

Celebration! May 4, 2025

Fundraising Tips for our 25th anniversary concert and beyond

Donations and Program Sponsors

It takes a village to support community arts. Bytown Voices is no exception. This village includes donors and businesses who buy space in our programs. The village also includes every member of the choir. We know, it's hard to ask, but it's the only way. Especially this year, our 25th anniversary celebration with orchestra!!!

Bytown Voices is committed to keeping our choir accessible with modest membership fees and affordable concert tickets. We absolutely depend on **the generosity of our donors and sponsors.**

The hardest part of asking is gathering up the courage and overcoming the inertia. To get you started, have a look at some included in this document that you can use when reaching out to potential donors and sponsors. Think of it as a starting point. Keep what works for you and leave out what doesn't. Or just give it a complete rewrite and make it your own!

Ward Strickland (bass) is our sponsorship coordinator. He shows up early to practice and is always happy to answer your questions or reach out: gwards@rogers.com, 613-601-9777.

Tools available for you to use:

Posters: available at rehearsal 11" x 8.5"

Rack Cards (like large postcards): available at rehearsal, great for handing out to your friends and family. See below.

Tickets: available online on the BV website; from members; at the door on concert day. \$25 for all tickets; kids 12 and under FREE. (see the rack card below)



Talking points when reaching out to potential sponsors or donors:

These are suggestions. Choose what works for you!

- Introduce yourself and talk about your experience with the choir:
 - Hello , _____ hoping all is well with you, etc, etc.
 - I sing with a wonderful community choir... or...
 - I just joined a new choir, and it's been such a positive experience... or...
 - add your own personal story
- Talk about the choir:
 - Bytown Voices is a 100-member, non-audition, inclusive, multigenerational choir with membership of all musical ability, ranging from those singing in a choir for the first time, to experienced musicians. We sing a varied repertoire from various centuries, styles, cultures and degree of difficulty.
- Talk about the community:
 - Choir is an activity that brings people together of different ages and abilities.
 - New choristers often become enthusiastic long-time members dedicated to our community.
- The “ask”:
 - I am very enthusiastic to ask *for (your) (your business's)* support, enabling us to continue bringing exceptional music to the National Capital region!
 - Your financial contribution supports the arts and the community. It allows us to purchase music, pay for practice and concert spaces and the exceptional musicians who lead us.
- What's in it for them? What does it cost? (*relevant info in links provided*)
 - Recognition of your contribution will appear on our website and in our concert programs. Our print programs are viewed by at least 500 people.
 - For **donors**: your name will appear in the program and on the website... [donor page](#)
 - For **sponsors**: you may purchase an ad that will be published in our program as well as visibility on our website... [Buy an ad page](#) (*you may want to suggest an ad format with the cost or leave it up to them to decide*)
- Ask again & conclude:
 - Can we count on you ? Thank you....
 - I will call/email you in _____ (a week? A day?) to answer any questions or concerns

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CELEBRATION!

Bytown Voices
25th Anniversary Concert
with orchestra & soloists

A timeless classic	Ottawa premiere of
Gloria	Illuminare
Antonio Vivaldi	Elaine Hagenberg

Sunday May 4, at 3 pm
St. François d'Assise Church, 20 Fairmont Ave.

Admission \$25, children under 12 free.
Tickets Available at bytownvoices.com, from choir members
or at the door. For information, go to bytownvoices.com

March 10, 2025