



How-To Do a Virtual Concert

How Does A Virtual Concert Fundraiser Work?

Who doesn't like music?! I bet it's hard to find a person who doesn't like to listen to music. Agreeing on the genre of music is the key!

Step 1: Choosing Your Show

First, ask yourself, "What kind of show do you want to put on?" Before you start calling every musician you know and selling tickets, you need to have a plan. Find your genre and then start working on performers.

Step 2: Setting the Lineup

Now it's time to get some rock stars on the bill. Ok, you probably won't be asking Bono to play, but recruiting your performers isn't just about putting on a show. The artists you partner with will be a key element of your marketing and fundraising.

Assuming you don't have Taylor Swift on speed dial, your best bet for performers will be local acts. This isn't a bad thing. These performers will be more accessible and will likely bring their friends and family to the event.

Step 3: Choosing Your Platform.

This is a virtual event, so will you be using Zoom, Microsoft Teams, or another type of platform? Try a free platform, but if that will not hold your needs, think paid, but lump that into your costs. You want to make sure whatever platform you use, it allows you to not let people in, if they did not pay. So a one time use link or a virtual waiting room are both great options to have.

Step 4: Promote and Sell Tickets.

Posters, social media, emails, texts, all great ways to local promote your virtual event! Start this immediately! Think of your cost. Unsure how what price to sell it at, contact Liz and she will work through this with you.