

Sample email for Performathon 2012

Dear Uncle Kenny,

I (or “my daughter, Emma” or “our family”) am thrilled to tell you that I am participating in a one-day student fundraiser and performing extravaganza:

Performathon!!!

As you may know I have been taking music (“violin” or “voice” or “piano”) lessons at the Rocky Mountain Center for Musical Arts. As a full member of the National Guild for Community Arts Education, the RMCMA has a vision of:

Music for All... For Life!

The school’s Heartstrings program is two-fold. It provides Tuition Assistance so that no one is denied lessons for financial reasons. It also funds an Instrument Bank that provides very low-cost instrument rentals to students who would not otherwise be able to afford a rental instrument. This year the RMCMA has rented about 200 instruments and is reaching over 40 schools in five different counties.

Performathon is the RMCMA’s only student fundraiser. On October 27 RMCMA will host its Community Open House and Performathon. There will be free classes and lessons, building tours, instrument petting zoo, instrument hospital, prize drawings, a bake sale, and other activities presented by other community organizations such as the Lafayette Public Library. Students will perform in Founders Hall from 10am to 4pm. It’s a really fun event and a great chance for me to practice performing in front of an audience.

I am going to play during the 3pm hour. My job, in addition to preparing for my performance, is to collect pledges to help meet the school’s fundraising goal of \$5000. Would you sponsor my performance?

Students who raise more than \$200 get an iTunes gift card and the student who brings in the most pledges over \$300 gets an iPod! There’s no specific pledge amount. Just let me know how much you are comfortable donating.

If you are not interested in sponsoring me I hope you will still drop by the school that day. Performathon is a lot of fun. You can come by at 3pm to watch me perform.

Let me know if you have any questions about the school or the event or you can always visit COMusic.org or call 303-665-0599.

Thank you,

