

LGBT History Project of the LGBT Center of Central PA

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Title: *"Tips for Success"*

Date: undated

Location: LGBT-043 Lily White & Company Collection

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LILY WHITE & COMPANY, INC.

Tips for Success

The key to raising a large amount of monetary donations is planning. The performance does not need to be the only vehicle to raise funds. In fact, the more fund raising events surrounding a show, the more awareness is created surrounding the show as well as of your potential benefactors and the knowledge of the existence your organization.

The following are suggestions that have helped Lily White & Company in the past:

Dinner/Theater Show

We found this mode to be very effective as well as a way to loosen an audience prior to the performance. The dinner itself can be very simple and can be put together by members of your organization. The advertisement can also feature entrees with catchy titles e.g., a stuffed breast of chicken can be named after one of our drags (as in Pearly's stuffed breast) or after someone in your organization. The price of admission does not necessarily need to include price for a dinner and thus two prices can be established.

Favorite Bartender Contest

This vehicle brings another segment of the community in on your event as patrons of the area bars, lesbian/gay and straight, can vie for prizes by raising the most money. Prizes can include plaques, gift certificates, etc. The funds raised would then be turned over to your beneficiary.

Lily Bucks

Instead of having audience members giving the performers actual money, patrons can buy Lily bucks with the checks made out to a single beneficiary. If the recipient has non-profit status, then the tips, via the Lily bucks, could be a tax deduction for the donor!

Program Booklet

Advertisements can be attained and placed in a booklet. Ads can run from \$25 for a quarter page to \$100 for a full page and \$250 for inside covers. The ads would pay for the printing of the booklet. The program booklet can also be run off on good photocopying machinery.

Underwriter and Patron Seating

As in the theater, the closer the seats are to the stage, the more money they are worth and thus exists an opportunity to raise more money for your cause! We have charged \$50 and \$25 for seats and have gotten more money for our recipients!

Brochures

We've found mailing brochures announcing a performance to be very effective in that it advertises the event and provides a vehicle for anticipating response to the event. It also provides potential patrons an opportunity to inquire about the show, your beneficiaries and/or organization. Mailing lists could be procured from other groups to increase awareness.