



“TAKE A CHILD TO THE THEATRE”

1. Who are the donors?

The donors are the *audiences* who come to the theatres of members of National Centers and Networks.

2. How does this fundraising campaign work?

The first step is that National Centres /Networks spread the campaign to their members who have theatres and engage audiences.

On the occasion of the World Day of Theatre for Children and Young People , March 20 2020, each one of the theaters participating in this campaign organizes a small fundraising focus directed to its audience:

The participating theatres have at their disposal all the material necessary about the projects that are to be supported; including videos, images, campaign copy etc.

Suggestion for message to audiences: *We ask each of our audience members to donate 1 EUR (1 USD, 1 GBP, 10 DKK...) in order to support the campaign Take a Child to the Theatre.*

Clearly, in each country the currency and the amount are different, but the audience is being asked for a small amount that will not make a great difference to their pockets.

The theatres can dedicate one or more events to the campaign, during the week around World Day of Theatre for Children and Young People, March 20, 2018. The amount collected is sent by the theatre, as a donation, directly to ASSITEJ International *or* to the National Center/Network who then sends all the amounts collected to ASSITEJ International.

3. Who benefits from the fundraising?

In 2021 up to three festivals run by ASSITEJ centres which operate in conditions of economic distress will be granted support from this campaign. This support **must be** to permit free tickets, services of transport or other mechanisms to facilitate the children’s access. Excluded from this fund are the countries of the ASSITEJ EC members.

4. The role of ASSITEJ International

- Selection of the projects to support;
- Preparation of the tool kit, to make the goals of the fundraising clear and compelling to the audience of the theatres, including statistics such as 3 USD will send 1 child to the theatre;
- Coordination of the campaign and its promotion;
- Preparation of the World Day of Theatre for Children and Young People messages and videos in good time.

5. The role of the Centers and the Networks

- Promotion of the campaign to members with theatres and audiences, activating a large number of participants;



- Translation of the tool kit into the national language, if necessary;
- Collection of the donations from participating theatres to transfer to ASSITEJ International.

6. The goals of the pilot Take a Child to the Theatre fundraising campaign

- To obtain the collaboration of 10 National Centres/Networks in 2020
- To involve 100 Theatres (an average of 10 theatres per each Centre or Network)
- To aim for a minimum of 50 EUR /USD each Theatre, for a total amount of 5.000 EUR/USD
- To enable access to participation for children at up to three international festivals who are experiencing economic distress.
- To report on the success of the pilot campaign to all members.
- To create the communication necessary for broader involvement of members in 2021.

Please contact Louis Valente, Secretary General if you wish to take part or have questions and comments: sg@assitej-international.org



In 2019 the funds collected by ASSITEJ Italy supported Tamasha Festival in Pakistan to transport nearly 800 additional children from remote areas to attend the festival.