



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.