



## House Concert Guidelines

**Thank you for your interest in hosting these Story Crossroads fundraiser events.**

Take part in this fundraiser house concert series and expand your experience as a person who loves the creative arts. No matter your experience with storytelling, house concerts can be intimate and relaxing or intense and elaborate depending on the host. Usually the audience is for adults, though you choose who to invite. Story Crossroads provides the professional storyteller who performs at your house concert with superb delivery and flair. The story artist is paid from half of what is raised while the other half benefits Story Crossroads.

**Experience a successful house concert while furthering storytelling in your area.** Please call/text Rachel Hedman at (801) 870-5799 or email [info@storycrossroads.org](mailto:info@storycrossroads.org). Explore [storycrossroads.org/HouseConcerts](https://storycrossroads.org/HouseConcerts).

### What do others say about House Concerts?

*My favorite venue has long been the house concert. It's also an ideal setting for a full-day telling of an epic, with those all-essential body breaks and imagination intermissions.—David Elliott*

*I have done tons of them and find them to be one of the most rewarding events I'm involved with, both for the audiences and the performer.—Michael Reno*

*House concerts are not a new idea, they have been happening for hundreds of years....The intimate and evocative nature of storytelling lends itself well to the simple comfort of a house concert. Each House Concert is as unique as the host. Some are cozy and sweet, others evocative, salon-like and deep. Intentions and 'themes' range from the nature of the universe, to tales from Scotland, to initiatory myth.—Tracy Chipman*

### What are the expectations of the House Concert Host?

Welcome at least 15-40+ friends and neighbors to your home and provide a warm and inviting atmosphere. Always invite 5-8 times more than what you wish as your minimum-sized audience. This concert tends to attract adult audiences though the storytelling itself can usually be great for ages 8+ while other themes could be best for those aged 10+. The concert will last 60 minutes followed by refreshments (provided by you). The professional storyteller is provided by Story Crossroads as a high-quality and engaging performer.

### What is the cost to the Audience Members?

Each person is suggested to donate \$15 or each couple/family is suggested \$25. Welcome anyone who wants to attend whether they donate or not yet be clear this is a fundraiser concert. Whether in-person or virtually, people can donate through [storycrossroads.org/donate](https://storycrossroads.org/donate) (Venmo/PayPal). Cash and checks are also accepted.

# House Concert Guidelines (Continued)

## What are the location options and technical needs for the House Concert?

Normally a house concert happens in your living room. This kind of concert can actually be a backyard, garden, or campfire concert depending on the mood you wish to convey. Whatever atmosphere you decide, please let the professional storyteller know at least three weeks in advance (information provided by Story Crossroads). Keep in mind that you want an area that can seat 40 or more people comfortably in chairs. You can ask neighbors to pitch in for chairs or even rent some chairs cheaply. We provide the sound system and ethernet cord/equipment for live-streaming. We will need to know where your modem is in comparison to the distance from the stage area. Find a place where the storyteller can stand or sit and be seen by everyone there. Keep in mind that if you have the storyteller near the front door, late comers could disrupt the mood. Some people run lights from the front door to the back door with a sign “House Concert in Process...Join us without interruptions.”

## What are the timeline and most effective ways to invite people to the House Concert?

**THREE WEEKS BEFORE HOUSE CONCERT (or sooner)**—Send invitations to people from the template we update for you. People respond best by in-person invitations and/or individualized texting. Facebook and email are great ways as reminders and not as the sole means to invite. Some people have taken fliers and placed them on doors in the neighborhood. Ask for RSVPs and encourage online registration at [storycrossroads.org/HouseConcerts](http://storycrossroads.org/HouseConcerts). While registration is not required, it does help plan the number of chairs and refreshments. Invite anywhere from 75-200 people so at least 15 people will attend. If there are schedule conflicts or people feel ill, encourage them to enjoy the live-stream during or after the presentation. Story Crossroads creates fliers and/or bookmarks that you can print and distribute. Story Crossroads will also invite people who are already part of the Utah storytelling events email list and Story Crossroads e-newsletter. As host, it is expected that the majority of the audience will come from your contacts. Sometimes the storytellers themselves have a following. Your address is shared with those who register or by you in reaching out to others. Make arrangements for having enough chairs. Decide how you will do refreshments—potluck, catered, all provided by you, etc.

**ONE WEEK BEFORE HOUSE CONCERT**—Call and/or text anyone you have not heard back from yet. Let them know that this is a perfect date opportunity or that they can bring other people with them.

**DAY BEFORE HOUSE CONCERT**—Do a last round of calls and/or texts to people. Call the storyteller and go over the plan for the evening (how to introduce the storyteller, teasers of what the storyteller will share, etc.). Otherwise, a representative from Story Crossroads can emcee. Anyone who has registered online will get automatic reminders of your address as well as the live-stream option.

**DAY OF HOUSE CONCERT**—Enjoy! Delight in the stories while surrounded by friends. Eat. Gather donations.

**DAY AFTER HOUSE CONCERT**—Send a thank you note to your storyteller. Share feedback with Story Crossroads.

## Possible Text/Email invite wording (replace with your details):

Elizabeth! Friday, February 27 from 7-8pm is our 99th House Concert in Salt Lake City (indoors) and live-streamed featuring Kira Larkin performing “Fairy Tales Retold” great for all ages. See details/registration at <http://storycrossroads.org/HouseConcerts>. I would love to see you! Let me know.

