

California Community Theatre

Top Ten (or More) List

Community Outreach

This is a list of successful tips and advice for community
theatre outreach

California
Communi**theatre**

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- Try connecting with your local Senior Center or High School. Offer significant discounts for groups.
- Partner with your local high school(s) by arranging opportunities to give extra credit for back stage help, set construction and/or painting and for musicians who can volunteer to play in the orchestra.
- We, the production of "The Drowsy Chaperone" are about to "appear" at a couple of Farmers Market which take place in the street in front of our theatre on Thursdays. The first appearance two weeks before will just include handing out some flyers for our show. The second, a week before the opening of The Drowsy Chaperone will include the cast singing a song from the show on the stage outside on the stage next to our theatre. AND- I will throw open the doors, for one hour, to the theatre every Thursday for the public to come in and watch a rehearsal during the Farmers Market. Also we working a cross advertising tie in with a local bakery to develop a "Toledo Surprise". If you are not familiar with "Drowsy" Toledo Surprise is a title of a song and pastry desert in the musical.
- We...have in the works a sponsor that will help us and be included in all advertising top of the bill, and be hosted on opening night in a wine and dessert reception. Of course this will all be included in the local paper and local advertiser....I believe these are good ideas and raise interest and benefit not just us but work for the others as well.
- We donate pairs of tickets to just about ANY non-profit fundraiser. We gave away over 100 tickets per year (over \$2000 value). But it introduces new people to the theater and almost every time they bring another couple. Plus the other non-profits are really appreciative!
- Festivals participation.
- Parade participation.
- Using a local ticket discounter to reach new patrons.
- Be engaged and offer services that your community actually wants.
- We give discounted and free tickets to all our productions to a number of charity organizations such as the Ronald McDonald House and Salvation Army.