

VOLUME 1

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# MAGICALLY ORDINARY

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HOW TO  
HOST A  
STRESS FREE  
FUNDRAISER

J.D.  
MCKEE  
MAGIC REPAIRMAN

TOP 10 USES FOR  
DUCT TAPE



## How It Works: The Basics

This fundraiser works by doing a “ticket split.” After scheduling the show we will set a ticket price and then we split the ticket sales 50/50.

Tickets are sold via your preferred ticketing method (box office or online). If you aren’t currently selling online tickets, we can help you set that up. Or if you would prefer, we can handle all the ticketing for an added percentage of the ticket sales.



## How To Make Even More Money

In addition to ticket sales here are some ways that your groups can make even more money during the event:

- Concession sales - You can easily profit an extra \$200-\$500 from concessions
- Raffle - This can be a 50/50 raffle or a giveaway raffle.

- Ad Sales - I provide a full-color 4 page show program. The ads you sell will be inserted into the program. This can make you another \$100-\$1000.
- Sponsors - In addition to ads there may be businesses that want to be a banner sponsor and have their business featured on tickets and/or stage banners.
- Donations - Maybe you have a special project that could really use a good kick off or a dedicated fundraiser. You can use this show as an opportunity to make a direct appeal to donors.
- Here are some other ideas groups have done during the event to generate more revenue: Bake Sale, Auction, Costume Sale, and Membership Drive

Also, you keep 100% of the profits from these extra fundraising tools. I want this to be a successful fundraiser for your group.

## How Much Can You Raise?

The only real limitation to the amount you could raise in one evening is your imagination.

For most theaters raising thousands of dollars in one night is relatively easy.





### Ticket Split Chart

Feel free to fill-in the chart below. The example ticket split is based on a \$20 ticket price.

No. of Seats	Gate Split	Total
100	\$10	\$1000

In addition to the ticket split you have all of the profits from all the other fundraisers.

Again it should be no problem for your theater to raise several thousand dollars in a night. And I will be there to help you every step of the way.

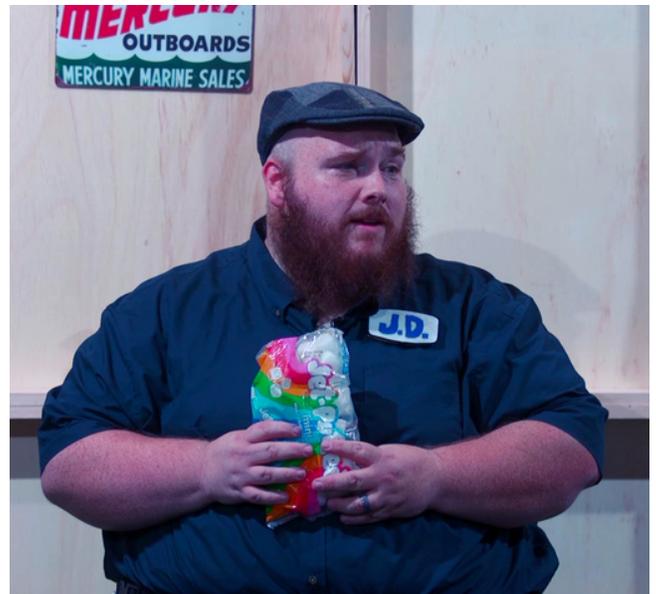
### Additional Shows

Also, if we sell out the first show we can add another show on the same night.

### “Friendraising”

This may be a new term for you, but the idea of a “friendraiser” is that sometimes the true benefits are not seen the night of the show but are in the years of continued support because of the friend that was made that night.

Imagine if you get 10 new people to support your work. The potential lifetime value they will add to your organization will mean thousands of dollars and/or years of volunteered time.



## The Process

Once we decide on a date to bring “Magically Ordinary” to your group’s venue, I go to work to make it a success.

First, I will send you everything you all the promotional materials and other tools needed to make things a huge success.

Here is all the promotional material I will be sending to you:

- Marketing Timeline
- Printable Posters
- Premade Social Media Posts
- Prewritten emails to send to your current email list
- Press releases to send to the local newspaper
- Ad Sales Kit: This includes sample ad pages and scripts for talking to potential advertisers

Second, I will be hustling on my end to make this one of your most successful fundraisers of the year.

Here are some of the things I will be doing:

- Sending out email promos to my list of subscribers in your area

- Promoting the event on social media
- Promoting the event to various community groups
- Adding the event to various online tools for maximum visibility
- Weekly Touch Bases: Starting six weeks prior to the event I will call or email every week to touch base on how things are going and we will make action steps for how to continue to increase ticket sales and ad revenue.

I really want this to be a success for you so throughout the whole process I will be available to answer any questions you may have and help you to navigate increasing your revenue with the additional fundraising tools.





### Show Information

The show lasts 70 minutes and can be performed straight through or with a 10 minute intermission.

The show is fully “self-contained.” You don’t need special staging. You don’t have to go out and rent a big sound system or lifts. You don’t need to hire a big crew. We bring everything what we need for an incredible and completely professional show. If available, we do request to use the house lighting and sound system, but we can bring our own if needed.

The minimum performing space for the show is 10’x10’.

The show is 100% clean and family friendly.

The night of the show all you need to provide is the venue and volunteers for ticket handling, concessions, ushers, and lights/sound (if applicable).



If my show sounds like a good fit for your theater...please send an email to

[office@magicallyordinary.com](mailto:office@magicallyordinary.com)

and we can discuss adding your theater to the calendar and I can answer any additional question you may have.





## Top 10 Uses for Duct Tape

1. Sealing ducts
2. Wrapping a sprained ankle
3. Holding broken car parts together
4. Making a wallet or purse
5. Making a leash for a pet
6. Making a bookmark
7. Making a belt
8. Securing wires and cables
9. Repairs to clothing
10. Making a flag or banner

## Bonus:

## Top 10 Reasons to Book Magically Ordinary

1. Raise funds for your theater.
2. A stress free fundraising experience.
3. No cost to your theater
4. An added event to your calendar.
5. It's a great community outreach tool.
6. Access to fundraising tools you can use for other shows.
7. It is an interactive show that breaks the 4th wall.
8. A fun night out with friends!
9. Family friendly comedy
10. Amazing one-of-a-kind magic!



# Grand Opening!!!

For all your magical needs and repairs make sure to stop by our new magic repair shop.

J.D. McKee, Proprietor

*Open 24 Hours*  
**SERVICE & REPAIR**



Available

**NEXT SERVICE 100 MILES**

**MAGICIAN ON DUTY**

*Curiosities*

*Inventions*



Have you ever had an idea of something that would make your life easier? At Magically Ordinary we specialize in magical inventions designed to make your life easier.



Is something broken and a regular mechanic or repairman can't fix it? At Magically Ordinary we have tools at our disposal that the other repairmen just don't have...magic.



We are currently the only licensed magic repair shop in Hendricks county. There's no wild magic here. Only reliable and dependage magical repair services.

