

MONTOUR FOUNDATION FOR THE PERFORMING ARTS

SERVING THE STUDENTS OF THE MONTOUR SCHOOL DISTRICT

TICKET SALES COMMITTEE

Purpose: *This committee is responsible for selling tickets for all performances by taking orders over the phone, selling tickets prior to the opening of the show, and at the door at each performance. Working on this committee takes a pleasant disposition at all times, a strong "customer service" type attitude, and reliability at all times.*

Membership: *A handful of people are needed to handle selling tickets each night. In addition, someone is needed to take down messages for ticket orders/inquiries left on our hotline each day during the month before the show and return calls to arrange ticket sales and pick-ups for these people.*

Time frame: *Planning should start in January, including preparing for and ordering tickets from the printer. The committee must then work out a schedule for selling tickets during rehearsals for the month preceding opening night, as well as preceding each performance.*

Budget: *Any expenditure over the budgeted amount for your committee must be approved by the MFPA Board.*

Duties:

1. In January, work with the MFPA Board to determine the number of performances of this year's show, the exact times of each show, etc. Use this information to work with the ticket printing company. Get prices, lead times, etc. Arrange to have the tickets printed. Coordinate with the MFPA Treasurer to arrange to have their invoice paid. The cost depends on the number of performances. Each day's tickets should be a different color for ease of telling them apart.
2. A new set of auditorium seating charts must be created – one diagram per performance, and a system for marking which seats have been sold vs. which are being held needs to be worked out.
3. Coordinate with the MFPA Board to determine the prices for this year's tickets. Current prices are Adults - \$8 and Students/Senior Citizens - \$6.
4. Plan out your tickets sales campaign. Generally, tickets go on sale about 30 days prior to opening night, with the opening weekend of ticket sales being reserved for cast and crew and family members.
5. Tickets sales are generally conducted during all rehearsals, once ticket sales commence. The Ticket Sales Committee is responsible for staffing the Ticket Sales table during these rehearsals, as well as before and during all performances (up until the show starts, or slightly thereafter).
6. It is crucial for this committee and all members of this committee to maintain a very customer service and customer friendly attitude at all times, no matter what the circumstances.
7. Arrangements should be made for a ticket sales hotline number, backed up by an answering machine, once ticket sales open up and possible even in advance. This number

must be highly publicized on the painted signs for the show, any flyers produced, any advertising articles, etc. The purpose of this hotline is to present high level information about ticket sales, and to permit people to place orders (via phone mail) for "X" number of tickets on a particular night. Someone from the Ticket Sales Committee must check the messages on this hotline on a daily basis, write down the names, numbers, etc. from each call, clean out the hotline, and then quickly answer the calls to finalize the orders. These ticket orders can then be filled and the customers may pick them up within so many days at the Ticket Sales table at an upcoming rehearsal.

8. At the end of a night's sales, the total ticket sales (by adult and by student) should be added up, the money balanced, and the night's tally and monies should be turned over to the MFPA Treasurer for depositing.
9. Be aware that Ticket Sales are by far the single largest source of income for our musical program – it is critical to do the very best job possible to sell the most tickets we can.