

# ***LAUGH FOR LIFE*** **COMEDY NIGHT**

## **Primary Goals**

- To inspire **New Donors** to give to your ministry
- To acquire **Contact Information** from everyone who attends your event

## **Secondary Goals**

- To help you **stay connected** with your current Donors and Supporters
- To raise **Community Awareness** about your ministry
- To bring **Healing Laughter** and **Spiritual Encouragement** to your community

## ***OVERVIEW***

As attendees arrive, each one will receive a Program with an Envelope inside. The Program will include information about your ministry, your door prize providers, and your event sponsors.

A local Host will **welcome** folks and let them know that Door Prizes will be given away at the end of the evening. Whether they donate or not, everyone who fills out an Envelope and turns it in during the collection time will be eligible to win a prize.

The Host will then introduce your Laugh For Life Comedian who will do a 45-60 minute **opening comedy set**.

After the first set, your Comedian will invite your Director to join him onstage for a short **Q & A time designed to highlight the lifesaving work your Center is doing**.

Your Comedian will then give the **Offering** appeal and finish with a 20-30 minute **closing comedy set**.

As the laughter dies down, your Host and Center Director will draw envelopes and give away the **door prizes**.

At this point, all the happy attendees will be dismissed so they can go tell their friends how much they enjoyed your Laugh For Life Comedy Night!

## ***ACTION PLAN***

### **Select a Venue, Date, and Comedian**

- Find a church that would be a good fit to host your Comedy Night
- Find some dates that work well for them
- Check with area schools, churches, concert promoters, etc. for any event conflicts on those dates
- Book a Laugh For Life comedian on a date that's a good fit

### **Secure Sponsors to underwrite all event costs**

- Customize a Comedy Night Sponsorship Form with your Center's info
- Email, write, or call potential Sponsors and get this form into their hands
  - Sponsorship will allow every Love Offering dollar to go directly to your ministry
  - Sponsor money raised above event costs goes into your Center's general fund

### **Arrange for Door Prize donations**

- Find 4-6 people or businesses willing to donate Door Prize items (Dinners, Entertainment, Electronics, Personal Services, Hotel Stays, etc.)
- Collect Door Prize items

### **Develop a Promotional Plan**

- Customize a Comedy Night flier with your event's info
- Send E-blasts to your contacts
- Mail info to your supporters
- Print posters for display in local businesses
- Partner with local Christian Radio Stations
- Partner with your host church and other churches to help get the word out

### **Event Preparation**

- Customize and print Comedy Night Program and Offering Envelopes
- Select a Host/Emcee
- Call your Laugh For Life comedian and talk through the program details

### **Volunteers**

- Information Table and Product Table helpers
- Snack Table (optional)
- Green Room
- Ushers (Program Distribution / Sponsor Seating / Offering)
- Door Prize & Drawing organizer

### **Thank You Notes**

- If possible, follow up with thank you notes to all Comedy Night Donors
  - Handwritten notes from your Center's Board and Volunteers work the best!