

HOW TO

Organise a music event in aid of Restore



Get your friends involved

Gather together a group of friends to help you. Organising with friends increases your network, takes away the pressure, and it's more fun!

Distribute roles

If everyone has a clear role, it will ensure that work isn't repeated, and that no proverbial balls are dropped.

Roles could include...

"The Act-Finder" – *finds all the artists*

"The Venue-Liaiser" – *finds and liaises with the venue*

"The Fundraiser" – *makes all the money*

"The Techie" – *sorts the sound system, lighting, etc.*

"The Promo Guy" – *tells everyone about it*

"The Treasurer" – *looks after the budget*

"The Legal Eagle" – *is in charge of licenses, insurance, etc.*

Contact Restore

We'd love to know if you're planning a music event for Restore. We can support you along the way, and publicise your event through our website and social media pages. We may also be able to send you branded materials, such as collection buckets, pop-up banners, display boards, leaflets and posters.

How will you make money?

Consider how your event can raise as much money as possible.

- Will you charge for entry?
- Will you go around with collection buckets?
- Will you hold a raffle?
- Will you run the cloakroom?
- Will you keep a percentage of the bar-takings?
- Will you sell extras, such as glow-sticks, food, face-painting, temporary tattoos, VIP access, or t-shirts?

Set a budget

It may be necessary to have a little petty cash for transport, printing, etc., which you can claim back after the event. Keep a detailed spreadsheet of budgets, money spent, and money owed, so that no-one is out-of-pocket from the event.

Choose a date

Make sure it doesn't clash with any large local, national or international events. You could consider holding it around pay-day when people are feeling a bit plush.





Create a task timeline

This should include all the tasks, with deadlines, budget, and assignments.

Here's an example:

TASK	DEADLINE	IN CHARGE	BUDGET	CURRENT SPEND	STATUS	COMMENTS
Find bands	12/05/2014	Maureen	£0	£0	COMPLETED	The A Band – 07700112233, B-Singers - 01865 123456, C-Sharp - 07123456789
Find venue	10/05/2014	Jack	£0	£0	COMPLETED	St. Mary's School. Free. 500 capacity
Buy glo-sticks to sell	15/06/2014	Mohammed	£40	£0	Currently comparing prices	
Source sound-system	20/06/2014	Julie	£0	£0	Currently looking	Matt to lend speakers
Decorations	30/06/2014	Irie	£30	£0	Not started	Summer theme
Posters	30/06/2014	Maureen	£100	£0	Not started	
TOTAL			£170	£0		

Find a venue

Things to consider:

- What is the capacity? It's important to have enough space for everyone you expect to attend, but you also don't want it to be so large that it looks empty
- Do you need to pay? If they know it's for Restore, they may let you use their venue for free, so use all your negotiating skills!
- Is it centrally located and easy to find?
- Do they have public liability insurance?
- Do they have a live music license?
- Could you take a cut of the bar takings?
- Would they allow you to charge for entry?
- Do they have restrictions on activities such as collecting money, or selling raffle tickets?
- Do they have sound/lighting equipment and a backline (drumkit, amps)?
- Do they have a dance floor?
- Do they have a regular crowd?
- Is there space for the bands to park?
- Does it complement the acts? A heavy metal band at a small family café may not be the right fit..!
- Are there multiple entrances/exits? How would you manage ticket entry?
- Do they have appropriate fire exits/disabled access/toilets/etc?

Restore can offer our Garden Café on Cowley Road to use for free. Contact fundraising@restore.org.uk for more details.

Find acts

- Talk to the people you would expect to attend, and cater to their tastes
- Look at local listings (e.g. Daily Info, local music magazines, etc.) to find acts
- Speak to local clubs, bars, and record shops – they're sure to know a few acts who might be interested
- Go to your local open mic night to source talent
- Ideally, choose a band with a large local following, who can bring in a big crowd
- Will they perform for free?



License to Thrill

Most venues will already be licensed for music nights, but if not, you will need a Temporary Events Notice. This is available from your local council. Find out more here:

<https://www.gov.uk/temporary-events-notice>

Corporate support

Could your work or a local business sponsor the event, or make a 'match donation'? (matching the money you raise £ for £)

You could include their logo on your publicity materials, and distribute their leaflets at the event in return for their kindness.

Tell everyone!

Market the event through local newspapers, posters, social media, emails and local listings (e.g. Jackivities, DailyInfo, etc.) Restore can publicise your gig on our website, and social media pages, and we can offer you our list of media contacts.

If you would like to use Restore's logo, contact fundraising@restore.org.uk and we can email it over.

The week before

- Confirm acts and venue
- Create a schedule for the day
- Pick up decorations and Restore materials (e.g. leaflets, collection buckets, etc.)
- Create a buzz on social media and amongst friends
- Distribute leaflets/posters (always ask permission first)
- Print tickets
- Notify police of your event
- Confirm sound system
- Create a schedule – don't forget to put in time for each act to set up.
- Create an MP3 playlist to play in between acts



The day of the event

- Arrive at the venue nice and early to set up
- Check all equipment is working
- Choose somebody who will meet the acts/venue manager/technicians/volunteers and ensure they all know what they're doing
- Set up decorations and distribute leaflets on tables
- Organise your ticket booth/door entry
- Have fun!

After the event

Don't forget to say **thank you!** Make sure your volunteers, bands, venue, supporters and attendees all feel appreciated, and they know how valuable their contribution is. Show them Restore videos and literature so they can see how their support is so valuable to the community.

Sending in the money

Deposit any cash collected into your account. Then send us the money through one of these ways...

1. Online:
Donate directly online at: <https://localgiving.com/charity/restore>
2. BACS:
Restore Limited, Barclays Bank,
Cowley Branch, Oxford
Sort code: 20-65-21
Account number: 80313912
3. Mail:
Please make cheques payable to
"Restore", and send them with the
form on page 12 to: Fundraising,
Restore, Manzil Way, Oxford, OX4
1YH.
For security reasons, please do not
send cash in the post.





Please print and complete this form and return it to:
Fundraising, Restore, Manzil Way, Oxford, OX4 1YH

Name:	
Address:	
Post Code:	
Phone number:	
Email Address:	
<input type="checkbox"/> I enclose a cheque for £.....	
<input type="checkbox"/> Please pay from my account to Restore Limited, account no. 80313912 sort code 20-65-21 Barclays Bank, Cowley Branch, Oxford, the sum of £.....	
Account Number: _ _ _ _ _	Sort Code: _ _ _ - _ _ _ - _ _ _
Signature:	Date:
Why did you choose to fundraise for Restore?	
Details of fundraising activity:	
Any comments:	
<input type="checkbox"/> I would like to Gift Aid all my donations made to Restore until I notify you otherwise. I have paid UK tax equal to the tax that will be claimed (25p per £ donated)*	
<input type="checkbox"/> I would NOT like to receive Restore's e-newsletter. (This monthly email is a great way to hear about the latest Restore news and events).	

THANK YOU FOR YOUR SUPPORT!

restore
working for mental health

*If I have ticked the Gift Aid box I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Restore to reclaim tax on the donation detailed above, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities and CASCs I donate to, will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given. (All information about Gift Aid is accurate in June 2014)