

HOW TO HOLD A MUSIC EVENT

**COMBAT
STRESS**
FOR VETERANS' MENTAL HEALTH

MUSIC EVENTS ARE A WONDERFUL WAY TO GET LIKE-MINDED PEOPLE TOGETHER TO RAISE MONEY FOR VETERANS' MENTAL HEALTH WHILST HAVING A SUPER TIME ENJOYING LIVE MUSIC. WITH SUCH A HUGE RANGE OF MUSIC GENRES, THERE IS ALWAYS SOMETHING FOR EVERYONE.

BEFORE YOUR MUSIC EVENT

DATE / TIME:

Dates will be dependent on availability of musicians. Make sure to research dates carefully to make sure it doesn't clash with similar events. If you have a venue, look at which night might not be their strongest or busiest and which one also works for you, then collaborate on those dates and times.

VENUE:

Choosing the right venue is one of the most important aspects for a music event. Think primarily about the cost, layout, capacity, location and tech set up. Questions you need to consider are:

- Does your event need a stage or dancefloor?
- Will attendees require seating?
- Is there a bar or kitchen you can use?
- Are there adequate cloakroom facilities?
- Can the venue adequately hold the number of guests you're expecting?
- Is it operating at reduced capacity for health/safety reasons?
- Are there nearby transport links for guests arriving on foot?
- Are there parking facilities?
- Are there facilities for sound, lighting and other tech?
- Is there a changing area for performers?

TARGET AUDIENCE:

Who are you creating the event for? Do your research into what type of music you would like to offer, and who the target audience would be.

BUDGET:

Set yourself a target net profit for the event and consider how to budget to achieve this. Being a charity event, you may be able to get discounts, or call-in favours from friends or family. List of all your potential expenses, such as venue hire, performers' fees, equipment rental, insurance, catering, marketing/promotion.

STAFFING:

You will need help with sound, lighting, food, security, set-up and takedown etc. Take a good look at the size of the event you want to hold and ensure you have enough support on the day.

MUSIC ACTS:

Choose the type of music you want to be at your event and research suitable acts. Many established events will be lucky enough to get bookings for artists who want to perform at them. If you don't have anyone in mind, try to scout out new acts too. Check out their social media platforms for videos and reviews.

TICKET PRICES:

Once you've established your budget, and the type of acts you are having, consider the ticket price. This will be based on location, popularity, etc.

MARKETING & PROMOTION:

Social media and flyers/posters in targeted areas work well. Of course, word of mouth is often the best method too.

AT YOUR MUSIC EVENT

HELPERS:

Do not do it all yourself – many hands make light work! Enrol some helpers for set-up, food, decoration, security, and of course clearing up.

DECORATION:

We have plenty of Combat Stress branded items you can use such as bunting templates, banners, balloons etc.

FUNDRAISING:

Other than ticket sales, make sure you have plenty of options for people to donate, including buckets/tins at the venue or QR codes on the marketing. Also think of other activities to raise extra money on the night such as a raffle, auction or tombola.

AWARENESS:

If you are comfortable with speaking, try to plan a moment to say a few words about why you support Combat Stress so people understand the difference their support makes to veterans and their families. Make sure you have plenty of literature for people to pick up too.

AFTER YOUR MUSIC EVENT

BANKING:

Count, record and send us the money you raise as soon as you can. See **‘Paying in money’** for the different ways to do this. It's a good idea to share responsibility for this amongst more than one person and to prepare in advance by getting some money bags from the bank.

THANKING:

Remember to follow up with guests and anyone who has supported the event to thank them and let them know how much was raised. We will always ensure a ‘thank you’ letter is sent to you too.

TOP TIPS

FOOD AND DRINK:

If you're offering food or drink, please consider guests who may have allergies or special diets. Always visit the [Food Standards Agency](#) for advice.

LET US KNOW:

Tell us about your music event so we can support and advise if needed – we'd love to hear all about it!

DOUBLE YOUR MONEY:

Do you or any of your helpers work for a company that offers ‘matched giving’ for charity? If so, encourage them to apply and you can double the amount you raise!

LICENCES:

Check for any licences you need. For example, selling alcohol and playing music both require a licence.





PAYING IN MONEY

There are lots of ways to pay in money. Please include your supporter number (if known), your name as a reference, and information about the donation.

BANK TRANSFERS:

BANK ACCOUNT DETAILS

Bank: Natwest
Account Name: Combat Stress
Sort Code: 60-00-01
Account Number: 00100013

BANKING IN SCOTLAND

Please pay into the above Natwest account via RBS branches in Scotland

ONLINE:

Donate directly through our online collections page:
combatstress.org.uk/collection-donation

COINSTAR:

Coinstar machines are situated in supermarkets across the UK. You can take the cash to any Coinstar machines, select 'donate to charity' then select 'other' and enter the code 2998 to deposit directly to Combat Stress. You will receive a voucher detailing the donation. You must send a photo of this voucher to:

fundraising@combatstress.org.uk

Find your nearest machine: coinstar.co.uk/findamachine

CHEQUE:

Please make cheques payable to
'Combat Stress' and send to:

Combat Stress, Fundraising Department, Tyrwhitt House,
Oaklawn Road, Leatherhead, Surrey, KT22 0BX

ONLINE FUNDRAISING PAGE:

Set up an online fundraising page for the event where you or guests can donate directly. You can do this through our platform: events.combatstress.org.uk/fundraise/ownfundraiser or Justgiving.

PHONE:

Call **01372 587 140**
and quote your name,
postcode, and event.

For more help and advice,
call **01372 587 140** or
email [fundraising@
combatstress.org.uk](mailto:fundraising@combatstress.org.uk)

KEEPING IT SAFE AND LEGAL

It's important that you are safe and legal whilst fundraising in aid of Combat Stress. Please follow our ['Keeping it Safe and Legal'](#) guidance document.



combatstress.org.uk



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