



## PERFORMATHON 2019 INSTRUCTIONS

Thank you for participating in this year's Performathon! Now that you have your packet, you are ready to raise funds for our financial aid program! Follow this simple guide to help make the process easy!

Over the past decade alone, BSM has awarded more than \$2 million in tuition assistance. Last year, BSM awarded over \$250,000 in scholarships to 156 students.



### **SCHEDULE | ALL DAY PERFORMANCES! CHOOSE YOUR VENUE!**

**9:30am-2pm** at TD Bank Atrium (2831 Broadway, New York, NY 10025 @109th St)

**2-7 pm** Non-stop performances in the BSM Library

**1-4 pm NEW THIS YEAR !Carnival!** in David Greer Recital Hall running simultaneously (another way to contribute and help raise funds for scholarships!). Tickets for food and games on sale at the door.

**7-8 pm** Pizza & Ice Cream Party for all participants!



**The goal is to raise \$50 or more!** Ask family, friends, and neighbors to sponsor your performance. Donations can be made online at [bsmny.org/performathon19](http://bsmny.org/performathon19) or in cash at your performance.



Every participant will receive a free Performathon tote bag! Individual prizes such as an Apple watch, Air pods and unique gift certificates will be awarded to the top earners!



Please return this envelope with your donations by Friday, May 17 or at the Performathon.



If you'd like a piano accompanist for your performance, sign up for a slot between 10 am-1 pm at TD Bank OR 2 pm- 3 pm in the BSM David Greer Concert Hall on the online registration form. *Performers are in charge of bringing their own piano accompaniment music.*



Have fun sharing your music with the community and supporting our scholarship program. Student prizes will be awarded to the individuals who raise the most! All participants and their guests are invited to a pizza, and ice cream party after the Performathon!



**Feel free to contact us at [performathon@bsmny.org](mailto:performathon@bsmny.org) with any questions!**

Bloomingdale School of Music | 323 West 108th Street | [bsmny.org](http://bsmny.org) | 212-663-6021



**Saturday, May 18, 2019**

student: \_\_\_\_\_ age/grade: \_\_\_\_\_ teacher: \_\_\_\_\_ instrument: \_\_\_\_\_ time/location: \_\_\_\_\_

SPONSOR NAME	ADDRESS	PHONE #	E-MAIL	AMOUNT PLEDGED
JOE SMITH	555 West 55th St. NY, NY 55555	212.123.1234	joesmith@gmail.com	\$50



\*All donations are fully tax-deductible to the fullest extent of the law. Donations \$10 and over will receive donation confirmation letter if address and/or email are clearly spelled out.

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## FUNDRAISING IDEAS

to help reach the goal of \$50 and above!

### • Share your personal experience!

Tell people what BSM means to you and why you love it! Explain you are performing to help raise scholarship funds so more students have access to music lessons.

### • Perform

Students can perform in their school, at a party, in their lobby, in a relative's building, etc.

### • Email friends & family

Send an email to friends and family members mentioning the event. You can mention that donations are accepted over the phone at 212.663.6021 or online at: [www.bsmny.org/performathon19](http://www.bsmny.org/performathon19) and include the link.

### • Neighborhood

Visit local business to ask for donations or ask neighbors around your building (if your parent approves!). Ask your parents and relatives to check with friends, co-workers and neighbors for help sponsoring your performance.

### • Social Media

Post on Facebook, Instagram, Twitter, share the link to donate ([bsmny.org/performathon19](http://bsmny.org/performathon19)) Use [#performathon19](https://www.facebook.com/bsmny.org/performathon19)

## STUDENT PRIZES

- Free BSM tote for all participants!

### INDIVIDUAL PRIZES

- Individual who raises the most wins an Apple Watch
- Second prize: Apple air pods
- Third prize: \$40 gift certificate to Dylan's Candy Bar
- Individual with the highest # of unique donations wins a \$75 Amazon card

### ADDITIONAL PRIZES FOR TOP EARNERS

- Prizes such as movie passes and pinkberry certificates will be awarded!

## SAMPLE EMAIL FOR EMAILING FRIENDS & FAMILY

Subject: Support [Student's Name]'s Musical Journey!

Content:

Dear [Name],

Music is so important to [student]. Bloomingdale School of Music believes that music is for everyone. Help me raise money for scholarships and financial aid, so everyone can have access to a music education, regardless of race, religion, gender, economic status, or ability level.

Donate today! Any amount helps! Call 212.663.6021 or donate online <https://bsmny.org/about/donatenow.php>

## FACEBOOK DONATION INSTRUCTIONS

1. Go to this link: <https://bit.ly/2VF2rsY>
2. Search "Bloomingdale School of Music"
3. Fill out the information for the campaign as you want  
Suggested: How much do you want to raise? \$250  
When should your fundraiser end? 5/17/2019
4. Fill out the title and the why you are raising money  
Suggested: [STUDENT NAME]'s Performathon Fundraiser for Bloomingdale School of Music  
Music is so important to [student]. Bloomingdale School of Music believes that music is for everyone. Help me raise money for scholarships and financial aid, so everyone can have access to a music education, regardless of race, religion, gender, economic status, or ability level.
5. Pick out an image, or email [jflexner@bsmny.org](mailto:jflexner@bsmny.org) for a BSM specific image
6. Publish!
7. Let us know! BSM doesn't receive notice of Facebook donations, so please email [jflexner@bsmny.org](mailto:jflexner@bsmny.org) to let us know you'll be using Facebook so you can be considered for prizes.