



Organising a fundraising event

Who are we?

“Friends of Choral Music in Europe” is a non-profit association run by volunteers. Its exclusive aim is to support the work of the European Choral Association - Europa Cantat.

Why should you raise funds?

To support the development of choral music in Europe through its main network!

The European Choral Association - Europa Cantat (ECA-EC) is a non-profit association uniting organisations, choirs and individuals active in the field of collective singing in Europe. Through this network it is in contact with more than 2,5 million individuals in over 50 countries.

The targets of its activities and events are the 37 million singers, conductors, composers, managers and educators active in the field of collective singing in Europe. See www.singineurope.org

Since 1963, the aims of the association have been to foster cooperation and mutual understanding between cultures, nations and individuals across social and political borders, to promote collective singing as tool for education and for community building and to represent the interests of the singing community.

The association continuously develops new projects to better answer the needs of the European choral world and to reach out to new singers, with a focus on younger generations and integration..

You can (re)discover the ECA-EC through its website www.europeanchoralassociation.org

As a European network, ECA-EC relies on the active cooperation of member organisations and choirs, on their membership fees and on some public funding when it can obtain it. But unfortunately, very little money is available for *European* activities in the field of culture, and ECA-EC tries not to be too dependent on public funding to ensure a sustainable development.

The actual operational budget of the association is around 200.000€ per year. Yet an “ideal” budget, allowing for more projects and more services to the community to be developed would be around 500.000€. The association is actively working on developing new funding sources, including foundations, public funding, sponsorships, new business models, etc.

The core team (2 full time staff only) is animating a network of over 70 volunteer board members, advisors, committee members dedicating time and energy to this common cause.

To be able to develop new projects and prepare the future of choral music in Europe, we also need the active support of the singing community: you!

And you can help by doing what you like most: singing together!

How can you raise funds?

You can organise any type of fundraising activities, you can ask each singer for a contribution or to collect small donations, but of course **concerts** may be the best tool for choirs to raise awareness and collect donations.

Usual audience: traditional fundraising concerts

You can decide to organise a “normal” concert as you usually do, and set up a collection of donations for the ECA-EC by explaining to the audience in a few words why you choose to support its work, and inviting them to donate.

If you usually sell tickets, you could decide to dedicate part or all of the income to the ECA-EC.

New audience: Special actions

If you want to reach out to new audiences, advertise for your own activities or concerts, and collect donations for the European network at the same time, it may be interesting to go where people are for other reasons:

- Town center on Saturday afternoon when people are shopping (and would certainly enjoy some beautiful music)
- Community events
- Transportation hubs (train stations, etc.)

[**you** will find the best ideas, depending on your environment!]

These events do not have to be a full concerts, since most casual listeners stay only for a few songs. It may be useful to choose a few representative, popular and relevant songs (that would also fit less-than-optimum acoustic situations).

Other fundraising events

You can also of course organise other types of fundraising events:

- Fundraising dinner
- Charity run
- Tombola with the help of local businesses
- Cake or coffee sales
- Collaboration with local clubs (Rotary, Lions, etc.)
- etc.

We can help you!

Tools

We have prepared a set of tools that you can use to advertise and communicate about the fundraising concert (see next pages):

- Text elements you can use to present the fundraising concert
- Logos you can use on the communication material
- Flyers to distribute to the audience (explaining in a few words what ECA-EC stands for, and why they should support it through your effort, information on how to contribute directly online)

Choose the right time, the right place

You know your local community, and can decide on a time when people may be receptive, happy to hear nice music, and help a good cause without having to plan too long in advance. A small scale event, easier to organise at the right time and the right place (half your choir on market square late saturday morning, or next to a religious building after service, etc.) *may* sometimes arouse more interest from new audience and more funds than an elaborate concert in a magnificent venue, held on the evening of a major soccer match.

After the event:

We would really love to tell all of our European audience about your fundraising event. If possible try to have somebody take a few pictures and/or small film extracts (even with phones or tablets). And let us know about what you sung, how it went, about the reaction and questions of people!

We will publish the pictures and a short description of the event on ECA-EC website.

How to collect money?

Any donated amount will be appreciated! We value your involvement and dedication, and every effort helps spread the awareness of the population about the importance of choral music.

- You can collect cash donations directly and transfer them to our bank account.
- You can spread flyers with information on how to donate to the Friends of Choral Music in Europe
- You can advertise for our online donation project page <http://www.europeanchoralassociation.org/support-us>

Bank account

Freunde der europäischen Chormusik

BIC: COLSDE33

IBAN: DE 0237 0501 9819 2985 8932

Toolkit

You can access the toolkit online under the following link: <http://www.europeanchoralassociation.org/fundraisingkit>

Text elements to present the fundraising concert

Please let us know if you translate these texts so we can share them with others. Thanks!

Presentation

This [concert/event] is organised to collect funds for the benefit of the European Choral Association - Europa Cantat (ECA-EC). ECA-EC is a non-profit association uniting organisations, choirs and individuals active in the field of collective singing in Europe. Through this network it is in contact with more than 2,5 million individuals and their associations and institutions in over 50 countries. Since 1963, the aims of the association have been to foster cooperation and mutual understanding between cultures, nations and individuals across social and political borders, to promote collective singing as tool for education and for community building and to represent the interests of the singing community. The association is developing new projects to better answer the needs of the European choral world and to reach out to new singers, with a focus on younger generations.

Contact information

Please add at least the website of the ECA-EC <http://www.europeanchoralassociation.org/support-us>

You can add a link to our donation system: www.betterplace.org/p43170

You can also add the contact information for those who want to get in touch

Friends of Choral Music in Europe
% European Choral Association - Europa Cantat
Weberstr. 59a
DE-53113 BONN - Germany

Tel: +49 228 91 25 663
info@ChoralFriends.eu

Graphical elements

You can find the original files on <http://www.europeanchoralassociation.org/fundraisingkit>

<i>Image preview</i>	<i>description</i>	<i>File versions to download</i>
	Logo of the "Friends of Choral Music in Europe"	friends_logo_EN.pdf friends_logo_EN_websmall.png friends_logo_EN_weblarge.png
	Graphic element that can be used on advertisement	friends_with_picture.png
	ECA-EC logo	ECA_logo_4c.png

	<p>QR code to donation page.</p> <p>People can scan directly with their smartphone and access a donation page</p>	<p>donationQRcode.png donationQRcode.eps</p>
	<p>Flyer</p> <p>We created a one sided color document that you can distribute to the audience.</p> <p>You can insert it into your concert programme, or print your own information on the back.</p> <p>A5 document, color, pdf format</p>	<p>benefit_flyer.pdf</p>

Contact

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