



NJYS Play-A-Thon

Sunday, March 18th, 2012
Dress Rehearsal March 16th, 2012

PARENT AND STUDENT INFORMATION

The Play-A-Thon Pops concert is a fund-raising event and an amazing experience for both the student musicians and the hundreds of people who attend. Performed at the Jersey Gardens Mall in Elizabeth, the Play-A-Thon is a free concert of popular musical pieces performed to the public that most people will know and love, and the one time when all NJYS ensembles play together. It not only raises awareness of NJYS, but also exposes the community to the beauty of music. Many people who attend may never have had an opportunity to hear or see a live youth orchestra before, and most will be amazed that the musicians are students and not professionals!

WHY HAVE A PLAY-A-THON?

The Play-A-Thon is the #1 fund-raising event for NJYS. Current tuition rates only cover less than 50% of the expenses of running this quality organization, therefore **EVERY STUDENT AT NJYS MUST PARTICIPATE IN FUND-RAISING.** Every member must work together and do his/her part to accomplish fund-raising goals and support NJYS. NJYS is a non-profit organization, and without donations from individuals, businesses, corporations, and foundations, NJYS cannot exist. Instead of focusing on fund-raising events that target members of the organization, **the Play-A-Thon asks for donations from the community.** We would like **EVERY student to raise a minimum of \$125.00 for NJYS. THIS CAN BE ACCOMPLISHED IF THE MEMBERS OF NJYS INVITE THE COMMUNITY TO THE PLAY-A-THON THROUGH INVITATIONS CALLED "PIRD's."**

WHAT IS A "PIRD?"

It stands for a **"PERSONALIZED INVITATION and REQUEST FOR DONATION."** It is an invitation, with your (son or daughter) musician's photo on it, and information about the Play-A-Thon. There are also "Generic PIRD's" with a photo of a previous Play-A-Thon concert if you do not prefer the musician photo invitations. Included with the invitation is a pre-printed, self addressed envelope and donation card your sponsor will fill out and return to you with their donation.

HOW DO I GET SPONSORS?

ONLY BY INVITING THE COMMUNITY WILL THE PLAY-A-THON BE A SUCCESSFUL FUND-RAISING EVENT. Every member of NJYS has their own unique community. Friends and family love to attend the Play-A-Thon concert, but teachers, co-workers, business associates, as well as business

owners that members patronize, will all come together to support your student musician. Invite them! These are the sponsors! Please see attached "Who To Invite To Play-A-Thon?" **Because the invitations (or PIRD's!) have the NJYS Tax ID Number printed on them**, businesses will use their donations as a tax deduction, and the return envelope with the invitation makes it easy for them to be a sponsor. Make a list of contacts or businesses you can invite and even hand deliver the invitations for a personal touch! After all, you support several business owners all through-out the year. . . why not ask them for their support of your very talented musician? Order your PIRD's, or invitations, and mail them out or deliver them to your personal community. **Order forms are available at NJYS or through your rehearsal manager and should be returned no later than JANUARY 20th, 2012. Please see attached PIRD ORDER FORM. PIRD's are ½ price until January 7th, 2012 so get your order form in TODAY! THE ABSOLUTE DEADLINE TO ORDER PIRDS IS JANUARY 20th, 2012.**

Prizes for Fund-Raising:

1. The top fund-raiser will have the honor of conducting "The Can-Can" at the concert. This is a fun and exciting honor to conduct a 360+ member orchestra!

2. Bring in donations for chances to pull money from the money boxes!

***For every \$100 you raise:** The student can reach into the prize envelope box and pull out one envelope containing \$1, \$5, \$10, \$20, \$50 or \$100 bill, or coupons for gift cards to local retailers such as Barnes and Noble or iTunes gift cards!

3. A pizza party will be given for every orchestra that achieves 100% participation, regardless of the amount collected.

4. Receive One Prize Drawing Ticket if you bring in at least \$250.00, and you could win a special grand prize:

*** YS and YO only: Chance to Win _____(TBD)_____**

*** FC, FF, JWE, PERC, PHIL only: Chance to Win _____(TBD)_____**

*** JS, PREP, and SINF only: Chance to Win _____(TBD)_____**

*One prize drawing ticket per student, for a \$250.00 or more donation to NJYS, which gives all students raising at least \$250 for Play-A-Thon a fair chance of winning.

**TBD: Grand Prizes and their values will be determined based on whether or not NJYS meets its fund-raising goals. Last year they were IPADs because we had our best year ever!!



**NJYS PLAY-A-THON
SUNDAY, MARCH 18, 2012
IMPORTANT DATES TO REMEMBER!!**

Date:	Description:
December 4-8 th	Parent's Play-A-Thon Information Night Meetings.
January 7th, 2012	Last day accepting half-price PIRD orders. (see PIRD order form)
January 9-12th	Student Play-A-Thon Photography Week: All students will be photographed for use on their Personalized Invitations Requests for Donations (PIRDS). Please have your child come dressed to his/her rehearsal this week in the attire you wish for his/her PIRD photograph.
January (12-2pm)	Make-Up Photo Day! If you missed rehearsal during the week--last chance for a photo!
January 20th, 2012	LAST DAY ACCEPTING ALL (FULL PRICE) PIRD ORDERS--NO EXCEPTIONS!
January 22-26th	NJYS PAJAMA WEEK!! By donating \$5 you can wear your favorite pajamas to rehearsal!
January 29th-Feb.2nd	INVITATIONS HERE!!! PIRD ORDERS WILL BE COMPLETED AND DISTRIBUTED DURING REHEARSALS!
February 5-9th	NJYS PIRD MAILING WEEK. Come in, address your invitations, and socialize! Refreshments will be served in the Parent Lounge. (not mandatory, just social!)
February 5-9th	WE (LOVE/HEART) NJYS! Donate \$2/heart and decorate the walls at NJYS with Valentines!
February 19-23rd	NJYS Play-A-Thon KICK-OFF WEEK!! Pizza party! Donate \$5 and have a slice of pizza, drink, and dessert! This week start bringing in your donations!
February 19-March 30th	Bring in all of your donations for Play-A-Thon. Prizes will be awarded to top fundraisers!! Earn chances to win prizes in fabulous drawings!!
March 4th-8th	"Sweetest Orchestra in the World!" Bake Sale! We will need volunteers to bake and students to bring in \$ to purchase a delicious treat before/after rehearsals, and at breaks!
March 16th	Play-A-Thon Dress Rehearsal!
March 18th	NJYS PLAY-A-THON!!! Jersey Gardens Mall!!!
March 30th	LAST DAY ACCEPTING DONATIONS TOWARD PRIZES/CONTESTS FOR PLAY-A-THON!!
APRIL 15-19th	PRIZE DRAWING WEEK!!! Don't miss this week of rehearsals because this week you will be drawing for prizes!!

NJYS PLAY-A-THON
2011
FINANCIAL DATA

ENSEMBLE:	# Students	AMOUNT RAISED	PARTICIPATION	#PIRDS ORDERED	# STUDENTS WHO ORDER. PIRDS/%
YS	67	\$12,595	66%	170	14/21%
YO	72	15,408	100%	550	35/49%
PHIL	68	17,528	91%	690	36/53%
SINF	40	6,530	98%	290	22/52%
JS	30	9,751	97%	380	22/73%
PREP	28	9,093	82%	480	22/79%
FC	17	5,663	88%	105	5/29%
FF	12	5,997	100%	50	3/25%
JWE	16	1,670	69%	130	7/44%
PE	14	320	71%	30	3/21%
TOTALS	364	\$84,554	87%	2,875	169/47%
+Mail Donations		398			
+Firstgiving Donor to NJYS		500			
GRAND TOTAL:		\$85,452			

***PE is only the 3 students who are not in other ensembles

***PARTICIPATION is included even if the student brings in ANY DONATION AMOUNT

***PIRDS=PERSONALIZED INVITATIONS/REQUESTS FOR DONATIONS

(TAKING A CLOSER LOOK:)

YO and PHIL each did incredible because THEY SENT OUT SO MANY INVITATIONS!!

JS and PREP EACH RAISED CLOSE TO \$10,000 with 30 (and less) STUDENTS!! WHY? BECAUSE THEY SENT OUT SO MANY INVITATIONS!!

BOTTOM LINE: STUDENTS MUST SEND OUT INVITATIONS TO THE COMMUNITY INVITING THEM TO HEAR OUR MUSICIANS, AND BECOME FINANCIAL SPONSORS TO NJYS!!!

Number of students who did not reach the \$125/student minimum requirement: 192 or 53%

Number of students who raised LESS THAN \$20: 76 or 21%

53% of the organization is not fund-raising to cover their cost to be in their ensemble! MORE THAN HALF OF THE STUDENTS!!!

If those 76 bottom fund-raising students (21% of the organizations!) fund-raised the minimum \$125 for the organization, \$9,500 more would have been raised for NJYS to cover the cost of their tuition!!! (remember, tuition does NOT cover 100% of the cost for the student to be educated in the organization!)

THIS YEAR'S FOCUS:

1. FIRST AND FOREMOST IS PARTICIPATION. EVERYONE NEEDS TO DO THEIR PART. 100% of the organization needs to be sending out PIRDS and inviting the community to attend Play-A-Thon and sponsor your student musician. if \$85K can be raised with 2,875 PIRDS being mailed out by 169 students, just think what if:

364 Students sending out a minimum of 20 invitations (PIRDS) each = 7,300 PIRDS

**We could MORE THAN DOUBLE OUR NUMBERS
FROM LAST YEAR!!!**

**PARTICIPATION!!!
INVITE THE COMMUNITY!!!
STRENGTH IN NUMBERS!!!**

It is NOT HARD to send out 20 invitations!

**4 Family Members
4 Teachers
4 Businesses you patronize
2 Neighbors
4 Friends
2 Business Associates**

20!!!

Add on the hundreds of contacts most people have on their email by sending your email contacts the NJYS Firstgiving.org website, Facebook postings/Twitter, etc. of the NJYS Firstgiving.org website.

2. Firstgiving Website (2011 the website brought in \$3,898!) and on-line donations. YOU MUST GET THAT WEBSITE OUT THERE!
3. Company Matches (over \$4,000 was raised from company matches last year).
4. 50/50 Drawing
5. Corporate and Business Sponsors

WHO DO I INVITE TO PLAY-A-THON??

1. FAMILY MEMBERS
2. FRIENDS
3. NEIGHBORS
4. MUSIC TEACHER
5. SPECIAL TEACHERS IN SCHOOL
6. PRINCIPAL
7. CHIEF SCHOOL ADMINISTRATOR
8. COACHES
9. ACCOUNTANT
10. ATTORNEY
11. INSURANCE SALESPERSON
12. FINANCIAL ADVISOR
13. BANKER
14. MORTGAGE SPECIALIST
15. BUSINESS ASSOCIATES
16. BUSINESS CLIENTS
17. PRIMARY CARE PHYSICIAN
18. PEDIATRICIAN
19. DENTIST
20. ORTHODONTIST
21. DERMATOLOGIST
22. OPTOMETRIST
23. PODIATRIST
24. CHIROPRACTOR
25. ARCHITECT
26. PLUMBER
27. LANDSCAPER
28. EXTERMINATOR
29. MECHANIC/CAR DEALERSHIP
30. CONTRACTORS
31. PERSONAL TRAINER
32. PET GROOMER
33. REALTOR
34. VET
35. BUS DRIVER
36. BARBER
37. HAIR STYLIST
38. NAIL SALONIST
39. DRY CLEANERS
40. PIZZERIA
41. FAVORITE RESTAURANTS
42. MAYOR
43. COUNCIL
44. DAYCARE DIRECTOR/OWNER
45. ANYONE WHO WOULD LOVE TO HEAR A GREAT CONCERT!!!



PLAY-A-THON FUND-RAISER EVENT CHAIRS

**The following positions are in need of an
NJYS volunteer chair:**

1. NJYS Organizational-Wide Fund-Raiser Chair:

- Plans and organizes NJYS Organization-wide fund-raising events.
- Follows up w/Ensemble Manager for support/participation in organizational-wide fund-raising events.

2. Marketing/Publicity Chair:

- Writes news articles for press releases about upcoming NJYS Play-A-Thon.
- Sends photos to local newspapers about Play-A-Thon.
- Plans/Organizes/Creates tri-fold Play-A-Thon brochure or program that has information about repertoire, event sponsors, and conductor information.
- Orders banners, posters, and all marketing materials that sponsors will expect to be used for advertising purposes of their Platinum, Gold, and Silver level sponsorships.

3. Invitation/Requests for Donations (PIRD) Chair

- Collects money and order forms from parents ordering invitations.
- Collects photo release forms.
- Takes photographs/assists photographer volunteers when taking photos of all students in all ensembles.
- Orders all student photographs (as required by order forms) from Walmart.com
- Orders all invitations on-line or purchases all invitations locally for best price kits.
- Creates/Prints off all personalized invitations.
- Cuts photos down and attaches on all pre-printed, personalized invitations.

4. Decorating Chair

- Creates posters informing parents of upcoming NJYS Organization-Wide Fund-Raising events. (will work with Organization-Wide Fund-Raising Chair)
- Creates posters to hang in hallways, that keep track of top 10 student fund-raisers and each ensembles numbers/statistics/progress. Compares progress of

each ensemble to goals. Will receive this information from Chair of Student Collections/Donations.

5. Corporate/Events Sponsors Soliciting Chair

- Writes a letter on NJYS letterhead appealing to corporate event sponsors.
- Solicits businesses for financial support.

6. Prize/Silent Auction Soliciting Chair

- Can work together with Corporate/Events Sponsor.
- for soliciting items to be used as prizes for top ensemble fund-raisers, as well as items to be used for the Silent Auction
- Writes a letter on NJYS letterhead to be used when soliciting businesses for donations.

7. Thank-You Letters Chair

- Writes a formal thank-you and sends to all donors (prizes, sponsors, etc.) that have contributed/supported NJYS Play-A-Thon. Will work with Prize-Silent Auction Soliciting Chair and Corporate Events Sponsors Chair for this information.

8. Chair of Student Collections/Donations

- Receives all monetary donations from Ensemble Managers and ensures the correct student receives credit for amounts collected, using a spreadsheet. Works with Ensemble Managers and the book-keeper.

9. 50/50 Ticket Sales Chair

- Advertises, sells tickets, and collects money for the drawing to be held at the event.
- Fills out all necessary paperwork with Borough Hall in New Providence obtaining license to hold a 50/50 event.
- Conducts the drawing the day of Play-A-Thon.



NJYS
PLAY-A-THON PHOTO AUTHORIZATION

I _____ hereby
authorize my son/daughter _____
to be photographed by NJYS staff/volunteers, and that this
photograph is allowed to be utilized for production and/or
distribution in NJYS advertising and marketing materials,
specifically for PLAY-A-THON.

(Signature and date)

WAIVER OF LIABILITY
JERSEY GARDENS

In consideration of being given the opportunity and permission by the owner of Jersey Gardens to participate in the New Jersey Youth Symphony Play-A-Thon Concert being held on Sunday, March 18, 2012 at Jersey Gardens, 651 Kapkowski Road, Elizabeth, NJ 07201 (the "Activity", the undersigned participant and the parent or legal guardian of any minor participant executing this waiver, for themselves and said minor), hereby forever waives, releases, discharges and agrees to hold harmless the owner of Jersey Gardens (JG Elizabeth, LLC), the manager of Jersey Gardens (Glimcher Properties Limited Partnership) and their respective successors, officers, directors, members, partners, employees and agents, whether or not caused by their negligence, from and against any and all claims, causes of action, demands, damages, loss of service, expenses and costs (including attorney's fees) arising in connection with damages for death, personal injury or property damages which I may incur, have or may subsequently accrue to me as a result of my participation in the activity, excepting only any claim arising solely by reason of the gross negligence or intentional and willful misconduct on the part of the owner or the manager of Jersey Gardens, or their respective agents, representatives or employees.

It is further agreed and understood that by executing this waiver of liability, the undersigned agrees to assume the risks in participating in the Activity and that this waiver, release, discharge and assumption of risk is binding upon my heirs and assigns. Additionally, the undersigned participant certifies that they are either: (i) 18 years of age or older; or (ii) if under the age of 18, that the participant's parent or legal guardian has also executed this waiver.

Participant Printed Name: _____

Participant's Signature: _____

Participant's Legal Guardian/Parent:
(if participant is a minor) _____

Legal Guardian/Parent Signature: _____

Date: _____



NJYS PLAY-A-THON VOLUNTEER

We ask that **ALL PARENTS** sign up to volunteer their help with Play-A-Thon. Please check the following ways you wish to volunteer for the 2012 Play-A-Thon. **(Please check all that apply.)**

- _____ Ensemble Play-A-Thon Lead (Point of Contact to your child's Ensemble for Play-A-Thon)
- _____ Photography Week (Dec. 11-15th during your child's ensemble rehearsal)
- _____ As needed during Play-A-Thon Dress Rehearsal (beverage coupon book sales, set-up, etc.)
- _____ As needed during the Play-A-Thon (merchandise sales, collection tables, set-up, equipment rooms, etc.)
- _____ Assist w/Prize Drawing Box after Play-A-Thon. (Purchase gift cards, organize and stuff envelopes w/prize coupons and \$, organize and tally individuals and how many draws they get from prize box, etc.)
- _____ PIRD (Personalized Invitations/Requests for Donations) Creation as needed. (cut down photos as needed, attach photos to invitations, etc.)
- _____ NJYS Organizational-Wide Fund-Raising Chair (see description in packet)
- _____ Play-A-Thon Publicity Chair (see description in packet)
- _____ Invitation/Requests for Donations (PIRD) Chair (see description in packet)
- _____ Decorating Chair (see description in packet)
- _____ Corporate/Business Sponsors Soliciting Chair (description in packet)
- _____ Prize/Student Incentives Chair (description in packet)
- _____ Thank-You Letter Chair (description in packet)
- _____ Parent Ensemble Team Leader (description in packet)
- _____ Student Musician Ensemble Team Leader (description in packet)
- _____ 50/50 Ticket Sales Chair (description in packet)
- _____ Firstgiving.org Webmaster (description in packet)

(Your Name)

(Your Phone Number and Email Address)

(Your Child's Name and Ensemble)

PERSONALIZED INVITATIONS/REQUESTS for DONATIONS (PIRD'S)
ORDER FORM

- Each PIRD includes: 1) a photo invitation and envelope, and 2) a pre-printed, self-addressed return envelope and donation card for sponsors to return to the student. Be advised that if you pre-paste stamps on this return envelope, it makes it very easy for your sponsors to send in their donation.
- Personalized Invitations Requests for Donations [PIRD's] will be available for half- price until January 7th, 2012. Please make all checks payable to "NJYS" and give completed forms to your rehearsal manager, Operation's Manager Susan Peterson, or Tricia Brancatella, Play-A-Thon Chair box in the volunteer office. **NO ORDER FORMS WILL BE ACCEPTED AFTER JANUARY 20th , 2012 DEADLINE! JANUARY 20th is THE VERY LAST DAY TO ORDER!**
- Please complete the following information to place your order and **PLEASE PRINT NEATLY!** This information is used on the personalized invitations.

Student Name: _____

Ensemble: _____ Instrument: _____

Current Address (street, city, and zip code): **THIS INFORMATION IS PRE-PRINTED ON THE RETURN ENVELOPES TO THE STUDENT.**

- PIRD's are available at a price of 2 for \$1.00 until January 7th, 2012. After January 7th, 2012 the cost will be \$1 each, until the final deadline of January 20th, 2012. Please circle your quantity, and then the correct price below. If you would like more than forty, please fill in the blank using either \$0.50 or \$1/each ration, depending on if you meet the deadline.

Quantity	Price	PRICE AFTER JANUARY 7th
10	\$5 (\$.50 X 10)	\$10 (\$1 X 10)
20	\$10	\$20
30	\$15	\$30
40	\$20	\$40
Other # (over 40) _____	Cost over 40: \$ _____	(\$1 each) _____

- Please circle which photo you would like us to use for your invitations. If you would like some of each, circle them both and write the quantity next to it:

Quantity:

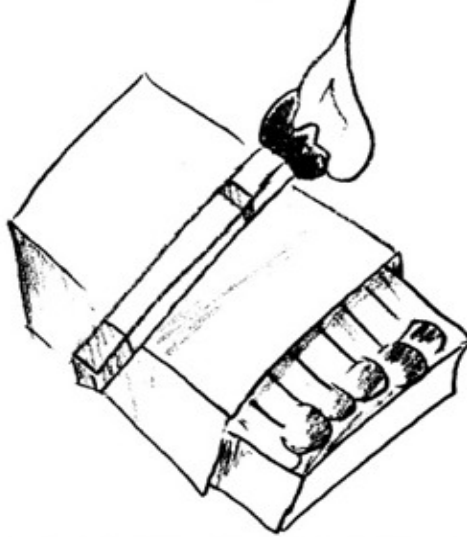
a. Individual Photo _____

b. Ensemble Group Photo

c. Play-A-Thon Event Generic Photo



PLAY-A-THON COMPANY MATCH PROGRAM!



Please indicate your name and employer, and we will check for you to see if there is a company match program available at your place of business!!

Your Name: _____

Your Phone Number/Email
Address: _____

Your Child's Name and
Ensemble: _____

Your Employer: _____

Your Employer's Phone Number: _____

*NJYS is a 501(c)(3) Non-Profit Organization

**Your child will receive credit for all company match dollars as part of our Play-A-Thon contests and drawings!