. Introduction
 2. The Production Timeline
 3. Event Planning Worksheet
 4. Budget Planning
 5. Revenue Projections
 6. Sponsorship Program
 7. Marketing Plan
 8. Ticket Sales Strategy
 9. Production Schedule
 10. Day-of-Show Operations
 11. Post-Event Wrap-Up
 12. Master Checklists
-

Introduction

Every successful fundraiser begins with one goal:

Fill the room.

This handbook walks your organization through every step of planning, marketing, producing, and evaluating a successful fundraising event. Whether you are raising money for a school, church, veterans' organization, volunteer fire company, youth sports league, or civic group, these proven systems will help you maximize attendance and increase your fundraising profits.

Production Timeline

6 Months Before

- ☐ Select your organization
 - ☐ Select venue
 - ☐ Reserve venue
 - ☐ Choose entertainment
 - ☐ Establish fundraising goal
 - ☐ Form planning committee
 - ☐ Begin sponsorship sales
-

90 Days Before

- ☐ Launch website
 - ☐ Open online ticket sales
 - ☐ Print posters
 - ☐ Print postcards
 - ☐ Order tickets
 - ☐ Create Facebook Event
 - ☐ Send press release
 - ☐ Begin email marketing
-

60 Days Before

- ☐ Newspaper advertising
 - ☐ Radio interviews
 - ☐ Sponsor follow-up
 - ☐ Social media campaign
 - ☐ Confirm food vendors
 - ☐ Order banners
-

30 Days Before

- ☐ Final seating chart
 - ☐ Volunteer assignments
 - ☐ Sound and lighting meeting
 - ☐ Collect raffle items
 - ☐ Program book to printer
-

Event Week

- ☐ Confirm entertainers
- ☐ Confirm volunteers
- ☐ Confirm vendors
- ☐ Final email blast
- ☐ Final social media campaign
- ☐ Prepare cash boxes
- ☐ Print guest lists
- ☐ Confirm security

Event Planning Worksheet

Organization

Event Name

Benefiting Charity

Venue

Date

Doors Open

Show Begins

Expected Attendance

Maximum Capacity

Budget Planning Worksheet

Expenses

Venue Rental

\$ _____

Entertainment

\$ _____

Advertising

\$ _____

Printing

\$ _____

Insurance

\$ _____

Security

\$ _____

Food

\$ _____

Decorations

\$ _____

Ticket Printing

\$ _____

Miscellaneous

\$ _____

TOTAL EXPENSES

\$ _____

Revenue Planning Worksheet

Ticket Price

\$ _____

Expected Attendance

Ticket Income

\$ _____

Sponsor Income

\$ _____

Program Ads

\$ _____

50/50

\$ _____

Raffle

\$ _____

Silent Auction

\$ _____

Merchandise

\$ _____

Vendor Fees

\$ _____

Food Profit

\$ _____

TOTAL REVENUE

\$ _____

NET PROFIT

\$ _____

Sponsorship Program

Presenting Sponsor

Price

\$ _____

Benefits

- ☐ Reserved Table
 - ☐ Logo on Posters
 - ☐ Full Page Program Ad
 - ☐ Website Recognition
 - ☐ Stage Recognition
 - ☐ Social Media Recognition
-

Gold Sponsor

Price

\$ _____

Benefits

- ☐ Half Page Ad

☐ Website Recognition

☐ Reserved Seating

Silver Sponsor

Price

\$ _____

Benefits

☐ Quarter Page Ad

☐ Program Recognition

Marketing Worksheet

Website

Ticket Link

Facebook Event

☐ Complete

Instagram

☐ Complete

Email Campaign

☐ Complete

Postcards

Quantity

Flyers

Quantity

Press Releases Sent To

Radio Interviews

Community Calendars

Ticket Sales Plan

Ticket Price

\$ _____

Online Ticket Platform

Printed Tickets

Quantity

Organizations Selling Tickets

Commission Split

Expected Online Sales

Expected Offline Sales

Day-of-Show Production Schedule

Morning

- ☐ Venue opens
 - ☐ Stage setup
 - ☐ Lighting
 - ☐ Sound check
 - ☐ Tables arranged
 - ☐ Sponsor banners
 - ☐ Vendor setup
-

One Hour Before Doors

- ☐ Volunteers arrive
- ☐ Ticket tables staffed
- ☐ Cash boxes ready
- ☐ Programs available
- ☐ Raffle tables complete

☐ Silent auction complete

Showtime

- ☐ Welcome
 - ☐ Sponsor recognition
 - ☐ Opening act
 - ☐ Headliner
 - ☐ Intermission
 - ☐ Drawings
 - ☐ Closing remarks
-

Volunteer Assignments

Event Manager

Box Office

Ushers

Raffle Sales

50/50 Sales

Auction

Security

Photographer

Stage Manager

Post-Event Evaluation

Attendance

Tickets Sold

Revenue

\$ _____

Expenses

\$ _____

Profit

\$ _____

What Worked Well?

Areas to Improve

Recommendations for Next Year

Master Event Checklist

Venue

- ☐ Reserved
 - ☐ Paid
 - ☐ Contract Signed
-

Entertainment

- ☐ Contract Signed
 - ☐ Promotional Materials Received
 - ☐ Technical Requirements Confirmed
-

Marketing

- ☐ Website Live
 - ☐ Posters Printed
 - ☐ Social Media Scheduled
 - ☐ Email Campaign Active
-

Volunteers

- ☐ Assigned
 - ☐ Trained
 - ☐ Confirmed
-

Sponsors

- ☐ Collected
 - ☐ Program Ads Received
 - ☐ Logos Received
-

Event Operations

- ☐ Seating Complete
 - ☐ Decorations Complete
 - ☐ Cash Boxes Ready
 - ☐ Programs Delivered
 - ☐ Security Confirmed
 - ☐ Food Confirmed
 - ☐ Sound Checked
 - ☐ Lights Checked
-

Theater Comedy Productions

Our Mission

Our goal is simple:

Produce professional entertainment that fills the room, creates unforgettable experiences, and helps nonprofit organizations maximize their fundraising success.

If the seats are full, everyone wins.