



## Helpful fundraising ideas for your Trad for Trócaire event

The below ideas have been tried and tested by our many wonderful Trad for Trócaire (T4T) event organisers. You might consider one of the following:

1. Organise a Trad concert in a local venue drawing on local talent (musicians, dancers, singers) and set a fixed price per ticket.
2. If your event is on a smaller scale than a concert, set a cover charge entry. Perhaps ask a local restaurant/cafe to provide sandwiches, cocktail sausages etc in return for allowing them to promote their catering services.
3. Organise a raffle during your T4T event with local businesses sponsoring spot prizes.
4. If you don't have a cover charge for entry, consider having a bucket collection at various intervals throughout your event with people receiving a T4T badge sticker in return for their donation.
5. Put collection buckets in visible locations at your T4T event and at regular intervals draw people's attention to them to make a donation.
6. Highlight our Text to Donate campaign details of which appear on the event posters in your Trad pack.
7. Organise a busking session at high footfall venues e.g. shopping centres, main shopping/pedestrian streets, town squares, sports venues/fixtures, outside Church on a Sunday etc and get volunteers to shake buckets while the musicians are playing.
8. Run a table quiz and integrate your T4T event into it by a) having the Trad group fit into the music round questions b) providing some entertainment while the scores are being totalled and c) finishing up the night with a trad session.
9. Organise a 12 hour marathon Trad session with one group of musicians slotting in after the previous group and so on. Consider which of the above fundraising ideas would work best for this type of event.
10. Turn a regular Trad session into a T4T event and consider which one of the above fundraising ideas might suit your event best.



## Getting your 'Trad for Trócaire' event in your local media

### Step 1: Check out your local media – what do you read/listen to?

#### Local radio stations and particular programmes on these stations

- Mid Morning/ evening chat shows
- News bulletins
- Music chat shows

#### Local newspapers

- Newsdesk
- Local correspondents

### Step 2: Decide what you will ask your local media to consider

- Interview you and/or have your band in studio as a musical guest
- Give a mention to where and when your Trad for Trócaire event is happening
- A reporter to come along to your event to cover it

### Step 3: Find the right person to contact

#### Local radio

- The news: Call the station and ask to speak to the newsdesk
- Chat or music show: *Call the station and ask for the show's producer*

#### Local paper

- Draft a press release for your local paper and send it in to the editor. Mention any local 'celebs' who might be performing or attending your Trad for Trócaire event.
- Follow up with a call and speak to the editor or a reporter on the newsdesk to ensure they got the release and if they will print all or some of it. Ask them to consider sending a photographer along to your event.
- *They may ask you to send in a **paragraph** via email of the details.*
- Using **Who, What, When, Where, Why** will help you cover the information for this.
- Be sure to include your contact details.

#### Remember!

Your local media don't have to cover your event. They will only report on the most interesting news in your area. Who will their audience know – neighbours, local personalities, musicians? Your job is to strike a chord with them!

**An t-ádh leat!**