

NOTES2018

WHAT IS NOTES?

- EYSO's annual family fundraising campaign
- EYSO families, alumni, board, and staff collect monetary donations from friends, family, co-workers, neighbors, etc. to help keep tuition affordable.
- **Campaign runs January 14 through March 25, 2018**

YOU'LL BE SURPRISED

- NOTES is easy!
- All you have to do is tell your EYSO story and ask.
- The results will surprise you!

REMEMBER

- EYSO tuition covers only about one-third of the actual cost of membership.
- We are counting on 100% of EYSO members and their families to help us reach our goal.
- Everyone benefits from NOTES!

2018 GOALS

NOTES 2018 CAMPAIGN GOAL: \$65,000

Participation Goal: 100% of all EYSO members

Individual Goal: A minimum donation collection of \$100 per member.

We ask that each family play a part in the NOTES campaign—together we will be successful.

Our goals are ambitious, but realistic and achievable if every member does their part.

Remember, our goal is 100% participation by EYSO members.

WRITE YOUR LETTER

HOW DOES IT WORK?

- Start early. Start *now* for best results
- Set a fundraising goal for your family.
- Make a list of people to ask. Think big and wide!
- Don't hesitate to ask. Let people make their own decision.
- Share your personal EYSO experience.
(This should come from the EYSO member, but parents could help write it. Be sure to include a deadline date prior to the March 25 turn-in day.)
- When you share what music and the EYSO experience means to you, people are moved to give.

WATCH THE DONATIONS COME IN

- Your personal online NOTES donation link and other helpful documents are on your EYSO.org member page. Sharing this link is the easiest way for your supporters to donate to your NOTES campaign.
- Any donations made via cash or check must be sent directly to you and *not* the EYSO office. You'll need the information from the donation form (available on your member page) to enter these donations on your NOTES member page. **(Donations made online via your personal link will be entered automatically and do not require a donation form.)**
- If you are expecting a donation that has not come in, call or email with a reminder of your deadline.
- Take time to express gratitude to people who donate.

TURN IN YOUR DONATIONS SUNDAY, MARCH 25

- Arrive early on **March 25** to turn in any donations made via cash or check (in your NOTES turn-in envelope.)
- **Donations after March 25 will be gratefully accepted, but will not count toward prizes! Please note: all donations must be received by April 15, 2018 to be acknowledged on EYSO.org.**

HELPFUL HINTS & FAQs

- Please convert cash donations to a check, payable to "EYSO."
- If a check is made out to the EYSO member or parent, please print "Pay to the Order of EYSO" on the back of the check and sign your name. This will endorse the check to the EYSO.
- Questions? Contact your Ensemble Representative listed on the back page.

HOW TO ASK

You'll be surprised how easy this is!

Don't say someone's "no" for them. Ask, and then let them decide.

WHO SHOULD I ASK?

Make a list of family, friends, and acquaintances. Be creative.

Grandparents	Orthodontist	Religious congregation members
Godparents/Sponsors	Babysitters	Church musicians/choir members
Aunts & Uncles	Pre-school Teachers	EYSO board members
School friends	Cousins	Elected officials
Parent's co-workers	School friends' parents	Family members out of state
Businesses you frequent	Acquaintances	Parents' friends
Bank/credit union leaders	Neighbors	Hairdresser
Doctor	Optometrist	Current and former teachers
Your boss	Tutors	Athletic coaches & teammates
Dentist	Christmas card list	Music teachers/private teachers

WHY IS THIS SO EASY?

If this is your first direct fundraising campaign, you'll be surprised at how easy it is to ask for donations to support your music education. People are more than willing to contribute to the support of young musicians. The most important thing is helping the potential donor see *why* they should give.

WHAT SHOULD I SHARE WITH PROSPECTIVE DONORS?

ASK BY PHONE, VIA EMAIL OR IN PERSON

IMPORTANT TO INCLUDE

Does your donor work for a company with a matching gifts program? (see your member page for more).

HOW TO SAY THANK YOU

- Telling your story is the most powerful way to move a potential donor.
- Describe your experience with EYSO.
- Include important information about EYSO, especially for people who aren't familiar with the organization. (Visit your EYSO.org member page for more information).
- Include information about our upcoming concerts and invite people to hear you perform.
- Donations are tax deductible. EYSO is a 501(c)3 non-profit organization.
- Develop a short script about your family's involvement in the EYSO and why it's important to you.
- Ask for a donation to support your music education.
- Provide your personal donation link so donors can give via credit card online. Donations can also be made by check, payable to "EYSO."
- Donations to EYSO are tax-deductible to the extent allowed by law. (This is important to many adults, so be sure to mention it.)
- Give your donors a deadline (e.g. by March 10).
- If asking by mail, including a self addressed stamped envelope makes giving easy and really works!
- Each donor should get a personal thank you note from you. Draft a note you can send to everyone who donates. Tell about your upcoming concerts.
- Each donor will receive a donation/acknowledgment/tax receipt from EYSO. (Please include correct contact information for your donors when you enter the information on your member page for cash and check donations.)
- Each NOTES donation will be acknowledged in our May concert program.
- Remember, people appreciate being thanked and remember when they aren't.

"SHOW ME THE LETTER"

Bring a copy of your personal NOTES letter to the NOTES information table in the ECC Arts Center lobby and earn raffle tickets for Amazon.com gift cards!

Show your letter on:

- January 21—week #1 of NOTES18 and you earn 10 tickets and a chance to win a \$100 Amazon.com gift card! Winner will be announced in the eNews Thursday, January 25.
- Show your letter after the first week of NOTES18 and earn tickets to win a \$75 Amazon.com gift card. (The winner of the \$100 gift card is not eligible to also win the \$75 gift card.) Winner will be announced in the eNews Thursday, March 22.
- January 28—earn 8 tickets
- February 4—earn 6 tickets
- February 11—earn 5 tickets
- February 18—earn 4 tickets
- February 25—earn 3 tickets
- March 4—earn 2 tickets
- March 18—earn 1 ticket



MEMBER PRIZES

Learning to fundraise can be challenging the first time.

To give members a little incentive, EYSO rewards participation with prizes.

Each member is expected to raise at least \$100. These donations benefit everyone through the EYSO general operating fund.

INDIVIDUAL PRIZES!

- **Raise \$200**—receive a EYSO limited edition NOTES 2018 T-Shirt.
- **Raise \$250**—receive the T-Shirt PLUS a \$25 Amazon gift card.
- **Raise \$500**—receive the T-Shirt PLUS a \$50 Amazon gift card.
- **Raise the highest total in your ensemble**—receive a \$100 Amazon gift card. (Minimum of \$1,000 in donations, please.)
- **Grand Prize (highest overall total)**—Win an \$300 Amazon Gift Card.

ENSEMBLE PRIZE

The ensemble that raises the most *and* the ensemble with the highest percentage of participation will celebrate with pizza parties!

QUESTIONS?

Contact your Parent Ensemble Reps, they're eager to help you!

NOTES CO-CHAIRS & YOUTH SYMPHONY REPS

Renee Riani renee.riani@gmail.com, 630-204-6039

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PHILHARMONIA REP

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SINFONIA & BRASS CHOIR REPS

Kim and Jeff Ayars,

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PRELUDE REP

Venu Mallipeddi, venu.mallipedi@gmail.com, 703-372-3467

PRIMO/PRIMO INTERMEZZO REP

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NOTES2018 How-To-Guide

Yes! We have reviewed the info!

Please, sign and cut out this slip and return it to the NOTES table on Sunday, January 21 to receive a prize.

Student Signature

Parent Signature