

To: Families of the Children's Chorus of Carroll County: September 8, 2009
Re: 2009-2010 Fundraising Initiative of the Children's Chorus of Carroll County

The Fundraising Initiative recently announced by the Board of Directors of the Children's Chorus of Carroll County will help to produce the resources needed to enable the Chorus to continue to strive for the highest levels of artistic excellence and organizational growth. Tuition alone cannot provide sufficient funds to attain these levels. In previous years we held fundraising activities such as selling Yankee Candles, getting money for dining at various restaurants, recycling toner cartridges, etc. We realize that many families feel uncomfortable with these kinds of revenue-producing activities, and that many may also be involved in similar activities for their school, church group, scout troop, sports team or other groups.

The Children's Chorus of Carroll County Board of Directors devised this Fundraising Initiative to provide alternative and varied ways that Chorus families can contribute to the success of the Chorus by raising money and providing services. The benefit to our organization is obvious. Having parents volunteer their time for services for which we are currently paying is a direct savings, freeing money for Chorus activities.

The Fundraising Initiative provides a framework to enable Chorus families to work with the Board and Staff of the Chorus to help to fill the gap between total annual expenses and the revenue realized from tuition, ticket sales, performance fees, and other sources of earned income. **Each Chorus family is required to earn 3 credits. These credits are required in addition to Chorus tuition.** One credit has a monetary value of \$35, equal to the price of a quarter-page ad in our concert program book. There are three ways of earning these credits:

- › Volunteer Credits
- › Revenue-producing Credits
- › Purchase credits

The other credit(s) must be "revenue-producing" and may be earned by selling an ad in the concert program book or otherwise generating funds for the Chorus (i.e., through an activity identified by the Board/Staff; obtaining a grant; etc.)

While most activities will earn one credit, some of the positions will earn more than one credit because they require more work and time. Please remember, families also have the option of earning credits by writing a check equal to the monetary value of the credits. Also, note that the Board will entertain suggestions for additional activities on a case by case basis.

Included in this information package are details about the Credit Activities. The last page is a Commitment Form. Please complete it by indicating the Credit Activities in which your family would like to participate. On September 15, the second rehearsal, return the completed Commitment Form to your Choir Coordinator. On September 29, Family Night at Westminster United Methodist Church, you will find out what your activity or activities will be. During the first week of March, invoices will be sent to families who have not met their commitment.

We welcome comments and suggestions which will help us to improve this program. Since this is the first year of the Fundraising Initiative, it is definitely a work in progress. We trust that you will see the value of it and work patiently with all of us as we strive to ensure a solid financial future for the Chorus.

Children's Chorus Volunteer and Revenue-Producing Opportunities - 2009-2010 season

Category	Position	Description	Credit
General Fundraising	Fundraising Chair	Coordinate fundraising activities including annual group, corporate and community activities.	3
	Fundraising Committee Member	Carry out fundraising opportunities, including solicitation of business and personal donations. Organize fundraising events.	2
	Spring and Winter Concert Bulletin Individual Ad Sales	Sell individual ads for the winter and spring concert	1
	Spring and Winter Concert Bulletin Corporate Ad Sales	Sales of corporate ads sales for the winter and spring concert	1
	Spring and Winter Concert Bulletin Production	Assembly and production of the winter and spring concert bulletin	2
	Holiday Concert Bulletin Production	Assemble and produce printed concert programs	2
	Concert CD/DVD Sales	Sell Chorus Music CDs and DVD	1
	Corporate Grant Application Specialist	Research and submit corporate grant applications	2
	Community Grant Application Specialist	Research and submit community grant applications	2
	Annual Funding Raising Letter	Produce and distribute annual solicitation letter to select donors	2
	Acknowledgement of Donation	Produce and send letters to donors	1
	Fundraising donor list management	Develop and maintain a data base of community individual and corporate donors	2
General Fundraising	Fundraising Chorus Board Liaison	Maintain coordination between board and Chorus. Assist with fundraising development. Maintain accountability of those involved. <i>Inquiries about any Board position should be forwarded to the Artistic Director, the Financial Manager or the Chorus Board President. A minimum two (2) year commitment is expected.</i>	3

Category	Position	Description	Credit
Publicity	Publicity Chair	Coordinate publicity activities, including the review of all materials to be distributed.	3
	Photographer	Photograph concert events as well as routine activities for press release and stock photos.	1
	Writer	Provide copy for news releases, concert announcements and public relations.	1
	Graphics	Develop, produce and distribute concert posters.	1
	Public Relations	Increase public awareness of the Chorus, its mission and activities. Distribute materials to local music community..	1
	Publicity Board Liaison	Board Position: Maintain coordination between Board and Chorus. Assist the publicly chair with planning and execution. <i>Inquiries about any Board position should be forwarded to the Artistic Director, the Financial Manager or the Chorus Board President. A minimum two (2) year commitment is expected.</i>	3
Weekly Chorus Activities	Head Choir Coordinator	Serve as liason between directors and Choir Coordinators.	3
	Choir Coordinators	Coordinate attendance, network with parents on a weekly basis.	2 *
	Parent Monitor	Provide parental monitor during weekly rehearsals. 2 per choir group	1
	Rehearsal door monitor.	Greet members and parents at exterior doors 15 minutes prior to each rehearsal.	1
	Head Music Librarian	File music in library, including keeping track of numbers and condition of music.	1
	Music helper	Assist Music Librarian.	1
Concert Activities	Uniform Chair / Assistance	Coordinate uniform distribution. Ensure that all Chorus members are correctly dressed for concerts.	1
	Ushers	Distribute concert programs and collect donations.	1
	Information table	Distribute Chorus materials, upcoming events information	1

Category	Position	Description	Credit
General Chorus Activities	Newsletter Production	Write and distribute monthly newsletter, including updated event calendar.	1
	Volunteer Coordinator	Coordinate volunteer activities. Communicate with the General Manager and Artistic Director.	3
	Chair for Parent Gatherings	Schedule volunteers for these monthly events. Maintain refreshment supplies. Assist Chorus Manager.	1
	Assist with Parent Gatherings	Work with Chair in set up and clean up	1
	Birthday Listing	Maintain birthday listing for all students. Notify parent coordinators who will contact “Cupcake Parents.”	1
	Provide cupcakes once per month for children with birthdays	Provide refreshments for birthday recognition.	1
	New- Comer Committee	Assist with parent orientations, assist new families during the monthly parent gatherings.	1
	Music retrieval from departing students	Ensure return of all music and materials from departing students. May involve communication with individual families.	1
	Choir Fellowship Event Coordinator	Plan an annual fall event for all Chorus families	1
	Sing-In Refreshments	Coordinate and serve snacks.	

Notes:

1. Credits requirements are per family.
2. Those wishing to apply for three (3) credit positions as well as the two (2) credit Choir Coordinator positions(*), which require significant efforts beyond the normal rehearsal schedule, need to meet with and have the approval of the Artistic Director and the group’s director.
3. Those members interested in serving on the board of directors should forward inquiries to the Artistic Director, the Financial Manager or the Board President for consideration. A minimum two (2) year commitment is expected.
4. With the exception of three (3) credit positions and those applying for the choir coordinator positions, all families are requested to sign up for a minimum of two (2) credits in the fundraising or publicity categories.
5. Families wishing to forgo participation in the service opportunities program can provide a check to the financial manager for the full value of the credits, \$105.
6. Suggestions, additions and comments are welcome and can be addressed to the Artistic Director or the children’s Chorus Board President.

Chorus Family Commitment Form: *Fundraising Initiative 2009- 2010*

Enter your choices of activities below.

Point Value

First choice: _____ (____)

Second choice: _____ (____)

Third choice: _____ (____)

Check here if you wish to contribute \$105.00 instead of participating in activities.

(Donations to the Chorus are tax deductible.)

Parent(s) name: _____

Chorus member's name: _____

Return this form to your Choir Coordinator no later than September 15.