

## 5 Power Tips To Ignite power2give Projects

CAST (Carolina Actors Studio Theatre) in Charlotte, NC, has raised over \$68,000 with 29 power2give projects. Crystal Dempsey, a PR/marketing consultant, shares some of the theatre's secrets to power2give success.

### 1. Projects should reflect the organization's voice and mission

CAST produces new works and less-familiar works by famous playwrights. For CAST, 99 times out of 100, the power2give copy is a little edgier and uses a dark sense of humor.

- Find someone -- or a few "someones -- who know the organization's voice and get their help with copywriting. This may not be one of the usual suspects such as development staffer or grant writer.
- Make the project-writing process as painless as possible. Beer and wine help. So does chocolate. And salted caramel brownies.
- Keep copy as concise as possible. Make every word count.
- Use "found" video on YouTube as long as it is in public domain. The vacuum project used Cat on a Roomba video. A project to pay musicians for the production of ASSASSINS used video of the "worst middle school band ever."
- Have someone read behind you and check your math. Always.

**Our Vacuum Doesn't SUCK!**

CAST - Carolina Actors Studio Theatre

100% of \$575      \$0 of \$575 to go

Watch Video

Share this project: [Twitter](#) [Facebook](#) [Like](#) [Email](#)

[Terms and Conditions](#)

**Project Testimonials**

**about this project**

Our vacuum cleaner sucks! Actually, it doesn't. And that's the problem. We need a vacuum that sucks! Specifically, we need a **Hoover HOO C1800-010 Conquest Bagless Upright**. This Hoover sucks more than any other Hoover has ever sucked. \$575 buys CAST the suckiest vacuum on Earth! Help us, please - these carpets aren't going to suck themselves.

**donor benefits**

All donors to this project will be invited to a demonstration of the sucking power of the **Hoover HOO C1800-010 Conquest Bagless Upright** vacuum. The donor of the greatest amount will be given the opportunity to take this bad boy on its maiden voyage across the lobby carpet!

### 2. Be specific when it comes to the ask and the amount

CAST has had great success with very focused projects: Costumes for "Elemeno Pea," Saw for the shop; Vacuum cleaner; Chicken Suit for "Miss Witherspoon," Props for "Judas Iscariot." People respond to specifics, especially if they have a passion around the "ask." CAST does a mix of funding amounts. A potential donor might get turned off if they see five projects all seeking \$5K. Also, a specific project may appeal to an individual's passions... examples: fashion to power tools.

### 3. If you're going for a "big" ask, "community" can be a win.

When CAST asks for larger sums, the projects usually contain an element of community outreach or offer the donor a real sense of being in a community of people who are passionate about a production or a cause. Examples: "Play It Forward" performances (CAST's free or discounted ticketing for nonprofits and colleges) and "Be a Producer of ANGELS IN AMERICA."



Watch Video

Share this project:



## Be A Producer Of "Angels In America" (Part 1 of 3 Parts)

CAST - Carolina Actors Studio Theatre

100% of \$10,000

\$0 of \$10,000 to go

[Terms and Conditions](#)

### Project Testimonials

### about this project

CAST (Carolina Actors Studio Theatre) will present "Angels in America" by Tony Kushner on May 7-31, 2014, as part of its 2013-14 season. The is the first Charlotte-based theater production of the Pulitzer Prize winner and two-time Tony Award-winning play in nearly two decades.

"Angels" consists of two parts: "Millennium Approaches" and "Perestroika" and is nearly seven hours long total. "Millennium Approaches" won the 1993 Pulitzer Prize for Drama. This play, set in the Reagan years, explores "the state of the nation" -- the sexual, racial, religious, political and social issues confronting the country as the AIDS epidemic spreads. "Perestroika," winner of a Tony Award, continues the story and steers the characters from the opportunistic '80s to a new sense of community in the '90s.

The drama is a major production both artistically and technically. The estimated cost to produce "Angels" is \$30,000. CAST invites YOU to become a producer of "Angels In America" today!

This is Part 1 of a three-part project for \$10,000. The total for the three-parts is \$30,000.

#### "Angels In America" production budget

CAST (actors)	\$10,932
CREATIVE (director, technical director, crew)	\$10,000
PRODUCTION (royalty, props, costumes, equip)	\$ 5,000
p2g fees	\$ 4,068
TOTAL	\$30,000

### donor benefits

#### Contributors of \$1,000 or more

You will be listed as an Executive Producer in the "Angels In America" playbill, on our website and lobby signage during the production of "Angels In America." You and a guest will be invited to a dress rehearsal. You will receive invitations to all VIP events and community programs that CAST will host for the 2013-14 season. You will be invited to a special "Director's Dinner" with Managing Artistic Director Michael R. Simmons.

#### Contributors of \$500-\$999

You will be listed as a Producer on our website and lobby signage during the production of "Angels In America." You will receive invitations to all VIP events in conjunction with the production of "Angels In America."

#### Contributors of \$100-\$499

You will be listed as an Associate Producer on our website and on lobby signage during the production of "Angels In America."

#### Contributors of \$50-\$99

You will be listed as an Intern Producer on lobby signage during the production of "Angels In America."

### 4. Get your "crowd" engaged in "crowdfunding"

Educate your organizations from board members to volunteers on how they can help spread the word. Using Michael Kaiser's\* suggestion about sports fans and their sense of pride/ownership, get your folks to become fans and cheerleaders.

- Create a tip sheet with suggested posts, hashtags, photos, videos, graphics, etc.
- Show folks how to "share" from power2give.org; email; social media.
- Encourage your fan/cheerleader to communicate the "ask" in the way he/she is most comfortable... whether it's Facebook, Twitter, LinkedIn, Instagram, Vine, Google+, WhatsApp, email, blog/tumblr post, email signature, text message, phone call, or MySpace.
- Go outside the immediate fan base... and find influencers who might become fans and ask them to see a show. Then talk to them about power2give. This may yield a blog post, a Facebook post or Tweet from the influencer.

(\*Kaiser is president of the John F. Kennedy Center for the Performing Arts; highly recommend his books and blog.)

### 5. Create a schedule

Sounds like a no brainer but it's not... this piece can be forgotten especially if there are 50 million other tasks to be done.

Set a schedule for external communications (organizational emails, social media channels) and one for internal communications. If the project is 90 days, plan at least 12-15 external pushes and 8-10 internal pushes. Revisit external/internal game-plan biweekly. Set calendar reminders in advance.

Got a question or want more info? Email Crystal Dempsey: [Crystal@TeamFTH.com](mailto:Crystal@TeamFTH.com).