

A Successful Booth . . .

Has a lot of different elements that come together to make it a money-maker for your organization. With a little ingenuity and the help of this information you can have a money-producing booth at Saturday Live. Just follow the four steps, and we hope that you have fun while earning money at Saturday Live!

Successful Saturday Live Booths have the following elements:

1. Make your booth appealing and visible.

- **A canopy** really helps. **Ask** everyone you know if they have one that you can borrow. Otherwise, consider renting (the striped ones at Party Time Plus were \$35 last time I checked). Ask the Foundation for ideas.
- **Signage** is critical. **What** are you selling? If your group has a banner, bring it. Look appealing. Decorations are helpful.

2. Come up with a practical good idea and do the math!

- Although we want the event to be affordable for the families that come, your goal usually is to make money. A drama club may want to practice dramatic skills telling fortunes, but probably won't make much money. However, it is still a fun booth to have.
- For the rest of you, figure out how much money you're going to make. If your idea is to make balloon animals, then time yourselves making the animals. If you have a steady stream of kids for 6 hours, but you can only make 25 balloons an hour, how much will you need to charge to make \$600? Yep, \$4.

3. High volume, lots of activities, and/or expensive unique activities make money.

- A high volume activity might be the big slide or troll bridge. Charge only a ticket or two, but you can run 400 or more children through an hour.
- Some groups bring out their own carnival and do 6 activities at a time. If you have a little manpower, you are guaranteed to do well.
- Unique activities that can charge a lot (the climbing wall, the Haunted House) do very well. Think about doing a second haunted house for younger kids by using a big tent.

- Check the internet for more great ideas.

4. Some Practical Things:

- **Start counting tickets early in the day.** You have to bundle them in single stacks of 100. Bring a bucket to collect tickets – the information booth has a few if you forget.
- **Get stuff donated.** Keep costs down by asking stores for donations. Where do parents of your students work? Their businesses are likely to donate if asked. Throw in a raffle! Try to get your prizes donated.
- **Ask the Foundation for help.** If you sell food, ask to be clustered with other groups that sell food, but different food. Be your own advocate. Tell us about your activity so we use it when talking to the press. Feel free to ask us for ideas.