



AMYOTROPHIC LATERAL SCLEROSIS SOCIETY OF ONTARIO  
SOCIÉTÉ ONTARIENNE DE LA SCLÉROSE LATÉRALE AMYOTROPHIQUE

## **DANCES**

### **GENERAL DESCRIPTION:**

A successful dance is not simply a matter of renting a hall and hiring a D.J.. Although it may appear to unfold effortlessly, a well-organized and profitable dance is actually the culmination of many months of painstaking preparation and meticulous attention to detail. Although dances can take on a variety of forms and themes, strong organization and a sensitivity to the preferences of the surrounding community are something that all successful dances have in common. Many dances take advantage of their captive audiences by holding peripheral events and activities, such as a raffle (tickets sold in advance, drawn at dance), t-shirt sales, or period hairdressing.

### **RESOURCES REQUIRED:**

- Facility which can accommodate the number of people you would like in attendance
- M.C. (preferably a radio announcer)
- Live band / D.J.
- Sound system
- Lighting
- Risers for bar, stage, etc.
- Staffing for ticket sales, decoration, set-up, door, security, clean-up, deliveries & return
- Security / emergency medical staff (e.g. police, St. John Ambulance – consult local authorities for recommendations or requirements)
- Raffle and / or door prizes, both “ big ticket “ and smaller items
- Cube van
- Refreshments: beer, wine, pop, snacks, ice, cups, openers, tubs, towels, cooler
- Refreshment tickets
- Signs for bar
- Cash boxes and safe
- Tables and chairs
- Table cloths, serviettes
- Name tags ( for staff )
- Promotional posters and flyers
- Admission and draw tickets
- Decorations: ALS posters, banners, balloons, helium, signage, staple gun, tape
- Cooler and munchies ( for M.C. on stage)
- Appreciation gift for M.C.
- Cleaning supplies
- Special Occasion permit, liquor licence, etc. (check with local authorities to determine necessary permits)
- Liability / theft insurance

**PRE-EVENT ACTIVITIES:**

- Begin planning many months in advance
- Set up an event committee
- Choose a theme
- Select a facility secure M.C.
- Set date and book facility
- Draw floor plan
- Begin seeking donated items (especially major raffle and door prizes)
- Establish necessary sub-committees (e.g. Tickets, M.C., Advertising, Prizes, Staffing, Hall/Arena, Refreshments, Accessories, Decoration, Miscellaneous)
- Recruit sales volunteers
- Set admission and raffle ticket prices
- Print raffle and admission tickets
- Distribute raffle and admission tickets to volunteers to sell
- Contact liquor, pop, and food suppliers for possible donations of supplies or product
- Notify police, fire department, and health department of event and apply for necessary permits
- Prepare ad and / or poster
- Book necessary security, emergency medical personnel
- M.C. promotes event on his/her show
- Issue news release to print and radio media
- Distribute posters
- Order beer, wine, pop, & munchies
- Prepare fact sheet for M.C.
- Book D.J. or band
- Coordinate peripheral activities (e.g. book hairdresser, photographer, order t-shirts)
- Prepare work schedule and recruit necessary volunteers
- Prepare job descriptions
- Approach local restaurant to supply snacks for performers, D.J.
- Establish bar prices and prepare signage
- Finalize schedule of events, including prize giveaways & contests
- Prepare refreshment tickets, affix prize winner labels
- Stage/lighting/electrical set up the day before the event
- Prepare cash floats for bar staff
- Pick up van and make necessary deliveries
- Supervise delivery of beverages; verify quantity; lock in safe place if you are leaving it overnight
- Set up: tables and chairs, table cards, posters, banners, balloons, bar, drums for prize draw
- Last-minute deliveries: ice, prizes, cash, perishables
- Last-minute preparations: touch base with M.C. ice beverages, ensure that all areas are staffed

**EVENT ACTIVITIES:**

- Open doors as advertised
- Welcome and/or opening announcements
- Each committee-head responsible for supervising his or her area throughout
- Volunteers work in shifts at the bar, selling liquor tickets, supervising door, collecting empties
- Peripheral fundraising activities (e.g. t-shirt sales, hairdressing, polaroids)
- Announce raffle winners and award prizes
- Cash locked in safe as it is accumulated
- Prizes given out periodically, on stage and through liquor tickets
- Take pictures for archives and to forward to newspapers for extra publicity
- Thank crowd and key players for their support

**POST-EVENT ACTIVITIES:**

- Return bottles and unsold product for deposit and/or refund
- Save unused supplies for next year
- Remove safe, deposit cash
- Clean facility
- Return borrowed/rented items
- Collect damage deposit on facility, if any
- Pay outstanding bills
- Reconcile accounting
- Thank-you notes and/or acknowledgement in local community paper
- Publicize draw winners if necessary
- Hold post-event evaluation

**TIPS FOR SUCCESS:**

- Dances require intensive planning to begin many months in advance. You will need a strong committee, able to meet early and regularly. All work must be clearly defined and delegated, with the Committee Chair ensuring that everything is completed properly and on time.
- Choose a theme that will be popular in your community. Take into consideration the main characteristics of your potential market, such as their interests, availability, connection with your cause, and demographics (age, gender, income)
- **GET EVERYTHING DONATED.** Acknowledge donors on posters and table cards. Ask businesses, unable to donate goods or services, to donate cash or buy tickets instead. Have them challenge other businesses to meet or exceed their donation.
- Follow up continuously on food, beverage, and supply orders and bookings. Keep careful track of scheduled deliveries, making specific individuals responsible for them.
- Avoid reserve seating.
- If your dance involves a lot of door prizes, don't spend too much time distributing them. Award most of them on the back of refreshment tickets.

**TIPS FOR SUCCESS-CONT'D.:**

- If you want them back next year, treat your M.C. and other performers/personalities well: have a stocked cooler and snacks on stage; give them a schedule of the evening's activities; present them with an appreciation gift.
- Avoid the sale of hard liquor – stick to beer, wine, and pop. Have uniformed security personnel present to deter unwanted behaviour. Have signs at the bar, discouraging drinking and driving; keep the phone numbers of cab companies handy.
- Conduct an evaluation in order to improve upon your dance for next year. Keep a record of ticket and beverage sales for future reference.

**FOR FURTHER INFORMATION:**

The ALS Society of Ontario, 265 Yorkland Blve., Suite 300, north York, Ontario.  
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