



GUITARS OVER GUNS HOUSE CONCERT SERIES

Guitars Over Guns House Concerts connect our community with our mission, up close and personal. These intimate concerts offer an opportunity for supporters to host a musical gathering in their home with 25-35 guests they would like to introduce to Guitars Over Guns.

GOAL

The goal of a House Concert is to increase awareness and understanding of Guitars Over Guns among a wider group of potential supporters. Each Host (that's you!) will set the fundraising goal for the evening and encourage their guests to help reach this goal. Ideally, we aim to reach a goal of over \$10,000. You can work with your GOGO Point of Contact to set a goal best suited to your event.

HOST'S ROLE

House Concerts do not need to take place in large or fancy homes. It is more important to have a Host who is enthusiastic about Guitars Over Guns and is willing to ask their friends to join them in supporting our mentorship through music movement.

A good Host is:

- Passionate about our mission
- Eager to invite their friends and colleagues to the concert
- Prepared to pay for food and drinks
- Willing to reach out to guests prior to the event to confirm attendance
- Inclined to make a donation of their own during the concert
- Send out thank-you notes following the event



SIZE OF INVITE LIST

Not everyone invited will attend. Therefore, we recommend you invite 3x as many guests as you want to have at your House Concert.

For example, if the goal is 30 guests, 70-90 people should be invited. Most of the invitees should be guests of the Host, but Guitars Over Guns will invite some key supporters of the organization as well (such as current donors and board members).

THIS IS A FUND-RAISER AND A FRIEND-RAISER

Rather than surprise guests with a request for donations, it should be made clear on the invitation that this is an evening to raise funds for Guitars Over Guns. We will help design the invitation with you. Some example language to include on the invitation might be:

"Experience an inspirational evening of tunes and friendship to raise funds to bring mentorship through music to students most in need."

and...

"If you are unable to join us, please consider making an online donation at www.guitarsoverguns.org."

HOUSE CONCERT SCHEDULE

Sample Schedule:



- 6:30 PM - Guests check-in, drinks and light food are served, brochures and pledge cards are placed throughout your home.
- 7:30 PM - Host welcomes guests and introduces a Guitars Over Guns MC to kick off the evening. Guitars Over Guns performers play four songs incorporating stories about how the organization has impacted their lives. After the final song, the Host (or MC) makes a compelling "ask" for guests to fill out a pledge card to support the organization.
- 8:00 PM - Guests mingle with Host, board members and staff who assist in completion and collection of pledge cards.

THANK YOU!

Thank-you notes will be sent to all attendees by the Host and Guitars Over Guns. Official donation receipt letters will also be mailed by Guitars Over Guns. Follow-up meetings will be set up with guests interested in getting involved or those who were unable to attend.

For more information, please contact:

Lisa Thompson, Director of Donor Impact (Chicago) at lisa@guitarsoverguns.org

Brax Tinkler, Director of Donor Impact (Miami) at brax@guitarsoverguns.org

