



THE INVISIBLE CHILDREN  
GUIDE TO  
**THROWING AN  
EPIC DANCE PARTY**

**INVISIBLE  
CHILDREN**

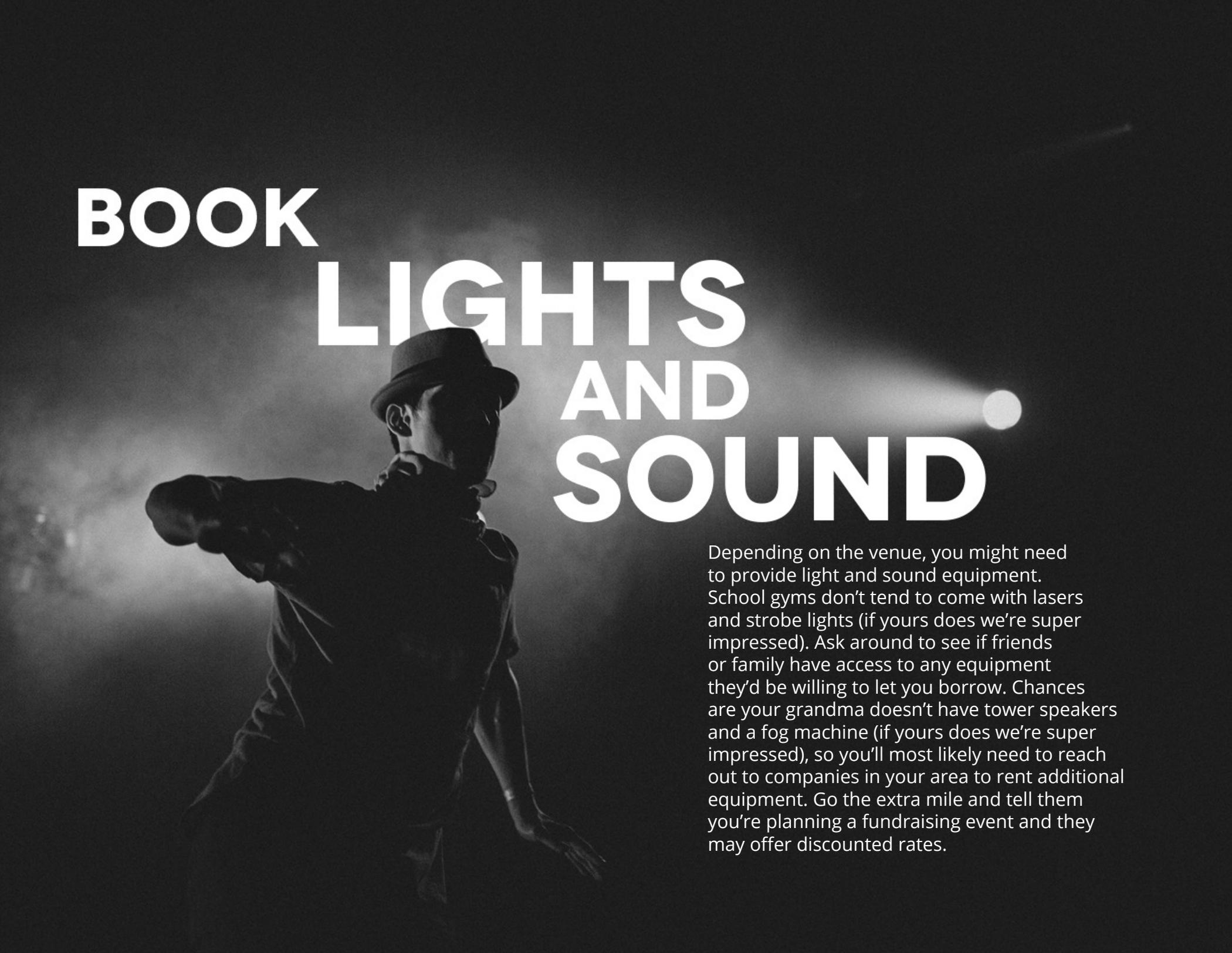
You've got an idea, now you need a location. Chances are you're not going to sell out Staples Center or Madison Square Garden, but that doesn't mean you can't land a sweet (and cost-effective) venue.

The first step to throwing a profitable fundraising dance is to cut venue costs. Consider renting out the gym at your high school or the ballroom at your university rather than trying to secure that local venue that all the cool indie bands play at.

Once you've factored in cost, make sure the venue you have in mind can be set up with sound, lights, and possibly a stage. Once you've got everything squared away, reserve the venue. The earlier the better.



# PICK A LOCATION



# BOOK LIGHTS AND SOUND

Depending on the venue, you might need to provide light and sound equipment. School gyms don't tend to come with lasers and strobe lights (if yours does we're super impressed). Ask around to see if friends or family have access to any equipment they'd be willing to let you borrow. Chances are your grandma doesn't have tower speakers and a fog machine (if yours does we're super impressed), so you'll most likely need to reach out to companies in your area to rent additional equipment. Go the extra mile and tell them you're planning a fundraising event and they may offer discounted rates.

# BOOK DJs



Here's the thing about throwing an epic dance party: you need epic DJs. We're not talking Skrillex or Daft Punk (but if you get them to play your event, give us a call and let us in on your booking secrets). There are plenty of great local DJs who may be willing to play for free or at a reduced cost if you tell them about Invisible Children. Offer incentives, such as free tickets for their friends. Ideally, you'll want a line-up of 4-5 different DJs with varying styles of music.

# GET SPONSORS



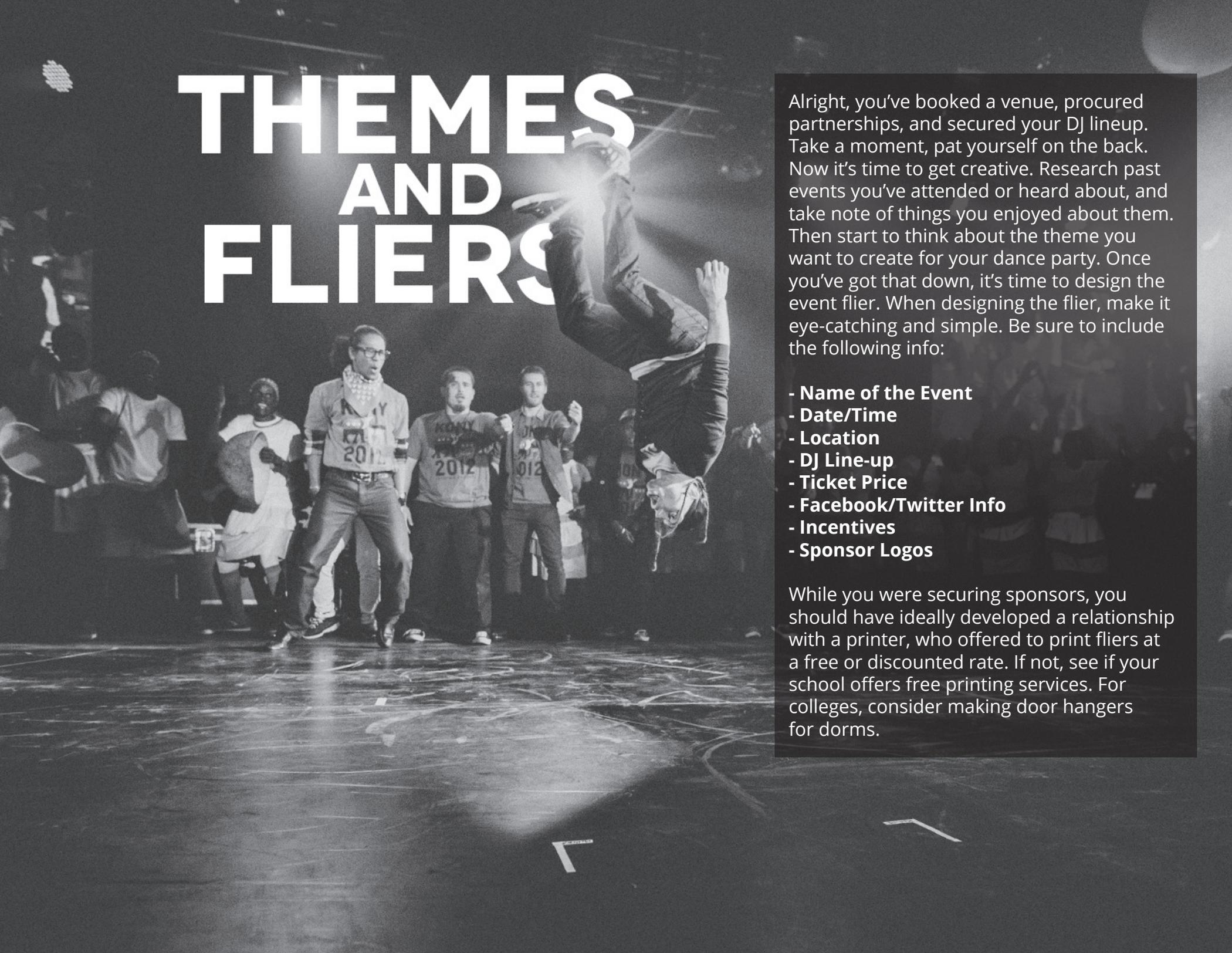
Aside from driving around in a circle for four hours, NASCAR's claim to fame is its blatant and unapologetic use of commercial advertising. The point: Get your party sponsored.

There are always up-and-coming companies looking for a way to get their name out there, and will happily co-sponsor an event in exchange for getting their logo on the flier. It's also a great way for local companies to give back to the community and look cool doing it.

Attractive, well-known companies like Red Bull and Monster Energy are awesome sponsors, and they have entire teams committed to attending events around town and providing free drinks. Call ahead and see if you can reserve them for your event. Frankly, there's nothing better than getting a bunch of people hyped on caffeine and letting them loose to dance for charity.

After you've reached out to a few big sponsors, don't forget to show the locals some love. Draft up a letter introducing yourself, what you're fundraising for, a brief overview of your event, and how they can help make it a success. Be sure to provide information on how they can contribute. Examples: light and sound equipment, T-shirts, food and drinks, wristbands, banners, and glow sticks.

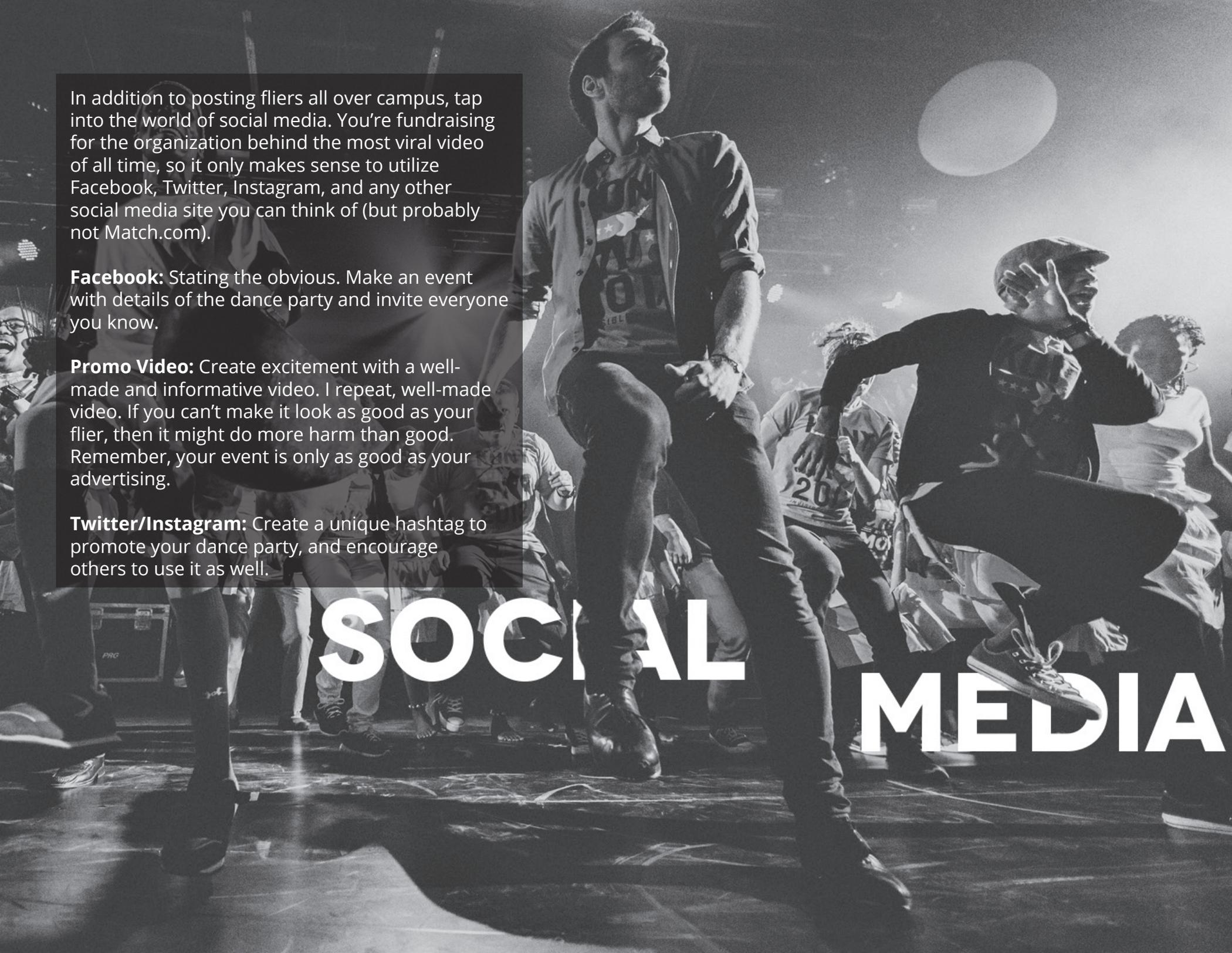
# THEMES AND FLIERS



Alright, you've booked a venue, procured partnerships, and secured your DJ lineup. Take a moment, pat yourself on the back. Now it's time to get creative. Research past events you've attended or heard about, and take note of things you enjoyed about them. Then start to think about the theme you want to create for your dance party. Once you've got that down, it's time to design the event flier. When designing the flier, make it eye-catching and simple. Be sure to include the following info:

- **Name of the Event**
- **Date/Time**
- **Location**
- **DJ Line-up**
- **Ticket Price**
- **Facebook/Twitter Info**
- **Incentives**
- **Sponsor Logos**

While you were securing sponsors, you should have ideally developed a relationship with a printer, who offered to print fliers at a free or discounted rate. If not, see if your school offers free printing services. For colleges, consider making door hangers for dorms.



In addition to posting fliers all over campus, tap into the world of social media. You're fundraising for the organization behind the most viral video of all time, so it only makes sense to utilize Facebook, Twitter, Instagram, and any other social media site you can think of (but probably not Match.com).

**Facebook:** Stating the obvious. Make an event with details of the dance party and invite everyone you know.

**Promo Video:** Create excitement with a well-made and informative video. I repeat, well-made video. If you can't make it look as good as your flier, then it might do more harm than good. Remember, your event is only as good as your advertising.

**Twitter/Instagram:** Create a unique hashtag to promote your dance party, and encourage others to use it as well.

# SOCIAL MEDIA

# TICKETS

**Produce them:** Wristbands are the easiest way to keep track of who's at your event. Not to mention, they look cool. Find a business willing to cover the cost of producing the wristbands and offer to put their logo on them in exchange for their donation.

**Sell them:** Start selling tickets 1-2 weeks in advance of your event. Generally, accepting cash-only is the easiest and most cost-effective method. Always offer a discounted rate for people who purchase tickets in advance. Recommended pre-sale prices are between \$5-\$10, and you can typically charge a few dollars more for tickets bought at the door.



# SOME TIPS

**Be flexible:** Sell tickets at different times and different locations to reach different audiences on your campus.

**Be methodical:** Carefully record each ticket you sell, especially if you have a max capacity on your venue.



# LIABILITIES

**Contracts:** If you go to a private school (and even some public schools) you are going to need to fill out some contracts. Any outside vendors (DJs, lights/sound companies, energy drink reps, etc.) will probably need proof of insurance and need to sign some sort of agreement. These types of contracts may take time to fully process, so get started on them early. To see what's required at your specific institution, check with your school's administration.

**Rules:** Make sure you're covered. State rules on your Facebook event page. Saying you reserve the right to remove individuals from the event for inappropriate behavior will help set the standard.

**Security:** Check if your school can provide free security or campus police during the event. If not, you may need to organize some other form of security.

**Money:** If you are collecting cash, you need a safe place to store it. Don't keep \$9,000 in cash sitting in your room. That only works on *Breaking Bad*. Either set up a bank account for your event or talk to your school about other options.

**Fire Safety:** Most venues have a max capacity set by the Fire Department. Call your local department and find out what codes you'll need to abide by.

Everyone needs a little help from time to time. In order to have your dance party run smoothly, you'll need volunteers.

## Tips

**Establish jobs:** Ticket booth, greeters, parking attendants, and general security, to name a few.

**Shifts:** Split the event into two parts, and ask volunteers to work one shift. No one likes burnout. Plus, it gives them a chance to enjoy part of the dance party.

**Identify volunteers:** Give them a name tag or lanyard that distinguishes them from general attendees.

**Open communication:** Make sure each volunteer has the contact information for the coordinator (that's you), and tell them to contact you with any questions or concerns during the event.

**Stay organized:** Make lists and stay organized so that you know when and where each person needs to be during the event.

**Document the event:** Make sure you have someone dedicated to taking pictures and videos of the event. Setting up a photo booth is always a good idea. Good coverage will help hype up your next fundraising event.



# VOLUNTEERS



## RECOMMENDED TIMELINE/CHECKLIST

### 2-3 months in advance:

Book the venue

Meet with advisors/event coordinators

Book lights and sound

Look for sponsors

Pick a theme

### 1 month in advance:

Turn in contracts

Order wristbands

Design and order fliers

Create Facebook event

### 2 weeks in advance:

Sell tickets

Venue walkthrough

Recruit volunteers

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