

THANK YOU FOR HOSTING A LUTHER COLLEGE MUSIC ENSEMBLE!

Our students and conductor look forward to performing in your community. All of us are grateful for the time you and your team will spend to ensure the event is a success.

The touring program offered by the Luther College Music Department represents a robust tradition of sharing our talented student musicians with the region, nation, and world. We are proud that 6 of our music ensembles - made up of students who are music majors and many who are simply talented enthusiasts - incorporate touring into their annual performance calendar. Our tours couldn't be successful without your partnership and support, providing our students with valuable performance opportunities and providing your audience and community with a memorable and enjoyable experience.

This guide has been developed to assist you and your team throughout the planning process. Each segment contains helpful information and links to supporting documents. The majority of the information provided in these pages applies to hosting any of the Luther College music ensembles. At times, there will be specific information that pertains to your individual community and to the specific ensemble that you are hosting. You can scroll through the information page-by-page, or you can use the links to jump around to a specific section.

<u>Hosting is a</u> <u>Team Effort</u>	<u>Timeline</u>	<u>Meals</u>	<u>Housing</u>
<u>Performer Fees</u>	Facility Needs	Publicity & Promotion	<u>For More</u> <u>Information</u>

Please share the information within this document with everyone involved in planning for our visit. Keep this document available so that you and your team can refer to it throughout the planning process. Do not hesitate to reach out at any time for clarification or additional information or with any questions you may have.

Sincerely,

Susan Potvin

Director of Music Marketing

Luther College • 700 College Drive • Decorah, IA 52101

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LUTHER COLLEGE TOURING MUSIC ENSEMBLES

Choral Ensembles

Nordic Choir



Collegiate Chorale



Cathedral Choir



Instrumental Ensembles

Symphony Orchestra



Jazz Orchestra



Concert Band



SUCCESSFUL HOSTING IS A TEAM EFFORT

When you agree to host a Luther College music ensemble, you shouldn't try to handle all the details alone! The most successful tour performance events have occurred in communities where a committee of 4-6 people have worked together to plan and prepare. Those coordinators often recruit subgroups of additional volunteers to assist. Below are some proven ways to divide the tasks. Give these a try, or devise a plan that works best for your organization.

Position Name	Summary of Responsibilities
Primary Contact	 → Names coordinators for each subgroup. → Leads planning meetings for all coordinators. → Monitors progress of subgroups through occasional check-ins. → Communicates regularly with the tour manager at Luther College. → Delegates responsibilities and assists where needed. → Understands organizational, community, and regional COVID-19 protocols and requirements and keeps in contact with the tour manager as situations evolve.
Publicity Coordinator	 → Oversees all efforts to make the public well-informed about the concert. → Develops a plan to publicize the event to audiences both within and outside of your organization. → Distributes posters and/or coordinates their placement around the community → Uses templates and other provided materials (found within the Host Toolkit) to promote the event to the community, media, and online audiences.
Facilities Coordinator	 → Reserves performance space, dressing rooms, and all other spaces needed. → Makes arrangements for facilities to be cleaned, bathrooms stocked, etc, before and after the event. (Our students take pride in leaving spaces as we found them or better!) → Oversees the clearing of the performance area (esp. within a church sanctuary) before ensemble setup and the placement of items back where they belong following the performance. → Knows how to adjust heating or cooling temperatures within the building. → Has keys or other access to lock or unlock necessary spaces. → Understands emergency routes or safe spaces in the event of an emergency.
Meal Coordinator	 → Facilitates planning, preparation, and serving of the group meal prior to the concert. → Plans for menu accommodations that fit dietary allergies or special needs. → Recruits volunteers to assist with preparation, serving, and cleanup of meals. → Serves as contact person for any post-concert reception planning.
Housing Coordinator	 → Recruits local families to house groups of at least 2 students overnight. → Maintains accurate and complete records of host contact information. → Matches local hosts to groups of students and submits a completed list to the tour manager one month prior to the concert. → Creates signs of student names for local hosts to hold up to assist with the match-up process. → Remains available "on call" in the extremely rare event of an overnight emergency where the tour manager may need to retrieve a student from a local home.
Financial Coordinator	 → Develops a plan to secure the funding for the minimum performance fee. → Coordinates ticket sales locations beyond tickets.luther.edu, if ticket sales are used. → Counts and records freewill collection funds, if a freewill collection is taken at the performance. → Requests the processing of a check for the total performance fee amount, either from a direct budget line or including the ticket sales and/or freewill collection funds. → Confirms that check is mailed as soon as possible to Luther College Music Department, attn: Susan Potvin, Jenson-Noble Hall of Music, 700 College Drive, Decorah, IA 52101.

OVERALL TIMELINE of KEY PREPARATIONS

The checklist below provides a summary of what should happen as your organization prepares for hosting a Luther College music ensemble. No single person should be responsible for every aspect of this list. This overview is intended to summarize the key components of a successful planning campaign.

will perfo	orm in on	at	t .
(ensemble)	rm in on _ (community/venue)	(date)	(time)
Approximately 6 months before the	concert:		
for and hosting the concert. Update all relevant calendar School, church, facili Reserve any necessary roor Become familiar with (and sh	ms within the facility. hare!) the online presence of the Lutl ook, Instagram, Twitter , Spotify, Amazon Music, and Apple I	on. her College Music D	
□ Look for department- □ Meet with tour manager at complete in-person or hosting experience, and □ For Zoom option, hose the tour manager.	ewide content and ensemble-specific concert site or via Zoom using a portal virtually will be determined based or ability for host to meet virtually. It will need to easily move about the emembers are welcome to attend if	able device In distance from Dec building to show va	
Approximately 5 months before the Meet with committee chairs are event and executing all response	to outline strategy for promoting the	Date:	
□ Local or regional arts □ Music booster organi □ Begin recruiting host families □ Collect name, addres □ For allergy purposes □ Students must be ho	ups to contact about the event, e ELCA hoirs, or orchestras Lion's Club, Rotary, service organiza s councils izations from area school districts	s for the host. ats or dogs.	

Two months before the concert:	
Duplicate and distribute tickets for selling, if ticketing is part of your	
organization's plan for concert revenue. A ticket template will be	Date:
provided for usage.	
Arrange for 2-3 volunteers to handle at-the-door ticket sales	
Stationed near the entrance to the venue.	
Begin selling day-of tickets at least 1 hour prior to the performant	ice.
Patrons who purchased tickets online in advance (through ticket	ts.luther.edu) will be listed by
name with the tour manager, who will be available to assist.	
Arrange for 2-4 volunteers to serve as ushers at the entrances to the vertex.	enue.
Take or tear attendees' tickets upon entering.	
☐ Hand out concert programs, which Luther College will provide.	
☐ Facilitate passing-the-plate, if a free-will offering is part of your of	•
revenue. This will occur at a designated time during the performan	ice, which will be
communicated with the ushers by the tour manager.	
☐ Receive the housing list from the tour manager approximately 8 weeks	prior to the event.
☐ Student allergies or dietary accommodations will be noted.	عمر النبي لمحم مط مما النب
☐ Students who may opt to stay with family or friends in the area v	viii also be noted, and wiii not
need to placed with a host family. ☐ Begin matching volunteer host families with designated student	groups
☐ Student groups may be divided or combined, but no student ma	• .
a ottadent groups may be divided of combined, but no student may	y be noused alone.
Four- to 6-weeks before the concert:	
☐ Watch for a package of posters to be mailed directly to the venue.	Date:
☐ Facilitate the hanging of the posters at the venue and around	
the community.	
Check in with area high schools and ELCA churches to request that the	poster they received directly
from Luther gets posted in a prominent location.	
Three weeks before the concert:	
Contact local newspapers and radio stations to confirm receipt of	Date:
the news release Luther will send.	
☐ Send completed housing list (volunteer host families matched with	
student groups) to tour manager.	
Prepare student name placards for host family match-up.	
One to 2-weeks before the concert:	
☐ Continue the publicity plan, including social media posts and shares.	Date:
☐ Announcements of concerts should be in bulletins, classrooms, etc.	
☐ Remind host families of their duties	
☐ Piano should be tuned (if ensemble will use it; check with tour manager	·)
· · · · · · · · · · · · · · · · · · ·	
Day of the concert:	Data
Meet the tour manager, conductor, and students upon arrival at the	Date:
venue, approximately 4 hours prior to the concert.	
Confirm that rooms within the venue are unlocked and available for usa	ne

Clear stage or chancel area of moveable furniture, or be prepared to di move and where to place items so the performance area can be setup for	
☐ Ensure personnel are available to assist with simple lighting, audio, or	custodial needs.
Prepare for the meal to be served to the students, conductor, tour many prior to the concert.	ager and bus drivers 2 hours
Prepare for ushers and ticket sellers to arrive 1 hour prior to the concer	t.
Provide guidance for the students to put everything back in the proper concert.	place immediately after the
Oversee the host family match-up between local hosts and the college	students.
Inform the tour manager and host families of the time the building will be	e open the following morning
to accommodate any early drop offs.	
After the concert:	
☐ The next morning, be present or designate a representative to be	
present at the venue during student drop-off and loading of buses.	Date:
Unless handed directly to the tour manager, mail final payment to	
Luther College, attn: Susan Potvin, 700 College Drive, Decorah, IA	
52101. Checks should be made out to Luther College.	
Acknowledge committee chairs and other volunteers with a message o	f gratitude.
☐ Send newspaper clippings or publicity weblinks to the tour manager to archives.	be added to the college

PUBLICITY & PROMOTION

Effective and timely concert promotion will help attract the largest, most enthusiastic audience. If your organization has determined that concert revenue will be generated through ticket sales or freewill donations, the publicity and promotion efforts you make are extremely important.

Luther College will:	
☐ Provide host toolkit materials through a shared google folder. In it, you v	vill find:
☐ Audio and video clips	
☐ High- and low-resolution photos, suitable for virtual and print app	lications
□ Social media resources	
☐ Biographies of ensemble conductors	
☐ Ensemble background information	
☐ Host family support templates	
☐ Your Host Toolkit can be found by clicking this link.	
☐ Send customized concert posters to all high school music directors and	FLCA Lutheran churches
within 30 miles of the concert venue.	EEO, (Eathorain onaronoo
☐ Send a stack of customized concert posters to you/your venue.	
□ Look for a package from Johnson Printing in Rochester, MN.	
□ Posters will arrive approximately 4 weeks prior to the concert.	Date:
☐ Submit concert information to area community calendars	
☐ Send postcards and emails to Luther College alumni, friends and parent	s within 30 miles of the
venue.	
□ Postcards will be mailed approximately 4 weeks prior to the conc	ert
☐ An email campaign will occur in the final 1-2 weeks prior to the co	
☐ Send press releases to area media outlets approximately 3 weeks	
prior to the concert.	
☐ Create a Facebook event for the concert with your organization a	Date:
co-host.	
☐ Send an announcement to area churches for inclusion in their bulletins/r	newsletters two weekends
prior to the concert.	
☐ Update the <u>Luther College events calendar</u> with concert information (dat	e, time, location, admission
information and/or link to tickets.luther.edu)	, ,
As local hosts, your committee should:	
Promote the event early and often within your community. Consider:	
Church, school, or organization newsletter articles	
Bulletin announcements	
Announcements at rehearsals, concerts, worship services, and s	mall group meetings
Civic organizations such as Rotary, Lion's Club, PEO, service groups	oups
Area youth groups, both those associated with your organization	and those who are not
Contact local newspaper and radio stations to ensure postings of press r	releases sent by Luther
Share the Facebook event (created by Luther) from your personal and o	rganization's Facebook
pages	
Feature the concert on your website homepage the month of the concert	t.
Hang posters throughout your building and in the surrounding community	y at least three weeks in
advance of the concert.	
☐ Post the event information on your outdoor marquee, letter board, or dig	ital sign

Host Toolkits are available here for all ensembles. They include:
☐ Audio and video clips
High- and low-resolution photos, suitable for virtual and print applications
☐ Social media resources
□ Biographies of ensemble conductors
Ensemble background information
☐ Host family support templates

MEALS

Plan to provide a group meal at the concert site two hours prior to the start of the concert. In addition to the student musicians, 4 others will be present: the conductor, the tour manager, and two bus drivers.

The meal will last approximately one hour. The ensemble uses this time to share in fellowship and tradition through fun songs, awards, and skits. The meal will begin by all students being seated, and then dismissed one table at a time by the student leaders.

What should be served?

A healthy, balanced meal that includes lots of vegetables and fruits.
Ideas include baked potato bar, chili, tacos, potlucks, soup and sandwiches, and pasta dishes.
Leafy green salads with optional toppings are a great side option.
Fruit is a great option for dessert.
Water is the only required drink; coffee is often appreciated when possible.

Special dietary needs or allergies among the students will exist and will be shared with the host committee 6-8 weeks prior to the concert date. Please reach out to the tour manager with any questions about or clarifications on how to meet a special dietary need or allergy.

POST-CONCERT RECEPTION

On occasion, a reception is held for the ensemble following the concert. This provides a nice opportunity for the musicians, conductor, alumni, and audience to mingle and visit before all depart for the evening. As a sponsoring organization, if you wish to host a reception, please inform the tour manager in advance. Sometimes, the Luther College Alumni Office will request that a reception occur. If this is the case, Luther will facilitate any food and beverage offerings, serving, setup, and cleanup. You may be asked to help reserve the space for the reception.

When a reception does occur, student musicians should meet their host families as part of the event. After a few minutes of visiting, the students will change from concert dress, complete their assigned duties, and pick up their luggage before being ready to depart with their host family.

HOUSING

The robust music ensemble touring experience Luther College is proud of is built upon a foundation of kind and generous local families who volunteer to house our students overnight in their homes. Our students enjoy meeting and talking with gracious local families and making connections with music supporters of all agest.

A student rooming list will be shared with you at least 8 weeks prior to the concert, and will	Date:
 include information on pet and food allergies, when applicable. indicate any ensemble members who have made prior arrangements to stay with relatives or friends. 	
 list the students in groups of two and in groups of four; adjustments to gr can be made, provided no student is sent home alone with any host. need to be filled in with host name, address, phone number, email address, pet information, and smoking/non-smoking status 	oupings (smaller or larger)
need to be completed and returned to the tour manager at Luther one month prior to the concert.	Date:
The tour manager will	
 □ make hotel arrangements for Luther College conductors, staff, and bus of provide an adaptable template letter that you can use to help recruit host □ contact Luther College alumni in your area and share contact information interested in hosting students. It will then be your responsibility to follow-up 	families. In with you for those who are
The housing coordinator should	
begin recruiting a list of volunteer host families as soon as possible after As volunteers are secured, record their name, address, phone number, ema smoking information.	•
upon receipt of the rooming list, match local volunteer families to groups	
 ensure that no student be sent to a host home alone under any circumst verify that volunteer host families are known by someone in the organiza 	
reliability.	tion, to validate safety and
☐ arrange for a few "emergency households" that can take students in the family is unable to host at the last minute.	event that a scheduled
 complete the housing list and return it to the tour manager about one mo be transparent in communicating with the tour manager about any challe 	· ·
families. facilitate (or appoint a colleague to) the in-person matching of local familiary An easy and successful method is to create signs of the student hold up. After the concert, students will complete their assigned crew then find their family waiting in the lobby.	names for the local host to
Host families will	
□ attend the concert. It is up to the hosting committee if a reduced rate ad	•
families. If so, the minimum performance fee for the ensemble does not character provide transportation for the students after the concert and back to the morning. A timely return in the morning is very important! ☐ offer the students an evening snack.	•
- oner the students an evening strack.	

	□ provide comfortable sleeping accommodations for the students. Our musicians may share a bed between two students. Couches or air mattresses can be an option, but sleeping on the floor is not permissible.
	☐ provide a simple breakfast in the morning.
Tips fo	or Recruiting Host Families:
	☐ Customize the sample letter to share with potential host families.
	☐ Make announcements at worship services and include requests for volunteers in church bulletins and/or newsletters.
	☐ Contact music directors and music boosters at local high schools. It is particularly valuable to us if our students can be housed with prospective Luther College attendees!
	 ☐ Inquire with local civic organizations such as Lions Club, Rotary, PEO, etc. about volunteering. ☐ Reach out to households whose members are retired.
	 Contact recent "empty-nesters," who may appreciate having college age students around for a night. Use social media posts to organize friends and family in the area.
	☐ Recall that students must be housed in groups of at least 2. Larger groups are fine, but no student may be housed alone

PERFORMER FEES

Our music ensembles are fortunate to have the budgetary support of Luther College for the majority of our expenses, but that support does not cover every dollar of group travel. To aid in defraying a portion of our travel costs, we ask for a guaranteed source of revenue. This fee varies by ensemble, and can be funded by the hosting organization in a number of ways.

METHODS TO FUND THE PERFORMANCE FEE

- 1. Outright Payment from a Budget Allocation
 - Use budget dollars from a performing arts series or guest artist fund. Some organizations have
 the resources to write a single check for the flat rate per ensemble. This payment can be
 presented to the tour manager the day of the concert.
- 2. Collect Donations and Supplement as Needed
 - Collect free will donations from the audience and, if necessary, add funds from an available budget to reach the minimum performance fee. All donations should be counted immediately following the concert and the total collected communicated to the tour manager and financial coordinator. If the total amount collected through free will donations exceeds the minimum performance fee, 100% of proceeds are to be paid to Luther College.
 - An alternative to collecting free will donations from audience members is to seek out donors and financial supporters prior to the event. Some organizations have been able to raise enough funds in this manner to allow for a concert to occur at no charge to the audience.
- 3. Sell Tickets and Supplement as Needed
 - Sell tickets to the event and pay 100% of proceeds to Luther College. If the proceeds from ticket sales do not exceed the minimum performance fee, the difference should be paid from an available budget. Tickets can be sold online through tickets.luther.edu or in-person at a local business. Use the ticket template provided in the Host Toolkit to create a custom ticket for your location. Duplicate the number that you need. Ticket price should be set collaboratively between the primary contact, financial coordinator, and tour manager. Complimentary tickets may be given out at the discretion of the local committee. In addition to any advance ticket sales, please have people and extra tickets available for purchase at the door in the thirty minutes prior to the concert.

To minimize the amount of cash on hand through the duration of a tour, it is preferred that any performance fee dollars are processed through the host organization and sent as one check to Luther College as soon as possible following the performance. If this is not an option, please provide a secure space for the counting of money onsite at the conclusion of the performance. The financial coordinator is encouraged to be present to help verify the accuracy of the count.

Checks should be made payable to Luther College and mailed to:

Luther College, attn: Susan Potvin, Jenson-Noble Hall of Music, 700 College Drive, Decorah, IA 52101

FACILITY NEEDS

Reserv	ve the following spaces for 5 hours prior and 3 hours after concert start time:
	☐ Performance space, size depends upon ensemble. Refer to chart.
	☐ At least four dressing rooms, with all windows covered with shades or paper.
	☐ 3 rooms for students (at least 2 with space for 30-35 people)
	☐ 1 separate room for the Conductor
	☐ If the ensemble travels with a faculty soloist or accompanist, they will also need a room.
	☐ Meal area/kitchen
	☐ Pre-concert & intermission gathering space for the students
	☐ If a reception is to occur, reserve tables for serving area and mingling space for guests.
Items i	needed within the spaces:
	☐ Chairs and music stands, corresponding with the type and size of the ensemble. Refer to chart.
	☐ Two tables near the entrance to the venue
	One for ticket sales/will-call/freewill donations
	One for display of Luther College materials and/or merchandise (such as CDs)
	☐ Handheld microphone for the conductor to speak from the stage.
	☐ If available (such as on an auditorium stage):
	☐ Several 4'x8' platform risers
	☐ Acoustic shells
	☐ If concert repertoire requires, please have available:
	A piano, preferably tuned the week of the performance, or organ
	☐ The tour manager will inform of piano or organ needs at the earliest moment possible in the booking process.
	☐ If large items, such as percussion equipment or harp, are available in your venue for our usage,
	please let the tour manager know in advance.
Additic	nal notes:
	☐ Performance and audience areas should be cleaned prior to the ensemble's arrival.
	☐ Bathrooms should be stocked and trash cans emptied.
	☐ Staff who are knowledgeable about any sound and lighting system should be available for rehearsal
	and the performance, in the event that slight adjustments need to be made.
	☐ If chancel furniture needs to be cleared from the performance area before ensemble setup, our
	college students can assist. Please have a volunteer on hand to advise on special instructions or
	delicate handling of any moveable items.
	☐ Dressing rooms should have the ability to be locked and unlocked.
	□ We ask that no recordings he made of the performance without permission from the college

SUMMARY OF LOGISTICAL NEEDS FOR EACH ENSEMBLE

Space & Logistical Needs for All Ensembles	Ensemble	# of students	Performance Space	About the Ensemble
 ◆ Performance space (see other column for specifics) ◆ If a blank stage, please preset acoustical shells (not needed in church sanctuary) ◆ 3 student dressing rooms 	Nordic Choir	70-80	♦ 35.5' by 16' stage area	Membership is highly competitive Sophomores through Seniors Tours internationally every 3 years Mixed voices: SATB Conducted by Dr. Andrew Last Wears blue velvet robes Closes each concert by inviting alumni to join on stage for traditional singing of "O Lord God."
 ◆ Conductor dressing room ◆ Table near entrance for ticketing ◆ Ushers and ticket takers for the 	Collegiate Chorale	80-100	◆ 35.5' by 16' stage area	Juniors and Seniors Mixed voices: SATB Conducted by Dr. Adrianna Tam Wears red velvet robes
concert. • Handheld microphone for conductor to speak from stage.	Cathedral Choir	50-75	◆ 35.5' by 16' stage area	◆ Sophomores ◆ Mixed voices: SATB ◆ Conducted by Dr. Mark Potvin ◆ Wears green velvet robes
 Group meal onsite two hours before the concert. Gathering space for musicians just before the concert and during intermission. Water and/or hot tea available for performers during 	Symphony Orchestra	60-80	◆ 48' by 35' stage area ◆ 70-80 chairs ◆ 70-80 music stands ◆ If possible: a few 4'x8' platform risers	 ◆ One of three orchestras in Luther's string program. ◆ Conducted by Dr. Dan Baldwin ◆ Holds a residency in Vienna every 4 years
 Overnight accommodations with local host families, in groups of at least 2 students. Local assistance in hanging posters and spreading the word to promote the concert. 	Jazz Orchestra	20-25	◆ 23' by 20' stage area ◆ 20 chairs ◆ 25 music stands ◆ If possible: a few 4'x8' platform risers	◆ One of two ensembles and many combos in the Jazz program at Luther ◆ Conducted by Dr. Juan Tony Guzman ◆ Travels internationally every 4 years, most recently to Brazil (2016)
◆ Secure place to store items overnight, such as large instruments, choir robes, or other equipment.	Concert Band	55-70	◆ 30' by 35' stage area ◆ ~60 chairs ◆ ~70 music stands ◆ If possible: a few 4'x8' platform risers	◆ Conducted by Dr. Cory Near ◆ Travels internationally every 4 years, most recently to Spain (2017) ◆ One of the oldest collegiate touring bands in the United States ◆ Closes each concert with 2 traditional encores: Who Puts His Trust in God Most Just and Stars & Stripes Forever

FOR MORE INFORMATION

Host Toolkits for Luther College Music Ensembles

Folders for each touring ensemble contain:

Audio & Video Clips

Background Info & Conductor Bio

Housing Support

Photos

Sample Press Release

Social Media Support

Find more information on the <u>Luther College Music Department website</u>.

Follow the Luther College Music Department on Social Media

Facebook

Twitter

<u>Instagram</u>

Listen to Luther College on Spotify, Apple Music, and Amazon Music

Watch us on YouTube