



Dear friends of choral singing!

You and your choir want to participate in a festival or competition abroad? But this year's budget is already exhausted? Your participation is about to fail? You are in good company because many choirs and ensembles worldwide face the same problems! Keep your spirits up. There is no reason to waive the experience of meeting choirs from all over the world!

You can do something by yourself! You have a talent to make people happy and this talent in addition has a positive, peaceful and merry image: Choral singing! For businesses, organisations and individuals this image is very attractive: Thus you can represent your town, your country, a business, an institution or an idea and communicate messages. Turn these people and institutions into fans and sponsors! Become ambassadors of your town, local enterprises and institutions!

To make sure that we get to know each other definitely at the next intercultural event and sing together, we compiled some tips and examples for fundraising actions which can be combined and expanded arbitrarily. There are no general courses of action for sponsorship and PR – it always strongly depends on the respective conditions and structures you have at your home town. Thus you will have a lot of fun creating something individual, to use existing contacts and to establish new contacts. Mail us about your individual, unique and unusual campaign! We will put these reports on-line!

Enjoy reading and above all enjoy a creative brainstorming with your fellow singers!

**WE WISH YOU A LOT OF FUN WITH YOUR OWN CAMPAIGN!**

If you have further questions, our sponsorship department will be glad to help you. E-mail us!



HOT FUNDRAISING TIPS FOR CHOIRS

**NO CASH FOR THE CHOIR COMPETITION?**

We help you raising funds from sponsors!



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## 1 FREE CONCERTS

Give free concerts and ask for donations! Think whether you can perform at a festival in town, the weekly market or similar events! Of course this idea is not new. However, your listeners will be definitely more generous if a certain project and your affair of the heart – your participation in a competition – is in the focus. Present this heart's desire accordingly on posters, flyers or compose your own song!

## 2 INTERKULTUR MAKES IT OFFICIAL

INTERKULTUR also issues to you a recommendation which you can use as a „reputation“. Contact us and we send our writing to you!

## 3 FROM MAYOR TO FAN

Ask your mayor for a recommendation for your choir. After all you want to represent the region abroad with a good cause! Thus you will become a singing ambassador of your town! You can present this recommendation to potential sponsors in order to prove how high-ranking your performance is considered. And who knows – maybe the mayor also establishes important contacts or funds you with municipal moneys. The fact that the mayor has supported you so profoundly can be announced right at the next concert. Thus the mayor also benefits!



## 4 CLUBBABLENESS

Is there e.g. a choral association in your federal state? Or does a cultural support-programme exist in your town? Write to the according authorities and ask for support! Present your matter convincingly. Add recordings or photos to your inquiry! The first impression counts! Have you also thought of all friends and sponsors of your choir? Former members?

## 5 BUSINESS COMPANIES BECOME FANS

Ask local business companies whether they can sponsor your participation in the competition. Consider carefully which company could perhaps also establish a link to choral singing regarding its products, history or business philosophy so that it can use its sponsoring for own advertising purposes. Prepare your inquiry well and gather arguments what you can offer the respective company in return. The business also wants to benefit from his support!

## 6 AND FINALLY: THE CONCERT GOES TO...

Organise a lottery, raffle one singing lesson, a free performance, your CD. Or auction a personal concert!

## 7 MERCHANDISING

Design your own T-shirt with your choir's signature, a baseball Cap or a coffee cup. Sell these products at concerts.

## 8 PROMINENT INTERCESSORS

Win over well known personalities, prominent singers or music producers from your region who act as intercessors for your choir. Making a free cameo at your concert they could support you by attracting both public and media attention.

## 9 PR CAMPAIGN

Talk about everything you are doing and document your strains with your own PR campaign! There surely is a PR talent among your choir members. Maybe there is also a PR agency in your town which counsels you free of charge and appears as a sponsor. Use Facebook, your own homepage, print media, mailings, media cooperation etc.. Try launching reports in your local newspaper. Your choirmaster could give an interview stating how essential mutual singing is for personal development. This interview could be given on the occasion of an event at the local kindergarten during which you inspire the little ones with a lot of fun and enthusiasm for singing! Create such actions yourself so that the newspaper has good reasons to report about your choir. The more you appear in media the easier it is to win over business companies as sponsors and to animate people to donate.

## 10 ATTRACT ATTENTION!

Be creative! Think of something that might appear unusual at first sight. But mayors and companies like variety and ingenuity! Because that's how they also attract attention. The press also likes reporting about unusual actions.

