



# House Concert Guidelines

**Thank you for your interest in hosting these fundraiser events so the Story Crossroads Festival remains strong.**

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.

**Follow the guidelines below to experience a successful house concert while furthering storytelling in your area.** For questions, please call Rachel Hedman at (801) 870-5799 or email [storycrossroads@gmail.com](mailto:storycrossroads@gmail.com). Go to [www.storycrossroads.com](http://www.storycrossroads.com) to learn more about House Concerts as well as other events including the Festival.

## **What do others say about House Concerts?**

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*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?**

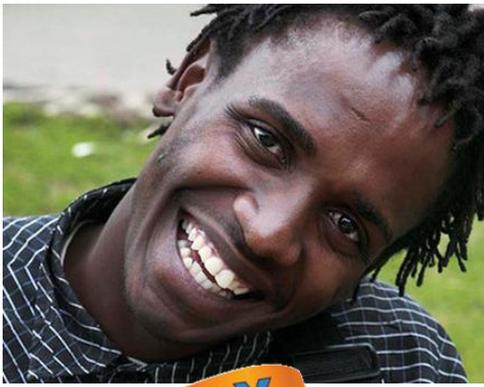
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Welcome at least 15-40+ friends and neighbors to your home and provide a warm and inviting atmosphere. Always invite three times more than what you wish as your minimum-sized audience. This concert venue is designed for teen and adult audiences and must be indicated on the invitations. Refreshments, whether provided by the host or by pot luck, is recommended. The concert will last 60 minutes while the refreshments and mingling occur the following 30 minutes or so. The professional storyteller is provided by Story Crossroads as a high-quality, engaging, and often specialty-focused performer.

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

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Each person is asked to give the suggested donation of \$15.00+ though any amount is appreciated. Welcome anyone who wants to attend whether they donate or not yet be clear that this is a fundraiser concert series.



# House Concert Guidelines

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

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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. Ask us about a sound system we can lend for free. Any outdoor venue—no matter the intended size of the audience—must have a microphone for the storyteller. Even a living room is a place to use a microphone to accommodate the listening pleasure of the audience. 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?**

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**THREE WEEKS BEFORE HOUSE CONCERT**—Send invitations to people from the template we update for you. People respond best by in-person handing or mailing fliers. Facebook and email are great ways as reminders and not as the sole means to invite. Ask for RSVPs. Invite anywhere from 50-100 people so at least 15 people will attend. These template invitations must be used so it is clear that there is a \$15.00+/person suggested donation. Story Crossroads will also invite people who are already part of the Utah storytelling events email list but will not give out your address if desired. Your city will be indicated. Your address will be given only when people email us for more details. Make arrangements for having enough chairs. Decide how you will do refreshments—pot luck, catered, all provided by you, etc.

**ONE WEEK BEFORE HOUSE CONCERT**—Call 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 to people. Call the storyteller and go over the plan for the evening (how to introduce storyteller, teasers of what the storyteller will share, any other details).

**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.