



Vhr  
**SAVE  
THE  
MUSIC**  
foundation  
Music Education  
= Brainpower



FUNDRAISER TOOLKIT



## **VH1 SAVE THE MUSIC FUNDRAISING KIT**

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#### **Templates (Attached & Available for Download):**

Application to Raise Funds on behalf of The Foundation  
Budget Planning Worksheet  
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Email Appeal  
Thank You Letter  
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Flyer (Size: 8.5" x 11")  
VH1 STM Fact Sheet  
Fact Sheet on Music Education Research  
30 Things You Can Do To Support Music Education – Print double-sided and then fold in, brochure style

#### **Available Assets for Download Only (Password Provided with Approval):**

Logo  
Endorsement Letter  
Poster (Size: 18" x 24")  
Poster (Size: 24" x 36")





## Thank you!

Thank you for supporting the VH1 Save The Music Foundation (VH1 STMF) by planning a fundraiser in your community.

Included in this packet, you'll find some guidance on maximizing your fundraising efforts, tools to help you plan a fundraiser, sample letters, marketing assets and advice on acquiring press. We hope that this packet will encourage you to turn your ideas into a successful fundraiser! Thank you again for choosing to support school music programs and we look forward to hearing your success stories!

## About Us:

The VH1 Save The Music Foundation is a 501©(3) nonprofit organization dedicated to restoring instrumental music education programs in America's public schools, and raising awareness about the importance of music as part of each child's complete education. VH1 Save The Music relies on donations in order to execute its mission.

The VH1 Save The Music Foundation provides grants of new musical instruments to public elementary and middle schools that do not currently have an instrumental music program. Each school that benefits receives a grant of \$30,000 worth of new musical instruments in the form of a band, string, keyboard lab, guitar lab, or mariachi instruments. We typically work at the school district level to jump start instrumental music education programs in all schools within that district. Application is by invitation only provided the school meets the grant eligibility criteria.

To date, the VH1 Save The Music Foundation has successfully restored and sustained \$45 million worth of new musical instrument to more than 1,700 public schools in more than 100 cities around the country, impacted the lives of over 1.4 million public school students.

Over a decade strong, it is our renewed commitment to donate one hundred million dollars worth of new musical instruments to ensure that an even greater number of students receive a comprehensive music education over the next 10 years! For more information on the good work of the Foundation, please visit: [www.vh1savethemusic.com](http://www.vh1savethemusic.com).





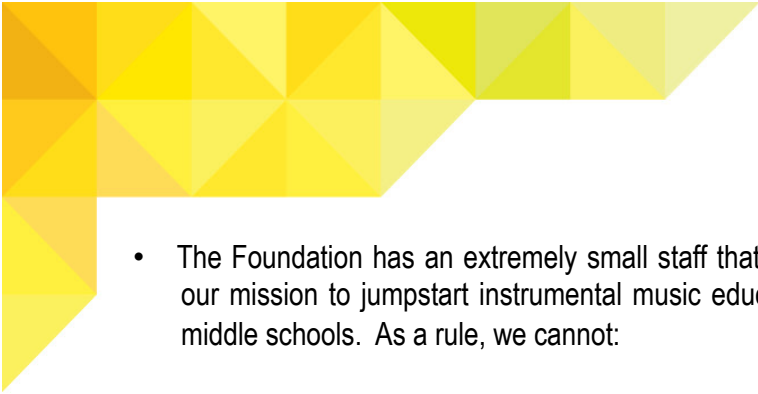

### Approval Process:

It is very important for VH1 STMF to be aware and approve of all fundraising activities conducted on our behalf; therefore, we require that you complete an [application](#) to fundraise on our behalf at least **one month in advance of your fundraiser**. Applications can be submitted online at <http://www.vh1savethemusic.com/send-appAll> or by completing the attached form and returning to Deniece Dykes via mail at: VH1 Save The Music, 1515 Broadway, 20<sup>th</sup> Floor, New York, NY 10036, email at: [Deniece.Dykes@vh1savethemusic.com](mailto:Deniece.Dykes@vh1savethemusic.com) or fax at: 212.846.1827.

Applications are either approved or declined on a case-by-case basis. Upon approval a password will be sent to you so that you may download our logo, an endorsement letter, and other marketing materials. Please do not use the VH1 Save The Music name until you have received approval from a Foundation representative to raise funds on our behalf.

### Fundraising Rules & Guidelines:

- You are solely responsible for your fundraiser from inception to the day that the donation is made to VH1 STMF. In planning your fundraising activities, we ask that you review the following guidelines.
  - If your fundraising activity or event conflicts in any way with the Foundation's mission, it is not acceptable.
  - You are solely responsible for ensuring that your fundraising activity is in compliance with all federal, state and local laws and regulations.
  - You are solely responsible for obtaining all necessary permits, permissions and authorizations for your fundraiser and fundraising activities.
  - VH1 STMF should never be listed as the event host or sponsor nor should you publicize that your activity is being done in partnership with VH1 STMF.
  - Any information that you distribute, publish or send out using the Foundation's trademarked name and logo, as well as any products that you develop for your fundraiser that use the Foundation's trademarked name and logo must be approved by Deniece Dykes at 212-846-7600 or [Deniece.Dykes@vh1savethemusic.com](mailto:Deniece.Dykes@vh1savethemusic.com) before they are released to the public or produced.
  - Please do not make statements on behalf of the Foundation about which you are uncertain or claim to represent VH1 STMF to third parties.
  - Do not imply that a celebrity endorses your project unless that celebrity or their representation has granted you permission in writing.
- 

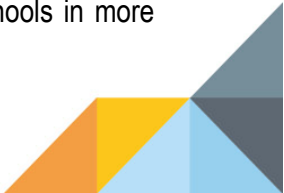
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- The Foundation has an extremely small staff that remains focused on supporting and executing our mission to jumpstart instrumental music education programs in U.S. public elementary and middle schools. As a rule, we cannot:
    - Sponsor your Event/Project (this includes providing funding and materials)
    - Cover expenses incurred in the production of your fundraiser
    - Provide volunteers or staff your event
    - Request celebrities and artists to attend your event
    - Contact our current sponsors/ partners and ask them to sponsor your event
    - Donate an auction item
    - Advertise/promote the project/ event on [www.vh1savethemusic.com](http://www.vh1savethemusic.com)
    - Send out an email blast to our subscriber base
    - Give you our mailing list or mail invitations to donors/supporters
    - Air your event and/or mention your promotion on VH1 or [vh1.com](http://vh1.com).
  - VH1 Save The Music is a 501(c)(3) organization, which means that donations made directly to the Foundation are tax-deductible to the fullest extent of the law.
  - Monetary donations are only tax-deductible to the individual(s) directly making the contribution to the Foundation; if multiple parties have donated and would like to receive a future tax benefit, each party will have to remit a personal check to “VH1 Save The Music” or make their donation online at <http://www.vh1savethemusic.com/donation>.
  - Donations collected on behalf of VH1 STMF and a completed Revenue Form (template is in this kit) should be sent to the attention of Deniece Dykes, VH1 Save The Music Foundation, 1515 Broadway, 20<sup>th</sup> Floor, New York, NY 10036 or can be made online at <http://www.vh1savethemusic.com/donation>. Checks should be made payable to “VH1 Save The Music Foundation” and for tracking purposes, please make sure to make note of any donation made online that is associated with your fundraiser when submitting your Revenue Submission Form.
  - In order to receive a tax receipt from VH1 Save The Music, individual donors must make the donation directly to the Foundation. VH1 Save The Music will provide receipts for contributions over \$250 to the individual(s) remitting the donation for tax purposes. Donations collected on behalf of the Foundation and remitted to VH1 Save The Music from a third party (event organizer) will not receive individual tax receipts, rather the third party will receive the acknowledgement from the Foundation.
  - If your fundraising activity is held in December, please ensure that gifts and accompanying documentation are sent to The Foundation’s office before the final business day in December to ensure that the donor(s) are eligible for tax benefits in that calendar year.
- 



### How to Refer to or Acknowledge The Foundation:

- The VH1 Save The Music logo can only be used in a way that promotes our positive image.
- Our logo may not be used without prior approval and under no circumstances may our logo be modified. For approval, please send a copy of how you are using it to Deniece Dykes at [Deniece.Dykes@vh1savethemusic.com](mailto:Deniece.Dykes@vh1savethemusic.com).
- Better Business Bureau policy states that the percentage of sale which will benefit VH1 Save The Music, must be clearly stated in all advertising, press and marketing materials and at the point of purchase based on the following guidelines:

What is going to VH1 STMF?	Then Use . . .
If <b>all the money collected</b> is going to VH1 STMF	Proceeds benefit VH1 Save The Music
If <b>all the money minus your expenses</b> are going to VH1 STMF	A portion of the proceeds benefit VH1 Save The Music or Net proceeds to benefit VH1 Save The Music
If a <b>specific dollar amount</b> in the purchase of a product is going to VH1 STMF	You must state the dollar amount. For example, for every t-shirt sold \$10 will go to VH1 Save The Music
If a <b>percentage of the proceeds</b> are going to benefit VH1 STMF	You must state what percentage of the proceeds will benefit the Foundation. For example, 10% of the proceeds to benefit VH1 Save The Music

- The letter T should always be capitalized in the word “The” and there is no hyphen in VH1 or apostrophe s (VH1’s). When mentioning the Foundation please use **VH1 Save The Music** or **VH1 Save The Music Foundation**.
  - The proportion of the logo cannot be modified or changed (stretched or elongated).
  - When writing about the Foundation please use the following description:
  - The VH1 Save The Music Foundation is a nonprofit organization dedicated to restoring instrumental music education programs in America’s public schools, and raising awareness about the importance of music as part of each child’s complete education. To date, VH1 Save The Music has provided more than \$45 million in new musical instruments to 1,700 public schools in more than 100 cities around the country, impacting the lives of over 1.4 million children.
- 



### Suggestions for a Successful Fundraiser:

Below, please find some ideas and tips that will hopefully assist you in successfully organizing your fundraiser. The fastest and most effective way to raise money for the Foundation is to determine your specific goals upfront, identify resources, and get to work!

1. Identify a concept and turn it into a workable fundraising activity that will appeal to your friends, family, coworkers and community. Some opportunities might include: auctions, bake sales, battle of the bands, car washes, concerts, dinners/ lunches, fashion shows, tournaments, dances, variety shows, parties and walk-a-thons.

2. Choose a fundraiser that will be fun and cost-effective and use the Budget Planning Worksheet as a guide to set realistic expenses and goals.

3. Inform VH1 Save The Music of your intentions and get approval to fundraise on our behalf, by returning the Application To Raise Funds to VH1 Save The Music, 1515 Broadway, 20<sup>th</sup> Floor New York, NY 10036, Attention: Deniece Dykes or by visiting: <http://www.vh1savethemusic.com/send-app> and submitting your application online.

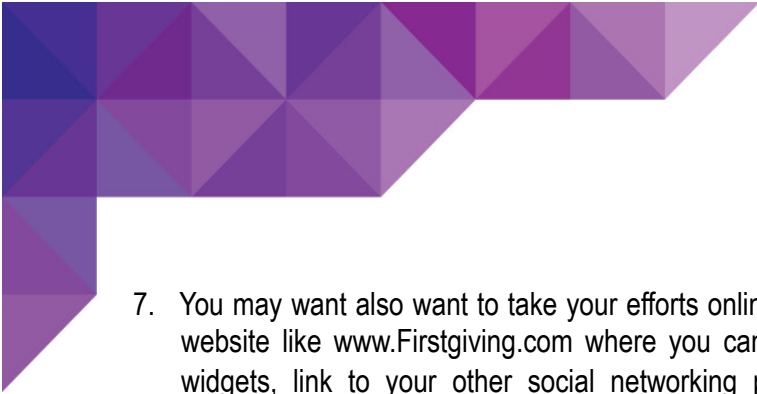
4. Once approved, research any relevant local and state laws that you may need to comply with and submit applications to obtain all necessary permits, permissions and authorizations to host the fundraiser.

5. Recruit your friends and family to support your fundraising efforts. Even better, form a small group/ committee to help with the planning and then ask them to spread the word through their own networks. The more people that know about what you're are doing, the more money you can raise. You may need:

- Bookkeeper to document all donations and expenses.
- Volunteer Chairperson to recruit and organize volunteers for the day of your event.
- Publicity Chairperson who will contact radio and TV stations, newspapers and will be willing to hang signs and get brochures out to the public.
- Printing Chairperson to have brochures, signs, T-Shirts etc.
- Sponsorship Chairperson to recruit corporate sponsors, to get auction items donated.

6. Create a timeline and set deadlines to determine what needs to be done to make it all happen.





7. You may want also want to take your efforts online and set-up your own fundraising page on a website like [www.Firstgiving.com](http://www.Firstgiving.com) where you can post pictures, track your goals through fun widgets, link to your other social networking pages, and provide a direct link to making donations to the Foundation. To get the ball rolling, visit: <http://www.firstgiving.com/npo/24512> and create your own fundraising page to share with friends, family and colleagues. Please be aware that Firstgiving will charge a fee of 7.5% on each donation made to the Foundation through your fundraising page.
8. Make a list of the things you'll need to produce a successful fundraiser and then approach local businesses with an original or customized version of the Sponsor Solicitation Letter. Many companies are often willing to get involved with charities in their community by donating in-kind goods and services, or by making a monetary donation in support of your efforts – just be clear and detailed in your request. Find out if someone in your group has a connection and then leverage that resource to get in touch with the right people.
9. Go public by:
  - Creating your own or using VH1 Save The Music's Flyer and Poster Templates (poster available online only) to hang at local businesses, schools, libraries and other community centers but don't forget to get approval to do so first.
  - Contacting your favorite radio station and local newspaper for free advertising.
  - Following the Email Appeal as a guide to quickly and easily let your group know about the event, and then ask them to forward the email to their network.
  - Spread the word by using Facebook, MySpace, Twitter, Linked-In and other social networking sites.
10. Consider targeting newspapers, radio stations, local TV stations, online media and local newsletters in your community to gain publicity for your fundraising activities. Use the Press Release and Media Alert Templates as your guide to help publicize your story, inserting important details about your event and telling the story of how members of the community are supporting music education. Make sure to follow up that your release has been received and don't forget to take photographs and have copies of the press release on hand the day of your event.





11. Give people options to donate by:

- Charging small amounts for tickets, auctions, prizes and games;
- Asking companies to donate a percentage of their profits for a period of time;
- Encouraging people to donate to the Foundation even if they can't attend the event;
- Submitting their contribution for a matching gift when offered by their employer; and
- Texting MUSIC to 50555 to donate \$10 to the VH1 Save The Music Foundation. You must respond Y to confirm donation. Standard message charges apply. For more info, visit [m.vh1.com/save](http://m.vh1.com/save).

12. Consider day of logistics, and create a contact list and schedule outlining how the activities will unfold.

13. Make sure to have information such as the VH1 Save The Music's Brochure on-hand to inform people about the Foundation and why they should support it.

14. Don't forget to say thank you to all of your donors for their help and support. Your thanks will keep people interested in the Foundation's work and will let them know that their support has made a difference. For your convenience, a sample Thank You Letter is attached to help you along.

15. Post-event send your donation, a completed Revenue Submission Form (template is in this kit), event pictures and press to the Foundation. All checks should be made payable to "VH1 Save The Music Foundation" received within one month of the completion of the activity or event, and mailed to Deniece Dykes, VH1 Save The Music Foundation, 1515 Broadway, 20<sup>th</sup> Floor, New York, NY 10036. Donations can also be made online at [www.vh1savethemusic.com/donation](http://www.vh1savethemusic.com/donation). We welcome you to upload your event pictures and videos to our Facebook Page.

13. Evaluate post-event what worked well, what didn't and what can be improved in future efforts.





## Fundraising Ideas:

There are many different ways to raise money for the Foundation and below you can find examples to get you thinking about the kind of fundraiser you would like to organize. Do not feel that you have to choose from these options; if you have a completely unique idea... go with it!

**Bake Sales:** A bake sale is always a favorite and as a rule wherever there is food, there are happy people. When planning there are a few guidelines you should follow:

- Arrange for volunteers to donate a variety of baked goods.
- Advertise well in advance.
- Sell baked goods in a busy location in your community or alongside a well attended community religious or school event.
- Recruit volunteers to help set up, sell and clean up afterwards.

**Charitable Performances:** Get everyone involved by hosting a Battle of the Bands, talent show, musical, play, concert, or fashion show. Keep in mind that location is important and it is critical to get a church, school, or civic group behind you to help with the production and allow you to use their performance space. When producing a fashion show, it often helps to set the date around the holidays (before people have bought gifts) or in the early spring and then plan at least three months in advance, securing local boutiques and involving local politicians or school faculty members to model clothes as well!


**Corporate Responsibility:** Many companies have philanthropic giving programs, so ask your human resources department about matching gifts, corporate sponsorship and annual giving programs. Also, if you're in need of donated food, supplies or a venue, contact local businesses and ask them to sponsor your activity and then provide an opportunity for signage to recognize their generous contribution.

**Food:** Food is always a good catalyst for a fundraiser. Try a spaghetti/ potluck dinner or pancake breakfast where you charge each guest a fee and they enjoy a home cooked meal that you made or that was donated by a local business.

**Give a Gift that Counts:** Make your birthday, wedding or anniversary count by asking friends and family to donate to VH1 Save The Music in place of traditional gifts.

**Text To Give Campaign:** Encourage event attendees to text MUSIC to 50555 to donate \$10 to the VH1 Save The Music Foundation. You must respond Y to confirm donation. Standard message charges apply. For more info, visit [m.vh1.com/save](http://m.vh1.com/save).





**Give Tribute:** In June 2010, the Foundation will launch a way to give your party guests a meaningful gift in lieu of favors. Visit [www.vh1savethemusic.com](http://www.vh1savethemusic.com) and choose from two beautifully designed cards made exclusively for the VH1 Save The Music Foundation by Mr. Boddington's Studio and inform the recipient that a gift of music has been made in their honor.


**Progressive Auction:** This is another great fundraising alternative in which you invite people to come to an auction and ask them to bring along a new item to be auctioned off (one of the more popular themes being homemade desserts). Each person puts their item on a table for all to see and then one by one a professional or a friend who is both funny and loud auctions them off!

**Raffles/ "50/50":** VH1 Save The Music is not responsible for any raffle hosted by an outside person or organization. A raffle is a game of chance in which a participant pays money in return for a ticket or other receipt and in which a prize is awarded. State governments set regulations, policies and procedures around the handling and administration of such games, with these and regulations varying state by state. The one consistent rule when pertaining to raffles is that prizewinners are subject to withholding taxes and are required to report their winnings to the Internal Revenue Service (IRS).

**Service Activities:** Get together with your friends and organize a community yard sale, dog wash, or car wash. All three are activities that provide a needed service to community members and you can also get the younger kids involved by allowing them to set-up a lemonade stand on the side to also raise funds!

**Silent/ Live Auction:** Many people combine an auction with a dance or dinner. The core of the work lies in getting the items donated and the rule in fundraising is that you should solicit as many people as possible for donations as the worst thing that can happen is that they say no. Possible auction themes can include: wine, date night basket, kids, and spa/ indulgence packages; while hot items might be free meals, weekends away, theater tickets, art, jewelry, babysitting services and sports memorabilia! Once you have secured the items, follow the Bid Sheet template by writing detailed descriptions of each item/ package and assigning a face value value, minimum bid amount, and bid increments for each lot.

**Sports Activities:** Why not channel your energy and talent by running, biking, walking, bowling or dancing in a marathon. There are four major ways for "Thons" as they are often called to raise money (1) registration fees that require the people who participate to pay a fee, (2) pledges in which participants use the Pledge Sheet template to collect donations from friends, family, and coworkers ahead of time, (3) donations from people who attend the event, and (4) sponsorships in which companies can pay to have their name and logo on the T-shirt given to the participants. These activities are often a lot of fun and can up the ante by offering donated prizes to those that raise the most money.





## Application To Raise Funds on Behalf of VH1 Save The Music

Thank you for your interest in raising funds to benefit the VH1 Save The Music Foundation. In order for us to better understand the event you are planning, and to see if the Foundation can participate, please fill out the form below. Please mail the completed application to VH1 Save The Music, 1515 Broadway, 20th Floor New York, NY 10036, Attention: Deniece Dykes or visit: <http://www.vh1savethemusic.com/send-app> to submit your application online.

Date of Submission: \_\_\_\_\_

Contact Information:

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Address:

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Organization Information:

Organization Name: \_\_\_\_\_

Organization Description: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Organization/ Company Address:

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_





Application To Raise Funds on Behalf of VH1 Save The Music - Page 2

Fundraiser/ Event Information:

Project/ Event Name: \_\_\_\_\_

Fundraiser Date: \_\_\_\_\_

Event Hours (Open & Close To Guests): \_\_\_\_\_

Description of Project/ Event: \_\_\_\_\_

Confirmed Event Sponsors (Cash, Media, In-Kind): \_\_\_\_\_

Confirmed Host/ Celebrity Participation: \_\_\_\_\_

Targeted Audience: \_\_\_\_\_

Venue Information:

Facility Name: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Venue Contact: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

Donation Goal: \_\_\_\_\_

How do you plan to raise funds?: \_\_\_\_\_

Please describe the kind of support you are seeking from the VH1 Save The Music Foundation and the ways in which you would like to use the Foundation's name and/or logo:



**SAMPLE FUNDRAISING BUDGET**  
Use this sample budget sheet to help plan your event.

Event Name: \_\_\_\_\_ Event Date: \_\_\_\_\_

<b>Projected Income:</b>	
Ticket Sales:	
Program Sales:	
Auction:	
Raffle:	
Sponsorship:	
Other:	
<b>Projected Expenses:</b>	
Venue:	
Equipment Rental:	
Catering:	
Printing:	
Advertising:	
Mailing Costs:	
Insurance:	
Security:	
Entertainment:	
Other:	
<b>Total Projected Expenses:</b>	
<b>Total Projected Income:</b>	
<b>Total Expected Gift to VH1 STM (Net Income):</b>	



**TEMPLATE: Sponsor Solicitation Letter**

(DATE)

(CONTACT NAME)

(COMPANY)

(ADDRESS)

(CITY), (STATE) (ZIP)

Dear (CONTACT NAME):

On (DATE), (WHO) will come together as a community for (ACTIVITY NAME) to raise funds in support of the VH1 Save The Music Foundation, a non-profit organization dedicated to restoring instrumental music education in American public schools, and raising awareness about the importance of music as part of each child's complete education. I am writing to ask your support of (ACTIVITY NAME) by making a donation of (WHAT).

According to multiple studies, students in high-quality school music education programs score higher on standardized tests compared to students in schools with no music education programs, regardless of the socioeconomic level of community. Since 1997, VH1 Save The Music has worked to ensure that every child has access to a complete education that includes the benefits of music instruction. Music has been a central inspiration to (PERSON/ ORGANIZATION NAME) and this is an excellent opportunity to rally together as a community to give all children the tools needed to be in the next generation of innovative leaders.

Please consider donating to this important (WHAT). With your help we can make this event a resounding success for school music programs! For more information, please contact (WHO) at (WHERE) and for more information on the VH1 Save The Music Foundation, please visit [www.vh1savethemusic.com](http://www.vh1savethemusic.com). Thank you in advance for your time and consideration.

Sincerely,

(ORIGINAL SIGNATURE)

(NAME)

(TITLE)





## TEMPLATE: Email Appeal

SUBJECT: Help me be instrumental in support of music education!

Dear Friends and Family,

Music has always been an essential part of my life. Today, I am proud to join the VH1 Save The Music Foundation in support of their mission to restore instrumental music education in America's public schools, and to raise awareness about the importance of music as part of each child's complete education.

The money that we raise through (ACTIVITY NAME) on (DATE) in (WHERE) will support an incredible charity that provides brand-new musical instruments to each school that benefits. Since 1997, VH1 Save The Music has provided \$45 million worth of new musical instruments to more than 1,700 public schools in more than 100 cities around the country, impacting the lives of more than 1.4 million public school students.

I have pledged to raise (HOW MUCH) in donations. You can help me reach that goal and help VH1 Save The Music in the process. You can make your tax-deductible donation online through my personal fundraising page at <http://www.firstgiving.com/PAGENAME>, at [www.vh1savethemusic.com/donation](http://www.vh1savethemusic.com/donation) (just put my name in the notes), or by making out a check to "VH1 Save The Music" and mail it to me at:

(CONTACT INFO)

Thank you in advance for helping me to reach my goal by supporting my fundraising effort.

All my best,

(NAME)





## TEMPLATE: Sample Press Release

### FOR IMMEDIATE RELEASE

CONTACT: (NAME)  
(PHONE)  
(EMAIL)

**(ORGANIZATION NAME) TO RAISE FUNDS AND AWARENESS FOR  
VH1 SAVE THE MUSIC FOUNDATION  
Proceeds from (WHAT) to Benefit School Music Programs.**

(CITY), (STATE), ((MONTH DATE, YEAR)) – (ORGANIZATION NAME), (ABOUT THE ORGANIZATION, is calling on community members and music lovers to help “Save the Music” in public schools by (ACTION).

From (START DATE) through (END DATE), (ITEM) will be available for purchase at (WHERE). (DESCRIPTION OF BEING SOLD ON AND HOW MUCH IT COSTS). All proceeds from the sales of (WHAT IS THE ITEM) will benefit the VH1 Save The Music Foundation (Please refer to the Acknowledging VH1 Save The Music Section) in their mission of providing instrumental music education programs to public schools. To inquire about details, please contact (NAME) at (PHONE NUMBER) or (EMAIL).

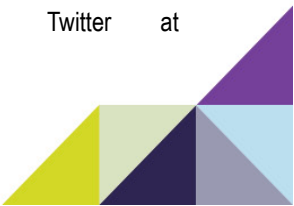
“Music has been a central inspiration to (ORGANIZATION NAME) and this is an excellent opportunity to rally with our community and raise essential funds in support of school music programs,” said (CONTACT), (TITLE) for (ORGANIZATION). We are happy to support VH1 Save The Music and giving the gift of music to our next generation of leaders. It is imperative that we continue to increase awareness about the importance of music education.”

###

About (ORGANIZATION)  
(ORGANIZATION BOILERPLATE/ SHORT DESCRIPTION)

#### VH1 Save the Music Foundation

The VH1 Save The Music Foundation is a nonprofit organization dedicated to restoring instrumental music education programs in America’s public schools, and raising awareness about the importance of music as part of each child’s complete education. To date, VH1 Save The Music has provided more than \$45 million in new musical instruments to 1,700 public schools in more than 100 cities around the country, impacting the lives of over 1.4 million children. With the support of people across the country and the 2010-2011 Ambassador Class including: OneRepublic, Chrisette Michele, Nick Lachey, Mandy Moore, Kelly Clarkson, Jason Mraz, Fall Out Boy, Colbie Caillat, it is The Foundation’s renewed commitment to donate one hundred million dollars worth of new musical instruments to ensure that even a greater number of students receive a comprehensive music education in the coming decade. For more information and to stay in touch with VH1 Save The Music, visit: [www.vh1savethemusic.com](http://www.vh1savethemusic.com) on Facebook at <http://www.facebook.com/pages/VH1-Save-The-Music-Foundation/58020989185?ref=mf> and on Twitter at <http://twitter.com/vh1savethemusic>.





**TEMPLATE: Sample Media Alert**

**MEDIA ALERT MEDIA ALERT MEDIA ALERT MEDIA ALERT**

**(NAME OF THE EVENT)  
TO BENEFIT THE VH1 SAVE THE MUSIC FOUNDATION**

**WHO:** (NAME OF ORGANIZATION), (ANY RECOGNIZABLE COMMUNITY PUBLIC FIGURES THAT WILL BE IN ATTENDANCE)

**WHAT:** (NAME OF ORGANIZATION) will host (NAME OF THE EVENT) on (DAY, DATE) to raise funds in support of music education. Members of the community, music lovers, and supporters are invited to attend the event, which will be held at (VENUE AND TIME).

According to (CONTACT NAME), a resident of (LOCAL INFO.), the exciting event will include (EVENT DETAILS). Tickets are (PRICE) with (WHAT PERCENTAGE) of the proceeds going to benefit the VH1 Save The Music Foundation (Please refer to the acknowledging VH1 Save The Music section) and their mission of ensuring that no child be deprived of the opportunity to participate in music education programs. To sponsor the event, to inquire about details or to purchase tickets please contact (NAME) at (PHONE NUMBER) or (EMAIL).

**WHEN:** (DAY, DATE)

**WHERE:** (VENUE)  
(ADDRESS)  
(CITY, STATE ZIP)

**WHY:** (ORGANIZATION NAME) is a proud supporter of the VH1 Save The Music Foundation, a nonprofit organization dedicated to restoring instrumental music education programs in America's public schools, and raising awareness about the importance of music as part of each child's complete education. To date, VH1 Save The Music has provided more than \$45 million in new musical instruments to 1,700 public schools in more than 100 cities around the country, impacting the lives of over 1.4 million children.

**CONTACT:** (NAME)  
(ORGANIZATION)  
(PHONE)  
(EMAIL)





**TEMPLATE: Sample Thank You Letter**

(DATE)

(CONTACT NAME)  
(COMPANY)  
(ADDRESS)  
(CITY), (STATE) (ZIP)

Dear (CONTACT NAME):

Thank you for your generous donation of (WHAT) to the (ACTIVITY)! We are so grateful for your support.

Because of you, we were able to raise over (AMOUNT) in support of the VH1 Save The Music Foundation's work to ensure that all public elementary and middle school students, regardless of socio-economic conditions, have access to a complete, quality education that includes music. Since 1997, VH1 Save The Music has restored instrumental music programs in 1,700 public schools in nearly 100 cities across the U.S enriching the lives of over 1.4 million students.

(PARAGRAPH ABOUT WHAT WENT ON AND SPONSORS INVOLVEMENT)

Again, thank you for your generosity. You are directly impacting the lives of our nation's children in a positive and meaningful way. Thank you for making that difference.

Sincerely,

(NAME)  
(TITLE)









## FUNDRAISING REVENUE SUBMISSION FORM

Thank you for your efforts on behalf of the VH1 Save The Music Foundation. Your dedication and pro-active advocacy and fundraising efforts ensure that music education is available to all children. To be sure that you receive appropriate recognition, please send this form with your donation(s) to:

Deniece Dykes  
VH1 Save The Music (Tax ID: 13-6089816)  
1515 Broadway, 20<sup>th</sup> Flo0r  
New York, NY 10036

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

FUNDRAISING EVENT(S): \_\_\_\_\_

AMOUNT RAISED: \_\_\_\_\_

NUMBER OF CHECKS ENCLOSED: \_\_\_\_\_

Please note, we can only accept checks made out to "VH1 Save The Music".

PLEASE CHECK ONE:

- THE ENCLOSED AMOUNT REPRESENTS MY ENTIRE FUNDRAISING EFFORTS FOR THE YEAR.
- THE ENCLOSED AMOUNT REPRESENTS A PORTION OF MY FUNDRAISING EFFORTS FOR THE YEAR, AS DONATIONS WERE ALSO MADE ONLINE.

MY FUNDRAISING GOAL IS/ WAS \$ \_\_\_\_\_.

- I HAVE EXCEEDED MY GOAL.
- I HAVE MET MY GOAL.

COMMENTS:  
\_\_\_\_\_  
\_\_\_\_\_

**COME OUT AND ROCK!**



**WE SAVE THE MUSIC**  
PROUD SUPPORTER  
[www.wtsavethemusic.com](http://www.wtsavethemusic.com)

**WHO:**

**WHAT:**

**WHEN:**

**WHERE:**

**WHY:**

**HOW CAN I SUPPORT:**

**[INSERT NAME] is proud to support the  
VH1 Save The Music Foundation!**

VH1 Save The Music is a non-profit organization dedicated to restoring instrumental music education in America's public schools, and raising awareness about the importance of music as part of each child's complete education.

Since 1997, VH1 SAVE THE MUSIC has PROVIDED:  
\$45 MILLION WORTH of NEW MUSICAL INSTRUMENTS;  
to 1,700 PUBLIC SCHOOLS;  
in more than 100 CITIES around the country;  
IMPACTING the LIVES of more than  
1.4 MILLION PUBLIC SCHOOL STUDENTS.

The Foundation relies on donations to execute its mission. To get involved, join the community and support VH1 Save Music's work to jumpstart instrumental music programs, go to:  
[www.vh1savethemusic.com](http://www.vh1savethemusic.com)



A musician's dedicated practice leads to increased lifelong attention skills, intelligence, and an ability for self-knowledge and expression.

Young children who received a year of musical training showed brain changes & superior memory compared with children who did not receive instruction.

Children who play music do better in school and in life.

Students who participated in music lessons showed statistically higher IQs.

Music students on average score 57 points higher in verbal & 41 points higher in math on their SATs.

89% of principals feel that a quality music education program contributes to their school receiving higher graduation rates.

Students indicate that arts participation motivates them to stay in school, & that the arts create a supportive environment that promotes acceptance of criticism and encourages risk taking.



More than 94% of Americans consider music to be part of a well-rounded education.

Children who study the arts are found to be tenacious, team-oriented problem solvers who are confident & able to think creatively.

74% of employers agree that creativity is increasingly important in the US workplace.

Music education taught at an early age greatly increases the likelihood that a child will grow up to seek higher education and ultimately earn a higher salary.

The skills gained through learning music, including discipline and the ability to analyze, solve problems, communicate & work cooperatively, are vital for success in the 21<sup>st</sup> century.

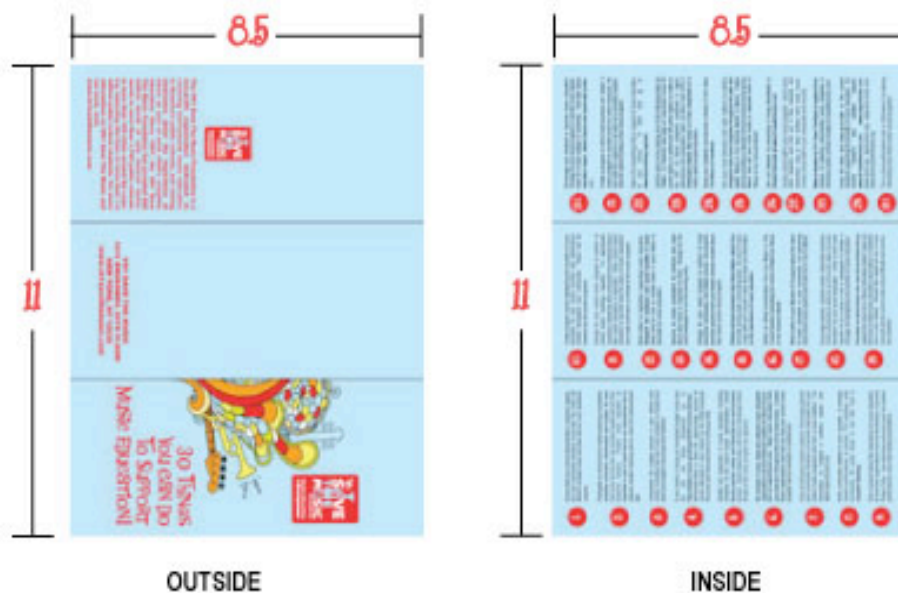
## WHY LEARN TO PLAY MUSIC?

Source: Support Music Brought to you by NAMM and MENC

## What You Can Do For Music Education - Brochure Printing & Assembly Instructions

The 30 Things You Can Do For Music Education Brochure is a quick and basic guide that you can print and hand-out to community members, teachers, and administrators as a resource on how to keep music education strong in their community.

The brochure (found on the next two pages) is formatted to be printed on both sides (double-sided) of a single sheet of letter-sized (8.5 x 11 in) paper and then folded into thirds (a tri-fold).



To set your computer software for double sided printing (if you have a printer that is compatible) these instructions may help:

- On a PC, go to the drop down "File" menu and select "Double Sided Printing" under the "Preferences" or "Properties" window and print.
- On a MAC, click "Copies and Pages" under the "File" menu, select "Layout" and then click on "Long-Edged Binding" and print.

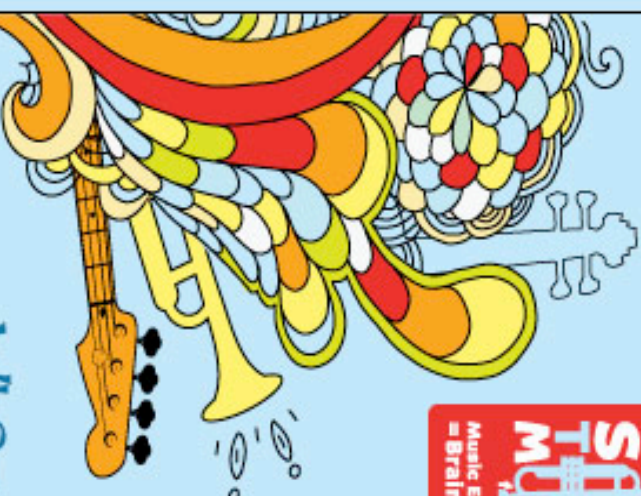
To finish, fold the brochure much like you would a letter before putting it in an envelope (the second fold wraps on top of the first one).





The VH1 Save The Music Foundation is a non-profit organization dedicated to restoring instrumental music education in America's public schools, and raising awareness about the importance of music as part of each child's complete education. Since 1997, the VH1 Save The Music Foundation has provided \$45 million worth of new musical instruments to more than 1,700 public schools in more than 100 cities around the country, impacting the lives of more than 1.4 million public school students. For more information on VH1 Save The Music and our work, visit: [www.vh1save themusic.com](http://www.vh1save themusic.com)

THE VH1 SAVE THE MUSIC FOUNDATION  
1515 BROADWAY, 20<sup>TH</sup> FLOOR  
NEW YORK, NY 10036  
[www.vh1save themusic.com](http://www.vh1save themusic.com)



What You  
CAN DO  
To Support  
Music Education!

1. Know the facts and stay current on the research about the benefits of music education. Explore [www.vh1savehemusic.com](http://www.vh1savehemusic.com), [www.supportmusic.com](http://www.supportmusic.com), [www.menc.org](http://www.menc.org), [www.namm.org](http://www.namm.org), [www.amc-music.com](http://www.amc-music.com), [www.americansforthearts.org](http://www.americansforthearts.org).

2. Talk with your school administrators, teachers, legislators let them know that the Elementary and Secondary Education Act includes music and the arts as a core academic subject.

3. Understand how the budget process works in your district and how funds are allocated. Participate in conversations to fund your music program.

4. Identify & rally key supporters of music education such as members of the school board, administration, faculty, parents, media and influential civic and business leaders.

5. Gather a small group of concerned parents and visit your school superintendent and other school district officials. Express a concern that the school's music programs be funded at levels to support participation for all students; do this NOW.

6. Keep advocacy student-centered. Encourage parents and community members to advocate for school music programs and form a coalition. Visit [www.supportmusic.com](http://www.supportmusic.com) for more information about building a coalition.

7. Get involved in local, state and national music education organizations, such as the National Coalition for Music Education at [www.supportmusic.com](http://www.supportmusic.com). Find out how your school music education program can get involved in conferences and decision-making events.

8. Arrange meetings with music educators in your area and beyond to share ideas and advocate for music education.

9. Hand out materials about the importance of music education and how people can get involved (including this brochure) at every opportunity, including student performances and meetings.

10. Invite community leaders to your concerts and arrange for student performances at schools, PTA meetings, local businesses, in parks, at the public library, at City Hall and during peak commuter times at local commuter hubs (planes, trains, bus terminals). Remember to post a sign with your school's name!

11. Regularly arrange for student performances at school board meetings (a great place to demonstrate how integral music education is to your school) and in public elementary and middle schools. Get decision-makers and students excited about music education.

12. Deliver a speech about the importance of music education to local civic organizations such as Kiwanis, Lions and Rotary Clubs. Utilize advocacy materials such as student performances and multi-media presentations.

13. Write letters – and initiate letter writing campaigns – to your legislators to support music education. Share the facts about the impact music can have on a young person's life and share your music education success stories.

14. Initiate and sponsor an essay writing competition for students to encourage them to write about why music is important to them. Contact local newspapers to ask them to run the winning entry.

15. Request and obtain an official proclamation from your Mayor or City Council leaders dedicating the month of March as "Music in our School's Month."

16. Encourage parents, students and influential members of the community to write an "op-ed" in your local newspaper about the value of music education.

17. Invite the local news to do a story or ask a newspaper to donate a full-page ad highlighting the benefits of music education. Ask your local tv and radio stations to recognize school music program events throughout the year and to salute "Music in our Schools Month" in March.

26. Nominate an administrator who has demonstrated a strong commitment to music for a "Music Education Award." Awards are usually given by local and state music

educators associations, or you can establish an award committee in your community. Present the award at one of your student concerts, and invite key members of the community.

19. If you are a teacher, encourage your students to become music advocates and educators! Arrange for your music program to visit the music department of a local college or university. Visit with music education majors, attend advanced classes and speak with professors. Arrange for local musicians and business leaders to come speak with your class about how music has impacted their life and success. Rally school staff around the cause.

20. Create a program where local businesses can "adopt" a music program to provide funds for extra resources (provided this is not a replacement for district funding for the music education program).

21. If you are a teen student, start a "Do Something Club" in support of music education in your school. To learn how, visit [www.dosomething.org/clubs](http://www.dosomething.org/clubs)

22. Share one of the following stats via Facebook and Twitter: (1) Students that play an instrument score 55 points higher on verbal and 38 points higher on math on the SAT. (2) Music programs contribute to higher attendance and graduation rates. (3) More than 94% of Americans believe that music is a key component to a child's well-rounded education.

23. Show your solidarity by "friending" VH1 Save The Music on Facebook, signing up for e-newsletters and following the Foundation on Twitter. Get more involved in the Foundation by becoming a Young Benefactor or Student Advocate at [www.vh1savehemusic.com](http://www.vh1savehemusic.com)

24. Raise funds on behalf of the Foundation. Download the "Fundraising Toolkit" located at [www.vh1savehemusic.com](http://www.vh1savehemusic.com)

25. Make a donation to VH1 Save The Music to support the Foundation's mission to jumpstart instrumental music education programs in U.S. public elementary and middle schools.