



# 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 completing tasks/rota, 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, Facebook, Student Union website and sending press releases to student paper, local media, and organises a photo shoot.

### TREASURER

Takes care of the budget, records expenses, 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 – street dance or a breakdancing competition
- Other one-off performances – hula hooping, juggling, improvisational drama groups
- Magic/mind tricks – see if you can find the new Dynamo!

### 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 charity and a belief in the cause.
- Remember unsigned bands will be happy to play live as an opportunity to build up a fan base.
- 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 put information up online. Update your event on Facebook and Twitter 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 your group and help recruit new members
  - Collection materials
  - Badges to be sold
  - Stickers, business cards, postcards 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 Facebook, and tell us how it all went.