

HOW TO PLAN A SECRET POLICEMAN'S BALL

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STUDENT GUIDE TO FUNDRAISING WITH AMNESTY

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THE TEAM

Recruit a committee to help plan and deliver the event. Hand out jobs, draw up a timeline/rota and meet at least once a week for an update.

SECRETARY

Coordinates the event, ensures the team are on schedule, organises weekly meetings.

TALENT SCOUT

Books the acts (someone connected with other societies on campus could be effective for this role).

LOGISTICS MANAGER

Hires the venue and equipment, organises set up, decorations and volunteers to work on the day (taking tickets, meeting artists, clean up).

FLOOR MANAGER

Runs the night, ensuring acts start and end at the right time, comperes.

PUBLICITY/PROMOTIONS MANAGER

Sells tickets in advance (online and at a 'box office') and advertises the event through fliers, posters, emails, social media, your Student Union website, sends press releases to the student paper, and contacts local media.

TOP TIP: Create an Instagram/TikTok account for the event and ask acts to submit short videos of their act to showcase.

TREASURER

Takes care of the budget, records expenses and is responsible for money raised.

PHOTOGRAPHER

Takes photos on the night.

THE VENUE

Ask your Student Union what spaces they can provide for the numbers you anticipate – for a low price or for free. Look at bars and event venues outside of campus. Could you team up with a local comedy club who already have contacts and an audience? Negotiate costs in exchange for putting the venue's logo on all publicity material. Ask: What's included in the price? Does it include VAT and security? What equipment is provided? Do they have a proper PA, stage area, lighting? Are you able to serve alcohol or food? What are the access times? Make sure your venue has the required insurance.

THE LINE-UP

The Secret Policeman's Ball started as a stand-up comedy event, but has since branched out to include a wide variety of performances. When booking your acts, consider including:

- Spoken word/poetry
- Music – bands, acoustic acts, tribute bands, DJs
- Dance acts
- Other one-off performances – hula hooping, juggling, improvisational drama groups
- Magic/mind tricks.

WHEN LOOKING...

- Book well ahead so you can use confirmed names in your publicity material.
- Speak to your student societies (dance, music, drama) for talent.
- Approach established local comedians/acts/bands to bring in a wider audience.

WHEN BOOKING...

- Place the focus on a charity fundraiser – often acts will forgo a fee or ask for a reduced fee in support of a charity.
- Remember, acts that are starting out are likely to be keen to polish their show in front of an audience.
- Ask: will they need rehearsal time at the venue? Travel expenses? How long would they be happy for their act to run?

THE PUBLICITY

As soon as you have a few names confirmed, design posters and fliers and post information online. Update your event on socials as new acts are confirmed. Write a press release and organise a photo shoot, and send to your local media, student newspaper/radio.

Order free Amnesty International materials for your event, including:

- Banners and posters
- Campaigning materials to raise awareness of Amnesty's work and help recruit new members to your group
- Collection materials
- Badges, stickers and much more

Email your request and type of event to fundraise@amnesty.org.uk. We'll get back to you to discuss how we can help.

AFTER THE EVENT

Thank everyone involved including the acts and venue management – a good relationship is useful for the next event. Upload your photos to social media, and tell us how it all went.