

PLAYATHON NEWS 2009

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Playathon?

- The Northeast Iowa School of Music is excited to present our fourth-annual Playathon on Saturday, **November 14** from 10am to 2pm at Kennedy Mall.
- A Playathon is a mass public recital. Prior to the event, students are asked to collect sponsorships from friends and neighbors, just like a walk-a-thon. The goal is for each student to raise \$100. There are tips throughout this newsletter to help you.
- The Northeast Iowa School of Music is a non-profit 501(c) 3 organization. We strive to keep tuition as low as possible, so all students can reap the benefits of music education. Tuition and registration fees cover less than 70 percent of what it costs to run NISOM. The proceeds from this Playathon help make up that difference. It's important that students participate in this fundraiser each year, so we don't have to drastically increase tuition or close our doors.
- Although we receive grants for special programs, costs for daily operations are usually not eligible for grant monies. We rely on private donations, too. With the reduction of general donations in this economy, a successful Playathon is especially vital.
- This is going to be fun! And to thank you for helping us meet our goal, students will be working for

fabulous prizes !!!

(see page 2 for details)

A New Way to Participate

This year in addition to collecting sponsorship donations, students can also sell Younkers Community Day coupon booklets to count toward their Playathon goal. We realize not everyone is comfortable asking for donations; booklet sales give you another way to participate. (See back page for more information.)

All private students are expected to participate in Playathon. Students in the group classes and ensembles, as well as those taking credit lessons, are also welcome to participate.

Remember, once you have reached your \$100 goal, don't feel you have to stop! There will be additional prizes for the top earners!

Performing at the Playathon

The best part about the Playathon is that we get to showcase our talent for the public, both shoppers and those who come to Kennedy Mall just for your recital.

Talk to your teacher about what to prepare for the performance and to sign up for a time slot (when we get closer to the event). We will want a variety of music,

from classical to pops. Holiday tunes are good, too. Start practicing now!

Invite your family, friends, relatives, and co-workers to come hear you perform. It's always more fun to play for somebody you know, so bring your cheering section! Be sure to invite anyone who sponsors you, but the recital is also open to anyone

who wants to attend. Please plan on arriving in plenty of time before your scheduled performance time, to allow for parking (or lack thereof), unpacking your instrument, taking off your coat, etc.

This year's Playathon will be outside the Younkers Women's Store to coordinate with the Community Day event.

Remember this information and share it with donors:

- NISOM serves over 150 students in private and group lessons at any given time during the school year.
- NISOM is a non-profit organization (Federal EIN is 42-1510485), and donations are deductible to the full extent allowed by law.
- Thank all donors for their support. The Playathon is NISOM's major fundraiser. Ask all donors to attend the Playathon Concert (details on page 1).
- Remind donors about Corporate Matching Gifts; send along special forms with your donation.
- Questions? Contact Tracey Rush, NISOM executive director, at (563) 690-0151.

Thanks

Thanks to our Fund-raising Committee and NISOM staff!

Tracey Rush,
Executive Director

Becky Perkins,
Office Manager

Karen Litscher,
Business Manager

Bernita Gilbertson,
Office Volunteer

Special thanks to all our prize donors!!

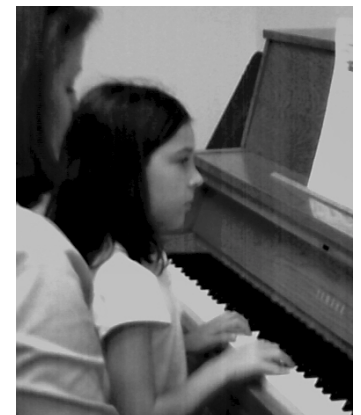
Prizes! Everybody is a winner!

- Every single person who brings in ANY donation will automatically receive a NISOM stadium cup.
- AND every single person who meets their goal of \$100 gets a NISOM T-shirt (black with blue printing) OR choose a NISOM tote or lunch bag!
- AND for those who bring in MORE*, we have all sorts of wonderful prizes! These include:
 - \$50 savings bond from US Bank
 - Birthday Party at Grand Harbor Resort
 - Tickets to *It's a Wonderful Life* at the Grand Opera House
 - Tickets to *The Nun Before Christmas* at the Bell Tower Theater
 - Tickets to the Dubuque Symphony Orchestra's February concert
 - \$25 Gift Cards to Target, Walmart, and Hy-Vee
 - Gift certificates to Betty Jane's Candy and River Lights 2nd Edition
 - Clarke College T-Shirts
 - Kennedy Mall shopping bag
 - Movie Passes to Kerasotes Star Cinema
 - Activity passes to Derby Grange Golf
 - Gift certificates from area restaurants including Burger King, Culver's Frozen Custard, Happy Joe's Pizza, Little Caesar's Pizza, Wendys, and more!
 - *More prizes to come!*

*The cut-off for extra prizes will depend on the number of students who reach or exceed the \$100 goal. All those who raise \$100 will likely receive restaurant gift certificates.

It's simple!

- Cut apart your sheet of receipts included in your Playathon packet.
- Sign out coupon booklets from the office
- Speak with friends, neighbors, relatives, the orthodontist, your mechanic, etc. to collect sponsorships (see page 3 for tips).
- Practice! Be sure to have your teacher sign you up for a Nov. 14 performance time, too.
- Turn in your money and sponsor sheet.
- Enjoy your Prizes!



Turning in donations/paperwork

Once you have received some donations, you do not have to wait until November 14 to turn in the money. You can turn in your sponsor sheet and donations to the NISOM office when you come for your lesson each week. You can pick up a new sponsor sheet and another sheet of receipts if you need them.

All donations MUST be turned in by Playathon to be counted toward prizes. We will always

take donations, but we need to have them no later than Nov. 14 to be counted as Playathon sponsorships.

Remember to collect the donations at the time you solicit them.

Note: NISOM is grateful for donations of merchandise and in-kind services, but during the Playathon, only monetary donations or booklet sales will be counted toward students' Playathon total for the purpose of prizes.

What if I can't play in the recital?

We'd like all NISOM students to participate in this fundraiser. If you are unable to play at the recital, you can still raise funds and earn prizes. We strongly encourage everyone who plays on Nov. 14 to collect sponsorships, but since this is the only recital this trimester, anyone will be able to sign up to play.

THE PLAYATHON IS:

- 1) FIRST RECITAL OF THE YEAR, WHEN ALL STUDENTS PERFORM ON THE SAME DAY.
- 2) OUR MAJOR FUNDRAISER OF THE YEAR.
- 3) A GREAT CHANCE TO GO OUT INTO THE COMMUNITY AND TALK ABOUT NISOM.
- 4) ENTERTAINMENT FOR THE COMMUNITY AND HOLIDAY SHOPPERS

Tips for speaking to possible donors

1. Carry a pen, sponsor sheet, some receipt forms, Younkers booklets, and your written Playathon materials for identification and reference. It sounds like a lot, but it all fits conveniently in a folder or your packet (hint, hint).
2. Introduce yourself, and tell them about your lessons at NISOM.
3. Tell the potential contributor that NISOM is a nonprofit organization, and that all donations are tax deductible. If they have any specific questions about NISOM's financial information, have them call the NISOM office to speak to Executive Director Tracey Rush or Business Manager Karen Litscher.
4. Invite the potential contributor to attend the Playathon on Nov. 14 at Kennedy Mall. If you know what time you will be performing, tell them that, too! Basically, you are selling tax-deductible tickets to a free concert. (Note: sponsorships are *not* per-minute of playing.)
5. Mention the possibility that their company or employer may have a "matching gift program" (if so, they should provide forms to the NISOM office along with their donation check).
6. Fill out the sponsor sheet: ask contributors to print their name, address, zip code and phone number on the sponsor sheet (preferably in pen), and to fill in the amount they will donate.
7. Collect the money when you solicit sponsorships (checks are much preferred over cash), and offer a receipt. Those sponsoring multiple students in the same family can write one check.
8. Thank your contributors for their support, and again invite them to attend Playathon or any of our other events this year. Have them call the NISOM office (563/690-0151) or check out the website (www.nisom.com) if they would like more information.

Good luck!

And thanks for your hard work!

If people do not wish to sponsor you, thank them and invite them to attend the Playathon anyway.

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Mission

The mission of the Northeast Iowa School of Music (NISOM) is to provide quality arts education and enrichment in the Tri-State area by offering private and group lessons, classes, ensemble training and performance opportunities for musicians of all ages musical abilities, and economic backgrounds.



NISOM is a
501(c)3 (non-profit)
corporation; all
donations are tax-
deductible.

Younkers Community Day Event

This year we are coordinating Playathon with Younkens Community Day fundraiser. The recital will be held outside the Younkens Women's Store, and in addition to collecting sponsorships, you can also sell Community Day coupon booklets. Community Day raises money for local non-profit organizations like NISOM.

Coupon booklets are \$5 each (payable to NISOM) and include a \$10 off coupon, plus other valuable coupons! Your sponsors spend \$5, then save \$10! NISOM keeps *all* the money from booklet sales and can qualify for additional funds. Customers help NISOM while saving money! These sales count toward your Playathon earnings the same as donations. Your goal is to collect \$100 total.

This can come from donations, booklet sales, or a combination of both.

- Booklets include one \$10 off coupon, six 20% off coupons, one 30% early bird coupon, and 5 bonus buy coupons. (Some restrictions apply.)
- Coupons are good on Community Day only. Your sponsors can use them when they come to watch you perform in the recital. Those who are not available on November 14 can use them during the pre-sale beginning on November 8 (not valid on door busters or bonus buy coupons); items will be held at the register until Nov. 14-16.
- Community Day coupons are good at *any* Bon-Ton store, including Boston Store, so friends and relatives from other cities can use them as well!
- Sponsors can buy more than one booklet to receive multiple \$10 coupons. Coupons can not be combined for a single item but may be used to save on multiple items.
- The percent-off coupons can also be used online, but the \$10 off coupon must be used in-store.
- Coupon booklets are NOT tax deductible because the value of the booklet is greater than the cost. These transactions are sales, not donations. Sponsors are welcome to combine booklet purchases with other donations. The receipt you give should only reflect the donation amount. For example, if a sponsor purchases one \$5 booklet with a \$20 donation (giving you \$25 total), their receipt should be for \$20. One check is fine, but be sure to indicate the portion for booklet sales.

You do not have any coupon booklets in your Playathon packet. These can be signed out from the office. **You must return any unsold booklets by November 14.** We have to account for all booklets to Younkens and return any unsold. It is your responsibility to turn in either the \$5 in sales or return the booklet for all that you sign out.

Want to boost your booklet sales? You can sign up for a time to sell booklets to shoppers in Younkens stores before the event. Any sales you make will count toward your Playathon total! Check with the office for more information.