

# NOTES2019

JAN 27-APR 7

## FAMILY GUIDE

### 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 27 through April 7, 2019**

### 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!

### 2019 GOALS

### NOTES 2019 CAMPAIGN GOAL: \$65,000

**Participation Goal: 100% of all EYSO members**

**Individual Goal:** A minimum donation collection of \$150 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 think wide!
- Don't hesitate to ask. Let people make their own decision.

## WATCH THE DONATIONS COME IN

- Share your personal EYSO student experience.  
(This should come from the EYSO member, but parents could help write it. Be sure to include a deadline date prior to the April 7 turn-in day.)
- When you share what music and the EYSO experience means to you, people are moved to give.
- 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, APRIL 7

- Arrive early on **April 7** to turn in any donations made via cash or check (in your NOTES turn-in envelope.)
- **Donations after April 7 will be gratefully accepted, but will not count toward prizes! Please note: all donations must be received by April 7, 2019 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 Parent 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?

- 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.**

## ASK BY PHONE, VIA EMAIL OR IN PERSON

- Jot down 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 April 1).
- If asking by mail, including a self-addressed stamped envelope makes giving easy and really works!

## 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

- 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.

## EYSO NOTES SHOW ME THE LETTER! RAFFLE TICKET



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## "SHOW ME THE LETTER"

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

Show your letter on:

- **February 3**—You'll earn 10 tickets and a chance to win a \$100 Amazon.com gift card! Winner will be announced in the eNews Thursday, February 7.
- Show your letter every week of NOTES19 (the earlier the better) and earn tickets to win a \$75 Amazon.com gift card. Winner will be announced in the eNews Thursday, April 11.
- **February 10** 8 tickets
- **February 17** 6 tickets
- **February 24** 5 tickets
- **March 3** 4 tickets
- **March 17** 3 tickets
- **March 24** 2 tickets
- **March 31** 1 ticket

## MEMBER PRIZES

*Learning to fundraise can be challenging the first time.*

*To give members a little incentive (and in the spirit of making it fun), EYSO rewards participation with prizes.*

**Each member is expected to raise at least \$150.**

### INDIVIDUAL PRIZES!

- **Raise \$200**—receive a EYSO limited edition NOTES 2019 T-Shirt.
- **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 a \$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?

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

#### NOTES CO-CHAIRS

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# NOTES2019 Family Guide

## Yes! We have reviewed the info!

Please, sign and cut out this slip and return it to the NOTES table on Sunday, February 3 to receive a prize.

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Student Signature

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Parent Signature