



## **Host a House Concert- Volunteer “Friends of TAO House Concert Program”**

A house concert is a **fun** and very **meaningful** way to be of service to Tidewater Arts Outreach. Following is an outline of the division of all the duties required to host a concert. Host duties are negotiable; we want this program to be enjoyable for everyone involved.



**The goal for each House Concert is to generate between \$1,000-\$1500 gross income at each concert, (between 40-60 guests) and to educate arts supporters of the mission of Tidewater Arts Outreach.**

### **Friend of TAO**

- \* Provide venue for small concert (could be your house, yard, neighborhood hall, place of business etc.)
- \* Provide mailing list for 40-60 guests depending on size of venue
- \* TAO will prepare and mail invitations or you can mail invitations. TAO can distribute invitations via e-mail
- \* Handle reservations, checks, attendee list, & ask guests to sign in to receive future notices of house concerts from TAO
- \* Act as host/hostess for event (we'll be behind the scenes doing the kitchen and serving work).
- \* Can help with refreshments if needed (budget discussion required.)

### **Tidewater Arts Outreach**

- \* Produces invitations and handles mailing; Postcards & email invitations are available
- \* TAO can mail to additional invitees off its list, if needed and at a later date
- \* Coordinates performances with musicians (let us know your music preference)
- \* Provides agreed-upon refreshments (can include wine, coffee, home baked desserts, cheese/crackers, etc.)
- \* Provides service items as needed (wine glasses, paper products)
- \* Brings up to 75 chairs and assists with staffing
- \* Adds guests to house concert database after each concert



The purpose of the concerts is to raise awareness, and funds, for Tidewater Arts Outreach. The events are ticketed (*usually* \$25 but can vary dependent upon occasion/artist) to provide compensation for the artists and proceeds for TAO. A brief explanation about the organization and why we are doing these concerts will be done as part of the introduction or during intermission. Artists and TAO will sell CDs. We will encourage people to sign our “Friends” list to build our database. We also will make introductory remarks about the artists and Tidewater Arts Outreach, invite guests to attend a TAO [program](#) (with RSVP) and ask them to consider becoming involved in the organization.

#### **Timeline:**

- Twelve weeks prior to event: Agree to Host a House Concert (provide your commitment in writing/email.)
- Ten weeks prior to event: Artist is secured.
- Eight weeks prior to event: Provide invitation list via mail or email.
- Six weeks prior to event: Invitations are distributed and Social Media event is created and shared.
- Four weeks prior to event: Track RSVPs, confirm logistics and refreshments needed with TAO.
- One week prior to event: Confirm RSVP numbers with TAO.

\*Follow up email invitation, social media engagement/reminders on your behalf. TAO will share the event you create on Facebook or that we create on our FB page.

- Day of event, Welcome guests, host & enjoy!
- Next business Day after event: Turn checks and guest sign-up sheet to TAO.
- Within 3 business days: Pictures from event are posted to social media and shared between Host and Tidewater Arts Outreach.

#### **For more information about hosting a House Concert:**

Email MaryAnn Toboz (Executive Director) with the following details: [maryann@tidewaterartsoutreach.org](mailto:maryann@tidewaterartsoutreach.org)

**Your Name:**

**Your Email:**

**When and Where you would like to host a House Concert:**

**When you are available to talk about details of the event:**

Please visit our Facebook page to learn more about our social events and community.

<https://www.facebook.com/TidewaterArts/>