



ORGANIZING A SUCCESSFUL FAMILY FUN NIGHT

The following tips come from our experience with successful family fun nights at elementary schools:

1. **CHARGE ADMISSION.** Believe it or not, if the PTA charges approximately \$3 in advance / \$5 per person at the door for kids and adults OR a flat \$10 for each family, your event will be better appreciated and attended. Charging adds value in folk's minds. Razzle Bam Boom will give the audience their money's worth. Everyone can afford tickets that cost that little and it will make the event less costly for the PTA. Trust us, charging for tickets makes a difference.
2. **ADVERTISE, ADVERTISE, ADVERTISE!** Send home multiple fliers, posters at school, e-mail, and have a phone campaign (especially if your school has an automated phoning machine). Most importantly – get the verbal "buzz" going around the school. Have the older kids make even more posters and stand by the curb as parents drop off their children. Create some excitement in advance!
3. **BOOK A PRIOR ASSEMBLY.** If the children have previously seen Mark and Obediah perform (perhaps a few weeks before) they will be excited about having their whole family come to this special event.
4. **SERVE FOOD.** Choose dinner or just snacks. It is also recommended to charge for the food as well. In fact, people think nothing for paying for dinner, but hesitate to pay an admission ticket. So the best strategy is to keep ticket prices low and make your fund raising profit from food sales.
5. **ASK THE PRINCIPAL OR A POPULAR TEACHER TO APPEAR.** If the students know that the school's principal or a popular teacher will be participating in Razzle Bam Boom's show, it will add extra excitement and anticipation to the event. Mark and Obediah will find some fun (singing or dancing) to do with the principal.