Marketing the Comedy Show

1. If there is a Jewish Community Center in the area, block the date on their calendar as early as possible.
2. Make sure it gets on the monthly events calendar for the Jewish community and in the local paper.
3. Getting the clergy and lay leadership involved leads to lots of talk about what they are doing from the Bimah. They talk about coming to see them because we are raising money for a cause.
4. Make a large display poster for the lobby of the synagogue for all to see at least 2 months in advance.
5. Send e-blasts every week.
6. Include in the synagogue newsletter for 2-3 months prior to the show.
7. When selling the tickets, let people know that they can donate tickets if they cannot attend. Donated tickets are distributed by the clergy, so no-one knows who is in need. A copy of the video was sent to those who donated tickets.
8. Allow purchasers of a block of seats to have preferred seating.