



Registration, Schedule, Fundraising, and more info at

www.uvmusic.org/sp50k



Sing & Play 50k Fundraising Guide

You are here because making music is an important part of your life. Either you play or sing yourself, or a loved one plays or sings, or hearing beautiful music moves you. At some point, you or another person learned how to do that – and maybe you're still learning every day (aren't we all?). You want music education to be available not only for you, but for many others as well. And that is what this is about: the future of music education in our community.

Fundraising is not just about dollars and cents, but also notes and rhythms, practice and hard work, friends, and family. Stay focused on what music means to you and your family. People will be inspired to give by your commitment and enthusiasm.

Your help matters even more: If we raise \$20,000 by April 30, we will receive a \$10,000 challenge gift from Tom & Judy Csatari. If we get 500 donations by April 30, we will receive a \$5,000 challenge gift from the Viazmenski family!

Included here are the following materials:

- Important Dates
- Creating your Personal Donation Page
- Prizes and Gear
- Four Steps to Fundraising

**Upper Valley
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Questions?

Contact Assistant
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Important Dates

- March 15 - Registration Opens March 15
- April 6 – Earn gear for creating your personal donation page
- April 30 - \$10,000 Challenge Gift Deadline
- May 19 - Sing & Play 50k!

Creating your Personal Donation Page

1. Go to <https://sp50k.causevox.com>
2. Click 'Join the campaign'
3. Follow prompts on screen
4. Share your page by email or social media (Facebook, etc.)

Prefer paper? Visit the UVMC Office to get paper donation forms and collect donations by cash or check.

Prizes and Gear

Earn SP50k Gear

Create Your Personal Donation Page by April 6	Your choice of an SP50K egg shaker or car magnet <i>Plus</i> Juneberry members: Special edition Juneberry sticker Upper Valley Chamber Orchestra members: Special edition UVCO sticker
Official Audience Members	'I Applaud!' button
Fundraise the following amounts and earn...	
>\$1	Name on UVMC's donor wall.
\$75	SP50k T-shirt
\$150	SP50k Water bottle
\$400	Sp50k Tote bag
\$1,000	Reproduction of 8 South Park Street Watercolor by Stephanie Reiningger
\$5,000+	Private house concert by UVMC faculty

Prizes

Most \$ raised	Gift basket including donations from local businesses
Most # of gifts	Gift basket including donations from local businesses



Four Steps to Fundraising

1. Tell Your Story

Your personal story is the most effective thing you can share. Bricks and a roof are great, but it's not the bricks themselves that we're all excited about. It is what the bricks make possible: you making music.

Keep your story short and focused. Who would you be without music?

Create your personal donation page at <https://sp50k.causevox.com/>. You can add a photo and your story.

(If you prefer paper, then print out your story to share with sponsors.)

2. Make a Plan

- **Write down your story** – See above
- **Make a list of people** - Make a list of people you plan to ask for sponsorship. Think about different groups of people, for example family, friends, neighbors, coworkers, hockey team, etc.
- **Set a fundraising goal** – How much do you hope to raise? Think of it as a musical marathon--you can ask friends, family, and neighbors to sponsor your performance! If you're playing or singing a 5 minute piece, you can ask for a nickel per second - \$15 - a dime per second - \$30 - a quarter per second - \$75 - or however much you like! Check out Prizes and Gear to see what you can earn as you fundraise.

Check out 'How to Raise \$400 in 4 Days' for ideas about how to break down your goal. Also you might suggest a minimum gift amount or put down options in your letter soliciting for support/donations (\$10, \$25, \$50, \$100).
- **Create a schedule for asking** – Create a schedule for when and how you'll ask each person on your list. Giving yourself a specific day to email, phone or ask in person makes it more likely you'll meet your goal.
- **Post an update** – You can post updates on your personal donation page. For example, you might share short stories or photos about your music making. Or updates on how your practice is going... Adding updates shows everyone that you're excited and committed.
- **Send thank you notes** – When someone gives, they want to know that their gift is making an impact. A thank you note helps your sponsor know that their gift was worth it. Plus, it feels good to thank people.

How to Raise \$400 in 4 Days

Day 1: Ask four family members to sponsor you at \$25 each = \$100

Day 2: Find five friends or co-workers to sponsor you at \$20 each = \$100

Day 3: Email 10 people & ask for a \$10 donation = \$100

Day 4: Ask your company (or your parents') for a \$100 contribution = \$100



3. Ask

Don't be afraid to ask! You are not asking for money for your personal use; you are supporting the future of music education in our community.

Don't forget to mention - All donations to the Upper Valley Music Center are tax deductible. UVMC's tax ID is 03-0345579

4. Have a Good Time

Music nourishes us in many ways and joy is one of them. There are many opportunities for fun in SP50k – see if you can find one and share it – fun is contagious. (Can you find a composer you'd like to donate to?)

Sample fundraising letter:

MAKE SURE YOU EDIT THIS!

Email Subject: Get ready to Sing & Play! Support a home for music education.

Email Text:

What does making music mean to you? Community? Collaboration? Beauty and meaning?

Making music is an essential part of my life for these reasons and more, and I wouldn't be able to make music without the support of a music community.

The Upper Valley Music Center is a non-profit community music school that recently moved to a new home at 8 South Park Street in downtown Lebanon. This new home for music education supports lessons, classes, ensembles and special events that touch nearly 900 students a year and thousands of audience members.

To ensure these wonderful, high quality programs can continue to support me, and that programming is accessible to everyone, we need to fully fund this new home.

Help me make this a permanent home for music education by sponsoring me to sing or play on May 19.

I will be joined by hundreds of friends and neighbors, and together we will create 50,000 seconds of music - a testament to the vibrant, musical community we live in and to the power of music to connect and nourish us.

Together we can make this wonderful community resource available for the rest of our generation and for the next one too.

Thank you for your support. Your gift will make an impact for a long time to come.