

FUNDRAISING GUIDE FOR MUSIC PROGRAMS AND SCHOOL BANDS



A free resource for band programs, choirs, orchestras, and school music departments from [Healthy Fundraiser Hub](#)

The Real Costs Music Programs Face

Instruments are expensive to buy, repair, and maintain, and many programs rely on aging equipment that needs constant upkeep. On top of that, competition and travel fees, uniform costs, sheet music and licensing, and guest clinician fees all add up — often with a music budget that hasn't kept pace with rising costs.

Common Problems Music Programs Are Trying to Solve

- Instrument purchase, repair, and maintenance costs, especially for larger or specialty instruments
- Uniform costs for band, choir, or orchestra performances
- Competition and travel fees for competitive ensembles
- Sheet music, licensing, and guest clinician or conductor fees
- Scholarships for students who can't afford instrument rental or program fees

Fundraising Ideas Built Around Music

Concert and event-based ideas

- Ticketed concert or showcase with a suggested donation on top of the ticket price
- Sponsor-an-instrument or sponsor-a-uniform campaign tied to a specific need
- Guest clinician workshop with ticketed entry
- Alumni band or choir reunion performance

Recognition and sponsorship ideas

- Program ad sales for local businesses at concerts and competitions

- "Adopt an instrument" style recognition for repairs or replacements
- Named sponsorship for uniforms or specific equipment
- Booster club sponsor packages tied to the concert season

Everyday, low-effort ideas

- Round-up-at-checkout prompt when families pay for uniform or instrument fees
- Donation jar or QR code sign at concerts, labeled with the specific need
- Merchandise sale (shirts, buttons, show programs) with proceeds tied to a specific cost
- Student spotlight or performance clip posts on social media that double as a soft fundraising ask

Getting a Concert QR Code Right

- Keep the sign message specific: "Scan to help repair our tuba section" works better than "please donate"
- Place it at the entrance or program table, where families naturally pause before or after a concert
- Test the link on a phone before printing — a slow page loses supporters fast
- Pair the code with a photo of the instrument or need its funding
- Refresh the sign as the specific need changes, so families see real progress

Building a Donor Network

- Start with your inner circle: band and choir families, longtime supporters, and booster club members
- Move outward to local businesses, music stores, and community arts sponsors
- Ask families whether their employer offers matching gifts for education or arts programs
- Keep a simple worksheet: name, relationship, likely gift level, best way to ask, follow-up date
- Recognize donors consistently in concert programs and at performances

A Simple Campaign Timeline

- **Two months before the concert or competition season:** confirm the specific goal and get director buy-in
- **One month before:** start promoting at rehearsals, in the program newsletter, and on social media
- **During concert season:** use lobby signage, program ads, and a visible progress tracker
- **Within a week after a major concert or competition,** share the final total and thank the supporting families

Curious About an Easier Option?

If you're looking for a low-effort way to raise support between concerts and competitions, [check out our free fundraiser.](#)

Frequently Asked Questions

What's the easiest fundraiser for a small music program with limited volunteers?

A concert QR code paired with a round-up-at-checkout prompt at uniform or instrument payment requires almost no ongoing effort once it's set up.

How do we get parents to donate beyond instrument rental and uniform fees?

Tie the ask to something specific and visible, like an instrument repair fund or a competition travel goal, rather than a general program fund.

Should we fundraise separately for instruments and travel, or combine them?

Keep asks separate when possible. An instrument repair fund and a competition travel fund are two different stories, and combining them can make the ask feel vague.

How often should we run a fundraiser without it feeling repetitive?

Time bigger pushes around concert and competition season when families are already engaged, and let a low-effort background option carry ongoing support the rest of the year.

This guide is provided by [Healthy Fundraiser Hub](#) for general planning purposes. This resource does not guarantee any specific fundraising outcome, and any program mentioned should be independently reviewed before your organization participates.