

## Promo Packet for Churches & Organizations with Fund Raising Concerts Performed by Choral Essence

### *A Step-by-Step Guide to Help You Get the Most From Your Choral Essence Event*

Thank you for inviting Choral Essence to perform a concert for <<Name of Church or organization>> on <<date, time>> to raise money for the <<charity name>>. Previous concert sponsors have requested information to help promote fund raising efforts like this; therefore, Choral Essence has prepared this package for your planning and preparation. Although we DO publish a concert schedule to our own mailing list and submit events to local media for weekend calendars, we have found that is it important for the sponsors to supplement our efforts locally to extend the reach of our efforts, increase attendance at the concerts they sponsor and, ultimately, increase the contributions you can make to your designated fund raising recipient!

1. Included is a brief concert announcement about Choral Essence and the upcoming program. We encourage you to:
  - a. Publish the announcement in your newsletters and/or church bulletins three-to four weeks prior to the concert;
  - b. Distribute to other local churches;
  - c. Distribute this to your local news media at least one week prior to the concert; and
  - d. Provide copies of the announcement to members of your church music programs, asking for their personal support and suggesting that they share the announcement with their friends and family.
2. It has proven effective to list the concert on the calendar of events for your church – both those posted on bulletin boards and listed in weekly service bulletins – for three to four weeks prior to the concert to allow anyone interested to schedule it in advance.
3. Announce the concert on the sign in front of the church. Concerts can be a very effective outreach to non-church members in your community, inviting them to a concert allows church members to welcome them and invite them to return.
4. Post-concert fellowship can be another way to reinforce your presence in your community. Choral Essence members are always pleased to attend receptions and meet your members and guests

The announcement for press releases and bulletins follows, in “two-up” format so that it can be printed, cut in half and used as a bulletin insert or provided to music program members for their information and distribution.

For additional information on Choral Essence, please contact:

A. Goetze

Email: [arthurgoetz@choralessence.com](mailto:arthurgoetz@choralessence.com)

<< Church Name>> presents a concert to benefit <<charity>> on Sunday, <<date>> at <<time>>. Performing will be Choral Essence, directed by Arthur Goetze and accompanied by Rita Rostron. A reception will follow <<insert information>>.

Choral Essence, a unique vocal ensemble from the Tampa Bay area featuring challenging arrangements and sensitive style and blend, presents a fresh approach to jazz, gospel, spirituals, pop and classical music. Choral Essence is committed to musical excellence and dedicated to a community outreach program through benefit concerts for RCS [Religious Community Services], FAST [Faith and Action for Strength Together], FEAST [food pantry], Community Church Outreach [CCO], Honduras Youth Missions and various other youth missions.

Arthur Goetze is a graduate of the Juilliard School of Music with a Bachelor of Science degree, Union Theological Seminary, NYC with a Masters of Sacred Music degree, and Rutgers University in post graduate studies. He has served as Director of Music for three local Presbyterian churches and recently retired after a 30-year tenure as director of the Clearwater Chorus [100+ voices] co-sponsored by the City of Clearwater and Ruth Eckerd Hall, which is the Chorus's home base. During his tenure the Clearwater Chorus sang with the Florida Symphony Orchestra, the Canadian Brass and twice toured Europe.

Arthur Goetze says "*Chorale Essence* is an unaffiliated group of twenty two singers from the Tampa Bay area who have made a covenant to volunteer their considerable time and talents for the good of the community. I feel privileged to direct Choral Essence which consists of many of the finest musicians from my former choral groups. I also have the good fortune of working with Rita Rostron, our accompanist. Rita is a noted musician in the Tampa Bay area and has worked with me in church venues and at Ruth Eckerd Hall with the Clearwater Chorus."

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