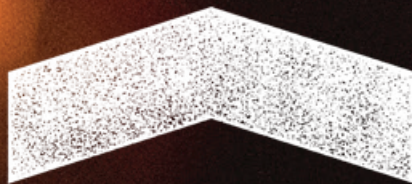
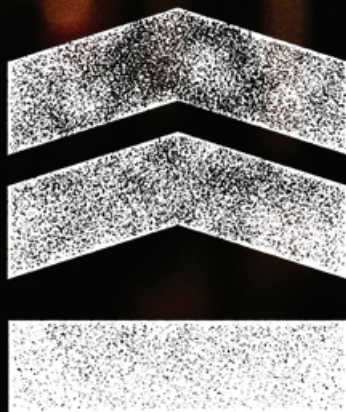



**HÔUSE
CONCERTS**

HOST GUIDE



have fun—do good
—be inspired





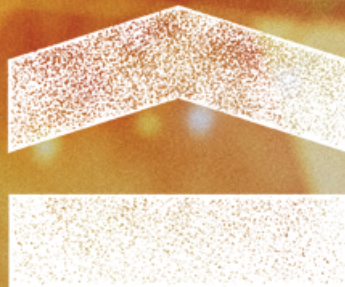
Thank you for your interest in hosting a House Concert.

We hope you'll find it a really fun and enjoyable experience. Creating a successful House Concert is actually really easy and doesn't require much work at all. But in case you're worried, here are some tips to help you along the way!

WHAT

A House Concert is best described as an intimate experience. Named as such because they are often hosted in someone's living room or backyard—but they can also be held in any smaller space.

Your house doesn't need to be pristine or 'cool' to host a House Concert, it just needs to be there. House Concerts allow both the audience and the artist to experience an intimate performance in a comfortable setting where you have the opportunity to really engage with each other. This is not a party with background music, but a sit-down concert in the comfort of your home or backyard.



WHY

**House Concerts exist so you can have fun,
do good, and be inspired!**

Who doesn't love the idea of having a concert in the comfort of your own home? It's an experience like no other and your friends are sure to be keen. It's a one-of-a-kind, fun event that requires minimal effort on your part.

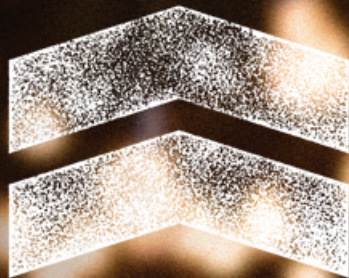
Compassion Artists, along with being incredibly talented, are passionate about helping children living in poverty. Through the intimate setting of a House Concert, the artist is able to talk about their journey, not only through music and life but also with Compassion.

How this occurs will be different from artist to artist. What will be the same is the authenticity of what they're sharing. There will be the option for attendees to sponsor a child or donate to a Critical Need, but it's not the sole focus on the evening.

House Concerts aren't about your house. It's about the feeling you get when you know you're part of something really special. It's about the connections you'll make with the other attendees and the artist.

HOW

Now to the less exciting, but
equally important part of your
House Concert—the logistics.



Venue:

If your living room is big enough to accommodate 20 to 50 people, you're good to go.

Before you start panicking, you don't need to have 50 people at your house, the best size audience is 10 to 30 people. You may need to move your furniture around to accommodate everyone.

People could sit on the floor or bring their own folding chairs or throw pillows. It might end up being a bit snug, but part of the charm of a House Concert is the cosy environment. If your living room can barely fit your best friends for a movie night, you don't need to be restricted to inside. House Concerts can take place in your backyard or garage.

Your house doesn't need to be in immaculate condition or decked out in expensive or artistic furniture. The only requirement is that people can fit. It's that simple!

As there will be minimal sound equipment, artists are encouraged to play and sing acoustically. Some artists may choose to use a small sound system, either inside or outside the house. If they bring sound equipment, it will be just enough to make for a complete experience without being too loud for the neighbours.

Please note House Concert doesn't mean house party. In the spirit of a traditional concert, the purpose is still to enjoy the music. House Concerts are not created to be entertainment for an existing house party or function.

Artist:

Now onto the bread and butter of House Concerts—the artist.

Once you've agreed to host a House Concert, we'll connect you with a Compassion Artist in the local area to help you organise your event. The artists available to perform at your House Concert have been hand-picked by Compassion. We have strong relationships with a diverse group of artists who all have two things in common: they share the same values as Compassion, and they're all extremely talented.

Alongside performing their music acoustically, the artist will take the time during the performance to share

about their own personal journey with Compassion. What is shared will change depending on the artist, but what stays the same is the authenticity of their story. Through this, there will be the opportunity for those attending your House Concert to start their own Compassion journey by sponsoring a child.

To help support the local artist, we would ask that you give people the opportunity to make a small donation as a thank you to the artist for their time. We recommend between \$5 and \$15 per person, but this is simply a suggested amount.

The Compassion Artist performing at your House Concert will all depend on where you live—but don't worry, our artists are all incredible performers.



“

I LOVE THE WORK OF COMPASSION
BECAUSE EVERYTHING IT DOES IS
CENTRED ON REAL RELATIONSHIP.
REAL LETTERS FROM A REAL CHILD
WITH REAL PAIN BUT REAL JOY ALSO.
COMPASSION OFFERS REAL SOLUTIONS,
REAL HOPE, AND MOST IMPORTANTLY,
THE REAL GOSPEL.

- GREG COOPER

”

Promotion:

The whole idea behind House Concerts is to make a good thing happen and enjoy yourself while you're doing it.

There's no need to go overboard. All this promotional stuff doesn't have to occupy your every waking moment, but don't expect it to happen overnight.

Limit the number of people attending to what the room can comfortably hold. However, it's best to invite more people as not everyone will be able to make it. To avoid overcrowding, ask people to confirm their attendance and even pay upfront—this will help prevent the problem of turning people away only to find there are several no-shows.

House Concerts are small and intimate so try and make your invitations just as personal and special. This could be through social media requests, a phone call or text, email, or a hand written postcard. To protect your privacy, don't include your address on social media. Send details privately to people who are coming to help you keep better track of the number of people attending, as well as avoiding unwelcome guests.

WHEN YOU SEND OUT INVITATIONS, BE SURE TO INCLUDE:

- ☐ The name of the artist and a short description of their music
- ☐ Date and time
- ☐ Address information, with clear directions and parking instructions
- ☐ If there is a suggested donation, typically \$5 - \$15 per person
- ☐ If you would like people to bring some food or snacks, include your phone number so you can coordinate



Suggested promotional timeline:

Four to six weeks out

Start telling your friends about your House Concert through word of mouth, social media, email, or what your phone was originally created for—calling people! As House Concerts are small, handing out printed invitations and personally inviting people will make it easier to fill the room.

Two weeks out

Send a reminder to the people who are coming and let them know if any details have changed. Maybe include a link to the artist's website so they can learn more about who will potentially become their new favourite artist.

The week of the House Concert

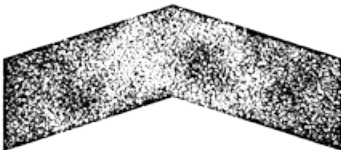
Try to call the people you've invited to follow up on attendance.

The day of the House Concert

The biggest day of your life has arrived. Well, one of them. Text and email people to remind them of the start time, give fool-proof directions and advise on parking. If you've asked attendees to bring along delicious food to share, remind them so they don't show up empty handed.

On the day:

- ☐ If you'd like people to bring food, help coordinate the meals.
- ☐ While we love our furry little friends, an excitable pet running around during the show can be distracting for everyone and distressing to your pet. If you can, it would be best to put them away in a safe space.
- ☐ Create a clear space for the "stage" and one for the audience. Even though it's an informal setting, if you can give the artist the most visible spot with the best lighting and acoustics, it will help make for a better show.
- ☐ Use mood lighting! It's helpful to have some ambient lighting, fairy lights, a few lamps or overhead lights on a dimmer to set the mood. But don't stress if you have no control over the lights.
- ☐ Before the artist begins performing, put on some background music at a moderate to low volume so people can meet each other and chat before the show.
- ☐ To keep the setting intimate, ask people to turn off their mobile phones. Minimise any unnecessary noise and be aware of the noises of your house, such as loud dishwashers or washing machines running.
- ☐ Have fun and enjoy your front-row, comfy seat to incredible music!



Notes:





SUPPORTING:



Need more information or help
email houseconcerts@compassion.com.au