

# THE COMEDIAN HYPNOTIST

---

Bruce James

FUNDRAISING  
GUIDE BOOK

**How to:**

Plan  
Organize  
Execute

## Your Successful Fundraiser!

**Booking:** 860-510-3395  
**Email:** [TheComedianHypnotist@gmail.com](mailto:TheComedianHypnotist@gmail.com)  
**[TheComedianHypnotist.com](http://TheComedianHypnotist.com)**

---

## **The Bruce James Comedy Hypnosis Show Fundraising Guidebook**

**Raise the funds that your club needs, no- risk!**

**Give Your organization a Fund Raising Program that is easy and Fun!**

---

The Fundraising Project Guide Covers the Following:

- Welcome
- Full program overview
- The way the program works
- Specific examples
- Stage requirements
- Pre-Show success
- Ticket sales
- Sheet sales
- Ticket presentation
- Promoting your show
- Posters
- Press releases
- Free ads
- Social Network Marketing
- Radio spots
- Radio interviews
- Cable television
- Local television
- Concessions
- Master of Ceremonies
- Ticket takers
- The day of the show
- Following your show

### **Welcome...**

So your program is booked and now it is time to begin to ensure the success of your fundraiser. The guide will serve to help you maximize your profits and your event success. If you should have any questions, feel free to phone the office at: 860-510-3395, and we will be happy to answer your questions and help you in every way possible to make your event a success.

## **The Process Starts...**

**So let's begin...**

### **Full Program Overview**

Due to numerous requests we have formulated a special fund raising program. The best thing about our plan is that it doesn't cost your organization even one dollar to get started!

This show is "no risk" to you! I will produce the show by providing the full show and everything you need such as posters, tickets and even press releases.

Your community will be excited to attend this terrific program.. This show is great family entertainment! It's unique and fun.

### **The Way The Program Works**

The way the whole program works is we hold a fund-raiser for an evening performance of The Bruce James Comedy Hypnosis Show. I will use my materials and skills to make you money by providing all the above listed materials (posters, tickets, press release, etc.) And the complete show including a fundraisers guide that covers how to best promote your program for profitable success! The amount of money your organization makes depends on the amount of tickets sold. The whole program is structured as per the following example.

### **Specific Example**

After the show we split up the tickets as follows: The Bruce James Comedy Hypnosis Show receives the money for the first 50 tickets. After the first 50 tickets we split 50/50. As an example: If your group sells 400 tickets at \$10 a ticket your profit for the evening is \$1750. Great money, great show!

That would be calculated as follows:  $400 - 50 = 350$ . Then  $350 \times \$10 = \$3500$ . Then divide  $\$3500/2 = \$1750$ .

Lets try another example. Assume we gave you 300 tickets. At the end of the show, you handed me 70 unsold tickets. Assume the ticket price was \$8. Your profit for the evening would be \$720.

That would be calculated as follows:  $300 - 70 = 230$ . Then 230 less 50 (the first 50 tics) = 180. Then  $180 \times \$8 = \$1440$ . Then  $\$1440/2 = \$720$ . Don't lose the unsold tickets or it costs your group money.

**Great show and great money, for not risking a single penny!**

## **Performing/Stage Requirements**

The performing area should be clear of everything but 10-20 chairs required for the show and the meeting/luncheon table. The standard size stage is fine. If the program is to be presented on a floor or non auditorium environment, be sure to have a performance area of approximately 24' by 16'. This is an approximate size and we are very flexible as to the performing conditions. We will also need access to standard power outlets to run our sound system. If your theater permits, we will patch into your house system or sound/light system. If you have a sound/light tech who runs your system and they would like to be involved in the program, we can provide them with cue sheets.

## **Pre Show Success**

Get your organization fired up about this terrific show that will be arriving in you town. Spread the word and you will find tickets will sell like crazy. However, your town and neighboring communities must know about the show. If they don't then ticket sales will be flat and your community will miss a wonderful program.

## **Promoting Your Show**

You have been supplied with tickets for your event at the price you specified. Consider having each member of your organization responsible for selling a certain amount of tickets. That may be 10 tickets each or whatever amount is right for your organization.

## **Ticket Sales**

This is a family show. The tickets should be offered to family, friends acquaintances, etc.

## **Sheet Ticket Sales**

Another very successful way to sell tickets is to offer them to merchants, places of business, and professionals, such as doctors, lawyers, etc. Offer to sell the a sheet of tickets that they can use, or distribute to their clients, or employees or to a charitable organization in your town.

## **Posters**

You have been provided with posters. Posters should be placed in a high traffic area. A few posters should be located at your club; the rest should be posted at local businesses. Be sure your members ask permission before posting the posters in places of business. Place the poster in an unobtrusive spot on the inside of their window. Put posters everywhere you can think of; they are a great form of advertising that will benefit your show.

### **Press Release**

You have received a press release(s). You can easily place these in your local paper and those papers in your surrounding communities. You will not be charged for this by the publication. You should fill in the blanks or retype the press release(s) on your club letterhead inserting pertinent information pertaining to your show, such as date, time, admission cost and your clubs name and a phone number for more information. Take this information to the editor of your publication(s) well in advance of your show. Depending on your publication that may be two weeks or one week prior to your show. You can also make the Editor aware that Bruce James would be happy to do an interview with them over the phone for more information and perhaps a second follow-up article that could run the same day as the performance. Please be sure to call your local publications and speak to them about your event, This will increase ticket sales and it's easy and free. Don't overlook this great opportunity for your club.

### **Free Ads**

Your club should try to run as many free ads as possible. These ads can be run in community shoppers and classified advertising papers. Call them and tell them about your event and they will be happy to inform your community about your terrific show. Provide them with your club name, event date, show name, time, admission and your contact phone number for more information. You may also offer them a photograph or press release and see if they would like to run those.

### **Social Network Marketing**

With the popularity of social networks ie Facebook, MySpace and Twitter you will be able to reach hundreds or possibly thousands of possible prospects with the networks your members or students are involved. Just have anyone of your staff that is most familiar with this to pass the word though the networks and you might be amazed how this technology will work for you! We can also take care of setting up social network marketing for you!

### **Radio Spots**

Public service announcements are provided to groups like yours everyday. It would be unfortunate if you were to miss out on this valuable form of free advertisement. Take your information, along with a press release to your local radio station. They will promote your event and increase ticket sales and your community's involvement.

### **Radio Interviews**

You have been provided with a packet of information that you can present to your local radio station that will allow them to interview Bruce James prior to your Show. You need not retype this material. Provide the material to the station and they will be excited to do the interview and build your ticket sales. Recommend they do the interview the day before or the day of the show and we will coordinate a time for Bruce James to call the radio station and do the interview over the phone. Your community will be excited to hear the interview and your station will be happy to have a terrific guest like Bruce James.

### **Cable TV**

In some areas your show information can be viewed on television on public service announcements. Supply all show information to your station.

### **Master of Ceremonies**

If you have a person you would like to introduce Bruce James, we will provide you with an introduction they can read from the stage. Typically his assistant Kelly Jean (former Miss New England) will do the announcement.

### **Ticket Takers/Special Seating**

Ticket takers should be appointed from your organization to accept tickets and offer assistance to your audience members. No guest (other than those working your show) should attend without purchasing a ticket. Do not let anyone man the door that may let people in for free. This is very important.

The number of people attending should be the number of tickets sold minus your staff working the event. Make sure you have about \$20.00 in change for those that arrive the day of the Show without a ticket. Consider charging a higher ticket cost on the day of the Show. This will promote pre-show sales and increase the excitement. Usually \$2.00 - \$4.00 more the day of the show is appropriate. You may consider reserving some seating for handicapped or elderly guests.

### **Big Day of Your The Event**

Many times we are added to a dinner or special night. The following schedule is provided with the understanding that your event may be completely different and is to be used as a guide.

### **Two hours before show time...**

We arrive approximately two hours prior to show time. The stage should be clear The stage should be clear except for 20 chairs and the luncheon/meeting table. Power should be available to run the sound system. No one is needed to load in the show. A room close by should be available for changing prior to the performance.

**One hour prior to the show...**

You should open the doors and allow people to be seated.

**15 minutes prior to the show...**

You should announce the show will be starting in 15 minutes to allow people to get their drinks and find a seat.

**Show Time!!**

We can introduce Bruce James or you may have a Master of Ceremonies. If you have a Master of Ceremonies they will be provided with an introduction.

**Following the Show...**

The Bruce James Comedy Hypnosis Show may offer souvenirs and meet your audience and answer questions. Following this we make the settlement for all ticket sales according to our agreement. Please be prepared to write out a check or have cash and return all unsold tickets at this time.

The show packs down in approximately one hour.

**Congratulations! You have done it!**

You have brought an outstanding show to your community and raised terrific money for your organization. We hope we have the good fortune to return again and become an annual event your community looks forward to.

---

About your Author, Stage Hypnotist Bruce James  
as the President of Francisco Production Co., LLC.  
Bruce has helped organizations make their fund raising events  
a success, creating happy, laughing audiences  
that talk about the event for years!

**Booking: 860-510-3395**

**Email: [TheComedianHypnotist@gmail.com](mailto:TheComedianHypnotist@gmail.com)**

**[TheComedianHypnotist.com](http://TheComedianHypnotist.com)**

## Q & A

**Q. *How do you choose people to be Hypnotized?***

A. They are chosen randomly, during the Show except in the case where you would like us to choose one or two people in particular because they are a special guest or notable member.

**Q. *Is the Show suitable for young children?***

A. Yes, it is a family show with no offensive material.

**Q. *If we sellout one performance can we have a second show?***

A. Yes, if our schedule permits.

**Q. *Can we rebook the Show for next year to insure we are included in your route?***

A. Yes, and in the cases where there are neighboring towns and limited dates, you receive the first option to host the Show. Each year we change the Show and you will find it easier to sell the tickets due to the previous year's success.

**Q. *Is Hypnosis dangerous?***

A. Not at all. It is a natural state that we all experience everyday.

**Q. *Can we record your Show?***

A. Yes. You may receive extra income for your organization by copying the show and selling to the crowd after the show. If this wasn't a fund raiser event, we wouldn't allow video taping, but we want your organization to raise money and this sometimes increases your profits. Please only one video camera in the back of the room.

**Q. *How can I contact you with other questions?***

A. You may call 860-510-3395 or email [TheComedianHypnotist@gmail.com](mailto:TheComedianHypnotist@gmail.com). You may also contact us at our website: [www.TheComedianHypnotist.com](http://www.TheComedianHypnotist.com)

**We look forward to your program!**