

MEADOW BROOK THEATRE CABARET

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Bright Idea Description

Your basic variety show with volunteer performers, hosted by Artistic Director Travis Walter. Billy Konsoer, a performer in *BREAKING UP IS HARD TO DO*, the spring musical two years ago, suggested a cabaret as a fund-raiser. The performers were the cast and crew. Last year, the cabaret featured performers who worked at Meadow Brook Theatre, past and present.

After the show, the performers mingle with the audience in the theatre and the lobby carrying hats from the costume shop to accept donations.

Keys to Success

The cabaret is scheduled on the third Saturday of the run of the spring musical. That performance begins at 6:00 so the cabaret begins around 8:30 or so. The audience is, of course, invited to stay.

To publicize the show, Travis Walter mentions the cabaret show in his curtain speech before performances for several weeks before the date. It is posted on the Meadow Brook Theatre website and Facebook page. The performers also tell their friends.

Estimated Hours

Travis Walter usually spends 5-7 hours coordinating the talent, posting the information and making sure the accompanist has all the music. There's a rehearsal on Friday afternoon before the performance; and, of course, the performance. The performers, lighting designer, sound designer, stage manager, accompanist and staff all volunteer the 6-8 hours it takes to create and perform this show.

Estimated Hours: Minimal

Results

We raised \$1000 the first year and \$1200 the second. We should do even better this year because now Meadow Brook Theatre audiences expect the cabaret show.