

30 CREATIVE FUNDRAISING HACKS EVERY MUSICIAN SHOULD TRY

Concerts are magical—but they also come with expenses: hall rental, program printing, marketing, even instrument tuning. While grants and sponsorships are tried-and-true, they're not the only options. **Here are 30 creative and concrete ways to fund your concert!**

- Story-Driven Grant Updates:** share short updates with your audience about what the grant makes possible, then invite people to contribute to the other parts still unfunded.
- Cooperation with Schools:** Partner with a local music school—students perform an opening act, families buy tickets.
- Corporate Sponsorship with Storytelling:** Don't just ask for money; frame your project as solving a problem (e.g. bringing classical music to young audiences).
- Foundation + Impact Video:** Submit not only a written proposal but a short video pitch showing the story of your project.
- Venue Partnership:** Offer the concert hall a revenue share instead of fixed rent, lowering your upfront costs.
- Community Grants with Local Angle:** Tie your program to a theme relevant for your town (heritage, anniversaries).
- Embassy or Cultural Institute Cooperation:** Approach cultural institutes to support works from their country.
- Festival Piggyback:** Ask an established festival if your concert can be part of their program – shared marketing, shared costs.
- Business Collaboration:** Offer companies a “musical brand moment” – a custom intro piece before the concert.
- Joint Concert with Another Ensemble:** Share venue, audience, and costs.

- Adopt-a-Chair:** Audience members sponsor individual seats with their names on them.
- Sponsor a Piece:** A donor's name appears on the program next to the piece they supported.
- Backstage Passes:** Sell access to final rehearsals.
- VIP Donor Reception:** Pre- or post-concert wine reception for higher-level supporters.
- Encore Voting:** Donors vote on the encore piece.
- Sponsor the Musicians:** Each performer is "adopted" by a donor.
- Fundraising Countdown:** Publicly track and celebrate progress toward a visible goal (e.g. piano tuning €120 → covered!).
- Program Dedication:** Donors dedicate a piece to someone special, listed in the booklet.
- Exclusive Recording:** Offer a digital copy of the concert to donors.
- Pay-to-Request Encore:** Audience members donate to suggest encore pieces.
- Merch Booth:** Sell signed programs, posters, or themed tote bags.
- Silent Auction Corner:** Auction donated items or lessons.
- Bake Sale Intermission:** Fun, community-driven add-on.
- Collaborate with Visual Artists:** Auction artworks created live during the concert.
- Concert-in-a-Box:** Ticket + recording + signed program as a bundle.
- Patron Club:** "Friends of the Concert" membership with early booking perks.
- Bundle with Lessons:** Donors get a private music lesson with a performer.
- Community Group Packages:** Discounted group tickets for choirs, schools, and clubs.
- Name in Lights:** Project donor names before the concert begins.
- Concert Marathon:** A 24-hour music fundraiser with rotating performers.