

TO WRITE LOVE ON HER ARMS★

BENEFIT CONCERT RESOURCE GUIDE



HOSTING A BENEFIT CONCERT

Music invites us to feel, to dream, and to be honest about our struggles. It also has the power to remind those listening that they are not alone.

A benefit concert is designed to remind people that their story is important, that they matter. The event might look a lot like any number of concerts that you've attended before, but the invitation is for more than just music. A benefit concert is designed to remind that their story is important, that they matter. This is your opportunity to create a night of music and hope.

PLANNING THE EVENT:

- Select a date, time, and find a venue. Work with the venue to make sure you have all the equipment needed for the event. Consider holidays, schedules, and local events when selecting a date.
- Find speakers for your event. We encourage you to invite counselors or local mental health professionals to attend the event and participate. We often bring counselors on stage with us because they can point to the work they do and the resources available.
- Assemble your core team that will help you with all of the logistics.
- Set goals and timelines. When should planning be complete? Delegate responsibilities. What is your fundraising goal through ticket sales?
- Plan a schedule for the evening.
- Have a way for people to buy tickets: a pre-sale and door price.
- How will you incorporate a message of hope and help throughout the night? We suggest having local mental health resource information available that night. If you need help finding resources in your area, please contact info@twloha.com.



SELECTING THE BANDS:

- Select 2-4 bands that will play throughout the night.
- The total length of the evening should be 1 to 1.5 hours long.
- Ask the bands if they will play for free or reduce their fee to perform. Share with them why you are supporting TWLOHA and ask them to join you.
- Be sure to listen to the song's content to ensure that it does not include graphic language about self-injury, addiction, or suicide.
- For safety, contact the local police to coordinate security at your event

PROMOTE YOUR EVENT:

- Social media
 - Press release/local media
 - Local organizations
 - Personal invitations
 - Local schools, places of worship, community centers
 - Local businesses
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- When promoting your event, you may only use TWLOHA's logo if you've received permission from our Benefit Coordinator. Please contact benefit@twloha.com to find out how to register your benefit with TWLOHA.

SHARE HOW YOUR EVENT WENT:

We'd love to hear how your event went! Please send in pictures and share the response to your event with us at benefit@twloha.com. You can turn in any funds raised through our online fundraising platform Classy at wrt.lv/SupporterBenefits. If you need to mail funds, please make sure all checks or money orders are made out to TWLOHA. Please mail them to PO Box 2203 Melbourne, FL 32902. Include in the memo "Benefit Event".

If you have questions, please email benefit@twloha.com.