Our program was created knowing the limited time we all have. 12 weeks prior to the program volunteers were recruited, explaining the scope of the event. During this time, we met and created subgroups to reduce the amount of time conflicts a bigger group would have. 8 weeks prior to the program social media and newsletters and save the date were publicized and improv practice at performers homes began in the subgroups. Semi-professional volunteers coached some groups of performers during this process. One week prior to the event food and beverage and set up crews were mobilized. During the night of the event, there were 12 improv skits. We performed to over 150 people. That evening prior to the performance alcohol and light refreshments were made available. During the event, snacks were placed on tables. At intermission, a crudité and cheese platter was made available. At the conclusion we had coffee and dessert.

We generating a profit and had an over abundance of food and drink left over for other events. We charged advance ticket sales of $100 for a table of 10. $15 per person in advance. $20 at the door.

Doubters thought the price was too high before the event. Exit questions were asked and all had a great time and thought admission for deliverables was priced as a bargain.

If we want for next year to increase revenues an adbook could be implemented.