

# Frequently Asked Questions

## **1) We have reviewed this information and everything looks great! What do we do next?**

*The next step would be to pick an approximate date for our benefit concert for you to be held in your city.*

*Our studies have shown that it doesn't take more than one month to promote a successful event. With that said it is best to have the event on a month and date that your organization feels is best for you. Please give us a call at your earliest convenience at 212-947-1104 so we can talk in more detail.*

## **2) One question our board had was our upfront costs. Can you outline those?**

*There are no upfront costs. Jazz for Peace uses our own donations to put on this concert for the purpose of raising funds, publicity and awareness for your organization at no cost to you as well as to create the foundation for preparation to meet opportunity through this world class cultural event between our organizations for a long term partnership creating the possibility for bigger and better things to come (SEE EXAMPLE at <http://www.jazzforpeace.org/bringtoyourboard.html> ).*

## **3) What has been the average revenues generated for the charities?**

*The revenues generated are varied based on the turnout of audience generated by Jazz for Peace, the members and supporters of the Organization, the friends and supporters of featured artists, poets and dancers that are also featured depending on the event, other factors related to the specific date and publicity of that date, and checks received at the concert written directly to the organization by audience members. However we must stress that while we are happy to generate as much revenues as possible for the organization on that specific evening, the series is REALLY setup to: (A) create the launching pad for much larger revenues to be generated in the future (see example in our "[bringtoyourboard](#)" document). (B.) create the opportunity to generate priceless publicity and awareness for your organization that no other type of fundraiser has ever done! ([click here for examples of some of the different types of publicity these concerts have generated](#)) or (<http://www.jazzforpeace.org/publicity.html>) . To view this concert only on potential revenue's generated from the specific event would be insensitively overlooking the long term premise that this concept was designed upon. With that said we have to admit that even our initial concert with an organization can be a substantial revenue generator.*

*One of our upcoming Benefit Concert recipient organizations is already guaranteed to make over \$3000 for the organization based on advance ticket sales alone. And the concert is still over a month away!*

**4) With what charities have you partnered before? What was the experience like for the partnership charities?**

*Our benefit concert series was designed to create a starting point for members of interesting and valuable organizations such as yours to experience Jazz for Peace and in doing so lay the foundation for a long term relationship creating the opportunity for us to partner in unique ways on a larger scale in the future. A list of organizations that we have worked with can be found at [www.jazzforpeace.org](http://www.jazzforpeace.org) under past events or see the full list of beneficiaries on our website at <http://www.jazzforpeace.org/pastevents.php>*

*It has been every bit as successful as we had hoped and we have made a lot of new friends that we feel honored to know and will be working with over the years. We have already completed much larger and even more successful "step two" events with many organizations are already talking about "third and fourth stage" events as well as other unique possibilities and partnerships between Jazz for Peace and their organization!*

*Although our organizations truly honor all that we have done for them and what we are doing for other organizations, we have been asked that their testimonials be put up online and all of our new organizations and potential benefit concert recipients refer to the testimonials for a reference. It is a better solution rather than bombard them with calls all day long. Especially with the amount of organizations chosen by our growing volunteer base all over the world. Please go to <http://www.jazzforpeace.org/testimonials.html> , if you should have any additional questions please contact your event coordinator.*

**5) How do we present yet another event to our already exhausted Donor Base? We are in the midst of planning quite a few events at this time, and cannot commit to selling tickets to a concert as well. Our database is just not that large that it can sustain the promotion of more events within a 12 month period.**

*The Jazz for Peace Benefit Concert Series is an event which can attract NEW supporters and create ADDITIONAL awareness, publicity and support for your organization. Because we do not wish to have your personal information, the only thing we ask is that **you** identify the 25 people or so who will be allowed to purchase the limited amount of discount tickets ( a \$20 per pair savings! ) that we have available. Obviously because of the discount, these special tickets (which are sponsored by Jazz for Peace so that the same amount of money is raised for you as if they had paid full price!) should be awarded to special people such as friends, family members, and previous supporters of you, your board members and your organization.*

*Since we are only looking for 25 close friends, family members and supporters to jumpstart your event (of course you may still email the letter to as many people as you want) it does not exhaust your regular donors in any way. In addition, they will be delighted that you are having a fundraising event designed and dedicated to expand awareness and attract new members and supporters! And the best part of it all is that **WE** create the jump start letter for you so that all you have to do is click "send" - an effort on your part of about 13 seconds.*

**6) How can we work together with our board to pre-sell the 25 pairs of discount tickets enabling us to "Jump-Start" our event with money already raised for our Organization?**

### **Now Easier to Jump Start than Ever!**

*When Jazz for Peace first began our now famous Benefit Concert Series, our selling point was basic common sense combined with the reverberations of our Landmark Concert at the United Nations and the extraordinary credentials of our Founder Rick DellaRatta.*

( See <http://www.allaboutjazz.com/php/musician.php?id=2289> and <http://www.rickdellaratta.com> for more info )

*However now - with over 450 concerts to our credit; hundreds of testimonials from [ecstatic recipient organizations](#) ; contributions and letters of support from [Senators](#), Congressman, Ambassadors, [Mayors](#) and Celebrities; and millions of dollars and enormous volumes of priceless publicity raised;*

*We have recently found out that recipient organizations were able to obtain 25 "Verbal Commitments" before they even sent their Jump Start Letter out simply by emailing chosen friends, family and supporters these two links -*

**[Click here to view our our Fast Facts for a brief overview.](#)**

**Click [HERE](#) to see Rick DellaRatta's NBC TELEVISION appearance on May 25th, 2007 to help raise Funds, Publicity and Awareness for The Making A Difference Foundation!**

***Along with a brief note letting them know that this timely and reputable organization would like to spend their own donations to put on a world class cultural event to raise funds publicity and awareness for YOUR organization AT NO COST TO YOU!***

*Your Board members have every reason to be delighted and proud to offer friends, family, and current and future supporters of your organization the opportunity to attend this Benefit Concert/Fundraiser (and World Class Cultural Event) for your organization at a discount. Along with one reason more - the incredible music!*

*Ask your board members to take a few days and compile a list of everybody they know ( at least 20-50 people ).*

*Then email (or snail mail) our jump start letter to all of them.*

**In many cases a follow up call can be helpful to make sure they have read the letter and not deleted it or lost it by accident. Most people who DO read the letter will have very little reason not to be supportive so you can expect good feedback when you talk with them!**

*If you have 5 board members and they get 5 people each you now have the 25 pairs of tickets needed to announce the event with money already earned for your organization!*

*\*\*\*\*\*Don't be surprised if by using this technique you end up with more than 25 pairs pre-sold. - If so we will extend our Jazz for Peace Discount to cover the overage and give you \$10 per ticket for every ticket that exceeds the 25th pair!\*\*\*\*\**

**7) This sounds “too good to be true”. How are you able to offer to us this incredible service?**

*We at Jazz for Peace solicited and continue to solicit tax deductible contributions to offset our expenses so that we can not only put on a benefit concert for that organization at no charge to them but we can also guarantee them a percentage (in most cases \$7 - \$10 per ticket) of each and every ticket sold. This makes it very advantageous for the actual members and supporters of the Organization to attend a Jazz for Peace Concert - knowing that they will not only be attending a world-class cultural event but that proceeds from their actual ticket will be benefiting their organization at the same time.*

*We know that great ideas can come from anyone in an organization from its founder to its staff to its board of directors to its volunteers. By performing for the members and supporters of these organizations we have now planted the seed for ideas to come at any time for Jazz for Peace to benefit their organization in the future.*

**8) How do we go about obtaining a venue?**

*So far all of our 400 plus concerts have been held at "sponsored venues". Meaning a space that either believes in and supports the event by donating the space ( an in-kind donation such as this is tax deductible ) or a venue that is more than happy to have a world class band that they do not have to pay a cent for as well as a full room of patrons to sell a soft drink, appetizer, alcoholic drink or more. Since the initial 25 core friends, family and supporters need only to know the general location to commit to the initial discount tickets, sponsoring venues are always happy to know that 50 people are ALREADY on board! Jazz for Peace will be happy to obtain a venue for the event.*

*\*\*If necessary a venue will be obtained and provided by Jazz for Peace. There may be a minimum (ex. 1 beverage or food minimum per person) depending on the venue chosen. For our expansion series concerts the venue will be provided either by Jazz for Peace with your advice or vice versa. If an organization wishes to obtain a venue at their own cost the organization will enter into a contract with the venue directly and Jazz for Peace will not be held liable for any fees or costs associated with the venue.*

*We suggest making a list of possibilities at your next meeting. We will of course be glad to help you as well. Our concerts have been held in clubs, restaurants, churches, auditoriums, prestigious concert halls – you name it! Please note: While you are certainly welcome to obtain a venue on your own, Jazz for Peace will also be glad if need be to obtain a venue that we feel is appropriate based on our prior experience, knowledge and history of successful events. If a venue obtained by Jazz for Peace is listed on your Jump Start letter it will be held for you until the due date.*

*If an organization wishes to obtain a venue at their own cost the organization will enter into contract with the venue directly and Jazz for Peace will not be held liable for any fees or costs associated with the venue.*

*In NYC we actually have a waiting list of clubs and venues dying to profit from our audience while at the same time not have to pay for the band.*

***Due to the sensitive nature of the venue donation process the venues are very limited on time until they have made their commitment to the event. Making demands on their time during this process can ONLY jeopardize our efforts to securely obtain the venue and get their commitment.***

**9) How can we get the most possible promotion for our organization in conjunction with this event?**

*We will work together with you starting with printing your tickets, press release, flyer, design and record your Jazz for Peace Internet Radio Commercial and place it in rotation, etc. etc. and begin the race to promote awareness for your organization and generate funds for you through this world class cultural event.*

*We also suggest that you contact the press, radio, TV and make a list of any and all possibilities.*

*We have had previous organizations on the 10 O'clock nightly news, Arts & Leisure sections of their newspaper, Radio announcements, dozens of different types of listings and more!*

*\*\*\*\*With our Jazz for Peace Concert at the United Nations on Sept. 25th, 2002 now considered by people worldwide to be one of the most significant cultural events of our time, you can be assured that our Jazz for Peace Benefit Concert in honor of your organization will at the very least be one of the most significant cultural events of the year in your town!\*\*\*\**

**10) How much lead time do we need to book our concert?**

*Our studies have shown that it doesn't take more than one month to promote a successful event. With that said it is best to have the event on a month and date that your organization feels is best for you.*

*Here is the next step:*

*1. Talk to a few members, friends and supporters and decide on an approximate date that is preferable for you. ( for example - "the first weekend in may" or "mid July" or "the last Thurs. in August" etc.)*

*2. Make a list of as many board members, supporters, friends, etc. that you can think of ( 50, 75, 100 people? ) and tell them about Jazz for Peace and the possibility of this concert by emailing or printing out the attached "[promovideo.doc](#)" and find out if they would support this event by at the very least purchasing a discount ticket for themselves and a significant other.*

*3. Once you have 15 or 20 people supporting in this way you will have the small group together which starts us off similar to our other most successful events. You can now collect their money, give them a receipt and go to the link ( [www.jazzforpeace.org/donate.html](http://www.jazzforpeace.org/donate.html) ) and*

confirm your event.

**11) How is this different from us hiring a great local band and then selling tickets ourselves?**

*With our concert at the United Nations now considered "one of the most significant cultural events of our time", our Jazz for Peace Concert for your organization will at the very least be one of the most significant cultural events of the year in your town!*

*This prestigious event will not only set the stage for bigger and better events in the future but has the proven potential to create awareness, publicity and funds far above and beyond that of a normal local event.*

**12) How does Jazz for Peace find out about wonderful organizations like ours and then choose us and others to be the recipients for the Benefit Concert Series?**

*We ask our volunteers to research and review information about organizations that is made available in Public Libraries, on the Internet or other sources and then make their choices. To keep this selection process as unbiased as possible we often have volunteers in NY State choosing organizations in Texas and vice versa. This allows organizations to be chosen based on their mission and limits the possibility of volunteers choosing an organization because their friends work there or because of "who they know" thereby giving every organization no matter how large or small an equally fair chance. Please go to the following link to read an article from one of our interns. <http://www.jazzforpeace.org/qc.html>.*

**13) What size of venue do you recommend for this type of event? How many people do you expect to buy the tickets for you to meet your target and the over all cost?**

*While we have played many concerts in large venues, the majority of our concerts so far have been held in small venues which hold between 100 - 200 people. When ticket sales in these smaller venues grow to capacity we simply add additional shows. Because we solicit tax deductible donations to offset our expenses we do not need to meet a specific target or over all cost in order to provide this service for you. However it is in our best interests to help to make this concert as successful as possible for you because the less money we have to take from our donations to offset our expenses the more concerts we can put on for organizations in need.*

**14) I wanted to get more information about the ticketing and the profits...**

*Jazz for Peace does not subtract our expenses to put on this event before we start giving you money. For example: on the first ticket sold your organization will make 7\$. However Jazz for Peace still pays however much it cost to put on the event ( in our very first Jazz for Peace Concert at Troy Music Hall for example the musicians fees alone were over \$8,000 ) MINUS \$18. Under these guidelines Jazz for Peace itself does not make money. We use our tax deductible donations to offset our expenses to put on a world class cultural event for the purpose of raising Funds as well as Publicity and Awareness for your organization at no cost to you.*

*In this way it is our incentive to make this event as successful as possible for you so that we will lose as little money as possible which will enable us to spread our donations to more events and thereby benefit more organizations. While you may (or may NOT) make more money asking people for donations you will certainly not generate publicity and awareness nor will you achieve the most important aspect of this event which is to create the foundation for preparation to meet opportunity through this world class cultural event between our*

organizations for a long term partnership creating the possibility for bigger and better things to come. Some of these bigger and better events have raised as much as a quarter of a million dollars for organizations that started their partnership with Jazz for Peace the same way we are doing now ( SEE EXAMPLE from our bringtoyourboard link at <http://www.jazzforpeace.org/bringtoyourboard.html> ).

**15) Our organization has a global (or national) mission. Is there any way we can get publicity on a larger scale as well as raise additional funds with this event?**

*Our popular Cybercast video presentation offer organizations with a national or global mission the opportunity to raise funds, publicity and awareness in any city, state or country as well as provides a permanent promotional tool for your organization.*

For more information [CLICK HERE](#)

**16) We are expecting about 450 people to this event and the information you sent to us says something about a “buyout” for \$3,950 or \$4,950. \$4,950 is a lot of money. Even \$3,950 is a lot of money. Please explain how this “buyout” program is to our advantage?**

*\$3,950 is actually not a lot of money when you will be collecting \$15,200 from the sale of 50 discount tickets at \$25 per person plus 400 full priced tickets at \$35 per person. **In addition our “buyout” program allows recipient organizations to raise ADDITIONAL funds through special VIP ticket pricing as well as local business and corporate sponsorships which we work together with you to HELP you obtain!***

**[Click HERE for Examples!](#)**

*IN ADDITION: \$4950 for our most prestigious Jazz for Peace Big Band is ESPECIALLY NOT a lot of money when you consider that for only \$1000 more than our “buyout” fee you will be getting 10 additional musicians whose performance fees, transportation and lodging will all be paid for by Jazz for Peace. We fund these additional fees out of our OWN DONATIONS to make this price especially affordable.*

*For the organization that is expecting anywhere from 225 people or more at their event the Buyout fee is DEFINITELY the way to go in order to raise the most funds possible for you! Please let us know if we can be of any additional help to clarify our Jazz for Peace “buyout” program.*

**(please note that prices are examples only and are according to the current years contract)**