BEN CUMMINGS · FundraiserMindShow.com

BREATHLESS · FUNDRAISER GUIDE

Fill the Room. Raise the Money.

A step-by-step playbook for a sold-out, no-risk fundraiser with Ben Cummings.

$0	60 min	16+
UPFRONT COST	SHOW LENGTH	BEST FOR AGES

In This Guide

01	Welcome	02	How It Works	03	What You Earn
04	Selling Tickets	05	Promoting Your Show	06	Raise Even More
07	Room & Setup	08	Your Volunteer Team	09	Show Day Timeline
10	After the Show	11	Questions	12	Get Started

01 Welcome

Thank you for considering Breathless for your fundraiser.

This guide walks your team through every step, from the first ticket sold to the final standing ovation. Keep it handy, share it with your committee, and call Ben anytime with questions at +1 561 247 5290.

02 How It Works

It costs your organization nothing to get started. Ben brings the complete show and a ready-made promotion kit. Your team sells the tickets. After the show, ticket sales are split according to the chart below, and you keep the rest.

YOUR FREE PROMOTION KIT

- Printable poster and flyer, customized with your date, time, venue and price
- Ticket templates, or help setting up online ticket sales
- A ready-to-send press release and photo for local papers
- Social media graphics and a Facebook event description
- A church bulletin blurb and a 30-second announcement script
- An introduction script for your Master of Ceremonies

03 What You Earn

The more tickets your team sells, the bigger your share.

TICKETS SOLD	YOUR ORGANIZATION KEEPS
Up to 74	40%
75 to 124	50%
125 or more	60%

EXAMPLE

Your team sells 110 tickets at $25 each, for $2,750 in ticket sales. At 110 tickets your share is 50%, so your cause keeps **$1,375**, plus everything from raffles, desserts and donations (see section 06). No risk, no upfront cost.

04 Selling Tickets

- **Give every member a goal.** Ten tickets each is a great start. Ten members selling ten tickets fills a room.

- **Start with friends and family.** Personal asks sell the most tickets, by far.
- **Sell online, too.** A free ticketing page lets guests buy from your Facebook post or email. Ben can help set it up.
- **Offer business sponsorships.** Ask local businesses to buy a block of 10 tickets for employees or clients, and thank them from the stage and in the program.
- **Raise the price at the door.** Charging $5 more on show day pushes people to buy early.

05 Promoting Your Show

- **Posters and flyers:** church hall, local cafes, libraries and shops. Always ask permission first.
- **Church bulletin and pulpit:** run the blurb for three weeks, and ask for an announcement after services.
- **Facebook and Nextdoor:** create an event, share it in local community groups, and post weekly countdowns.
- **Email:** send to your member list at four weeks, two weeks and three days out.
- **Local newspaper:** send the press release two to three weeks ahead. Ben is happy to do a phone interview.
- **Community calendars:** free listings on local news, radio and tourism websites.
- **Radio and morning TV:** stations love a mind reader. Ben can do a live phone or on-air demonstration if his schedule allows.

06 Raise Even More

The show fills the room. These add-ons turn a good night into a great one, and 100% of them goes to your cause.

- 50/50 raffle or basket raffle
- Silent auction table
- Dessert, coffee or concessions
- A donation moment from the stage, introduced by Ben

- Sponsor recognition in your program

07 Room & Setup

- A small stage, or a cleared floor area about 16 by 12 feet at the front of the room
- Theater or banquet seating for 10 to 120 guests
- A sound system with a hands-free microphone: a wireless lavalier (clip-on) or headset mic. No handheld mics, since Ben performs with both hands.
- A small table and a few chairs for volunteers
- A quiet room nearby for Ben to prepare

Please have your sound tech or a volunteer test the mic with Ben when he arrives. No other help is needed to load in.

08 Your Volunteer Team

- **Master of Ceremonies:** welcomes guests and reads Ben's short introduction (provided).
- **Ticket takers:** check tickets at the door. Everyone attending needs a ticket except volunteers who are working.
- **Greeters and ushers:** help seat guests, and reserve accessible seats near the front.
- **Raffle and concession helpers:** one or two people for each table.

09 Show Day Timeline

WHEN	WHAT HAPPENS
2 hours before	Ben arrives and sets up. The performance area should be clear.
1 hour before	Doors open. Raffles, desserts and seating begin.
15 minutes before	Your MC announces the show will start soon.
Showtime	Your MC introduces Ben. Breathless runs about 60 minutes.
After the show	Raffle drawings, meet and greet, then settlement.

10 After the Show

Ben stays to meet guests and answer questions. Then you settle up together: count the tickets sold (return any unsold paper tickets, or share the online sales report), and pay Ben's share by check. Ben packs down in about 30 minutes.

Congratulations, you did it. Many groups book Breathless again as an annual event, and the second year sells even faster.

11 Questions

Is it right for kids?

The show is clean and family-friendly, and works best for ages 16 and up.

Is Ben a psychic?

No. Breathless is entertainment built on skill, psychology and showmanship. Ben makes no supernatural claims.

Is it appropriate for a church audience?

Yes. The show is respectful and faith-friendly.

How far ahead should we book?

Eight to ten weeks gives you time to promote and sell.

What if we sell out?

A second show may be possible if Ben's schedule allows.

Can guests take photos?

Photos before and after the show are welcome. Please no video during the performance.

Can we book again next year?

Yes, and returning groups get first choice of dates.

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12 · GET STARTED

Ready to Plan Your Fundraiser?

Tell Ben your date and your cause. He'll reply personally within one business day.

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