

Shropshire Music Foundation's

Benefit Recital Kit

This is a kit to help you plan a studio or student recital benefitting SMF. The purpose of a benefit recital is to promote awareness and collect donations for SMF classes working to teach peace through music in war-traumatized countries.

Table of Contents

Table of Contents	1
Benefit Recital Quick Start Guide	2
Helpful Suggestions for Preparing Your Benefit Recital	3-4
Extra Tips on Programming	5
Benefit Recital Check List	6-7
Recital Timeline Check List	8-9
Sample Thank You Note	9
Sample Poster	10
Sample Program, including SMF Overview	11-12



Benefit Recital Quick Start Guide

Step 1: Date and Location. When and Where will your recital be performed?

Step 2: Program. What music will be performed and who will perform it?

Step 3: Cost. What is the cost of the recital location, accompanist fees, food, printing, etc.?

Step 4: Materials. Design your program, invitations, flyers, donation receipts, and download the SMF video onto a laptop or flash drive to play at the recital.

Step 5: Reception. Who will cater your recital?

Step 6: Publicity. Send or hand-out invitations and post announcements on bulletin boards, in newspapers, and online. Recruit friends or performers to act as greeters, collectors, and stage managers.

Step 7: Dress Rehearsal. Get all your performers, accompanists and stage managers together!

Step 8: Present your recital!

Step 9: Send it in! Mail your combined donation to: Shropshire Music Foundation, 1123 Torreon Drive E., Litchfield Park, AZ 85340. Include a list of your donors, how much they contributed, and their mailing addresses.

Step 10: Follow-up. Send thank you notes to the donors. Email Liz pictures and captions from the event! Her e-mail address is: info@shropshirefoundation.org.



Helpful Suggestions for Preparing your Benefit Recital

Step 1: Date and Location.

Explore different venues for your recital. Keep in mind your audience – who do you wish to target? When will they be most available? Consider choosing a venue your audience is already familiar with. If you are performing at a church, can you choose one with a congregation that will likely support your cause? Many churches or community performance spaces may also donate their space for free or at reduced cost for benefit events.

Consider whether the date or location is most important. Are there certain individuals who need to attend your recital? If they must attend on a certain date, plan around that, even if it means choosing an alternate location. Alternatively, if the location is most important, consider being flexible with the date. For those people you most wish to be there, give them a personal invitation to “save the date.”

Depending on the number of performers and difficulty of pieces, it will take at least 5 months to prepare for the performance, including about one month for advertising. When reserving a date and location, leave plenty of time to complete the following steps.

Step 2: Program. *See Extra Tips on Programming below.

The more performers involved, the larger your audience will be! Consider performing duets, ensemble pieces, and including an elementary school ensemble. When choosing music, consider performing a piece that represents the purpose or countries of SMF.

Step 3: Cost.

Explore your options and recruit your friends! Hire talented high school students as accompanists or ensemble members. They may be interested in the experience value of the recital and work as volunteers. Look for students you may know in the community or contact high-school preparatory programs at local colleges and conservatories for interested students. If you're performing at a church, ask to play for services beforehand to offset some or all of the costs of renting the venue.

If you are going to cater a reception, ask a friend, family member, or restaurant to cater the reception for free. Ask a business to print your flyers and programs at a free or reduced cost, or to donate ink or paper. Have a brief and friendly explanation and SMF flyer ready for these sponsors.

Helpful Suggestions for Preparing Your Benefit Recital, cont.

Step 4: Materials.

Add SMF pictures and information to your program design and invitations. Download the SMF video from the website to play at your recital and design a PowerPoint with pictures from the SMF website. Decide whether you will sell tickets or ask for donations in any amount at the recital. Give audience members the opportunity to donate at any time during the recital or reception. Attached to this kit you will find design templates to help with programs, publicity, and follow-up.

Step 5: Reception.

Place SMF information, donation envelopes, and thank-you signs on tables in the reception area. Print your own donation envelopes which have space for donors to write their contact information on the outside, so that they can be sent a thank-you later.

Step 6: Publicity.

Personalize your presentation. Tell the audience why you support SMF. Use multiple publicity options, like email, Facebook, and local newsletters! Postcard-sized invitations are easy to print in bulk for you and your friends to hand out. Place announcements in music stores, local newspapers, on college bulletin boards, etc.

For some recitals, consider partnering with local businesses or students! Invite them to provide products or services for a silent auction at your recital in exchange for publicizing their business, and watch your donations grow and grow. As for students, you can ask them to donate anything your audience might be interested in – original art works particularly well!

Step 8: Present your recital!

Get there early to make sure everything is ready, and have a wonderful performance!

Step 10: Follow-up.

Let your audience know how much you appreciate their attendance and donations! Let everyone connected with your recital know how the event turned out, and thank them for their help!



Extra Tips on Programming

1. Musical Variety: Use contrasting musical styles to your advantage - audiences like variety and grow restless when bombarded with too much of any one style. Include a variety of different:

- instruments,
- moods,
- keys,
- tempi,
- dynamics, and
- musical periods,

and space them appropriately. Remember, everything in moderation.

2. Transitions: Sudden contrasts between pieces often work wonderfully, while at other times you may want a smoother transition. Ideally, you will include a mixture of both kinds of transitions.

3. Overall Arc: Your recital program should have an arc, which will not necessarily (and should not) be the same for each performer or each recital.

4. Challenging repertoire: Challenge your audience musically, but remember that you will likely want to end on a positive/energizing/upbeat or heartfelt/sincere note.

6. Recital Length: Leave them wanting more! For some of you, this means judiciously and wisely cutting material. Remember, the extra 20 minutes that you feel you *must* play could work to your disadvantage if the audience is restless and unable to focus on your performing. Contrastingly, your audience members will be very keen to attend another recital if they have not taken in enough this time!



Benefit Recital Check List

Venue Costs:

- Hall rental for recital, dress rehearsal
- Hall rental for reception
- Catering costs for reception

Accompanist Costs:

- Recital fee
- Rehearsal fee

Recital promotional Material:

- Flyers/Posters
- Postcards* (Consider making advertising postcards. They work well as personal invitations when you talk about the program. Check out our sample postcard for you below. Printing websites include: sharpdots.com, uprinting.com and vistaprint.com.)
- Program printing costs
- Thank You cards (Invest in some quality stationery. This makes a very nice impression on donors who see it as a personal investment on your part in their relationship. Crane & Co. makes nice Thank You cards.)

At the Recital:

People

- Door greeters, ticket takers, cashiers*
- Page turner*
- Ushers responsible for moving chairs, music stands during recital*
- Videographer/Audio recorder*

*It is important to find separate people for these tasks. They don't have to be professionals, just friends or community members who are willing to help.

Miscellaneous Items

- SMF promotional material (posters, flyers)
- Screen and projector
- SMF video, laptop, required cords and accessories
- Camera, video camera, audio recorder for documenting your wonderful recital!
- Basket for donation/admission collections
- Table, chairs for admission collectors
- Printed sign (in large font) for donations
- Plastic sign holder or picture frame for donations sign (available at Staples)
- Signs for Reserved Seats, if any

Benefit Recital Check List, cont.

- Tape to attach Reserved Seats signs
- Permanent marker, extra paper, pens
- Receipt book for donors wanting tax receipts
- Your personal business cards
- Thank You cards and/or gifts for musicians, tech/support people
- Charitable tax receipts form *See final page for sample form

Reception Materials

- Table
- Table cloth (Disposable plastic ones are usually fine)
- Plates
- Cutlery
- Napkins
- Fruit, veggies and dip
- Sweets, desserts
- Drinks



Recital Timeline Checklist

5+ months before

- Decide to program a recital
- Tell Liz about how awesome you are in programming a recital for the SMF! We'll send you materials and support as you work for this great cause. You can e-mail info@shropshirefoundation.org any time – we're here to help you make a great recital and attract the largest possible audience!
- Begin researching, choosing repertoire
- Begin finding accompanists, ensemble members
- Choose a fundraising and/or attendance goal for your recital. Keep it in mind and visualize your success in reaching this goal!

3+ months before

- Book date and venue, including dress rehearsal
- Invite those who you most wish to come to “save the date”
- Confirm performers and begin rehearsals, if necessary

2 months before

- Begin creating advertising material
- Print advertising material and begin distributing postcards

1 month before

- Create Facebook Event and invite friends
- Send out personal e-mails to those you would like to come who may not be on Facebook or those who you would like to come (who have not yet received an invitation)
- Put up posters around your school, local libraries, cafes, music book stores, etc.
- Confirm volunteers who will help with set-up, take-down, reception, other tasks on the day of the recital
- Create programs, send to the printers, and pick them up
- Confirm tech support, if needed, for recital
- Write Thank You cards and/or prepare small gift for those who performed in or otherwise helped you put on your recital

1 week before

- Send out reminder to all to come to your wonderful event
- Confirm details with those who are preparing food for reception
- Print off any additional materials (Reserved Seats signs, Admission prices sign, etc.)

Recital Timeline Checklist, cont.

2 days before

- Begin compiling all of the extra materials you will need for the recital in one container

1 day before

- Keep this day free – allow yourself mental time to prepare and focus!

Day of recital

- Congratulations! Today's the day!
- Put together the remaining things you need a couple of hours before you need to leave.
- Plan to arrive early (at least two hours before) to set up, warm-up, and settle in

Day after

- Congratulate yourself on a job well done!

Two days after

- Write and send Thank You notes by hand to those who either contributed a lot or came out of their way to attend, and anyone else you would like to thank personally.
 - *Check out Sample Thank You Note below
- Compile money raised and send check, along with charitable tax receipts, to:

Shropshire Music Foundation
1123 East Torreon Dr.
Litchfield Park, AZ 85340

***Sample Thank You Note**

[Monday, September 15, 2011]

Dear [Patron/Audience Member],

Thank you so much for attending my recital in support of the Shropshire Music Foundation last week. It was wonderful to see you there, and I am very grateful for your generous support of this exceptional organization. [Insert personal comment about your relationship/an experience with this individual.]

Wishing you all the best for the future!

Warm regards,
[Your name]

<Insert Name/Group Here> presents
<Insert Instrument/Type Here> Recital
Benefitting



To be performed
<Insert Date and Time>
at
<Insert Location>

Reception to follow in <insert location>.
Donations in any amount are greatly appreciated.
Come hear some wonderful music for a great cause!



Teaching Peace Through Music
www.teachingchildrenpeace.org

<Insert Date, Time, and Location>



<*Insert Group/Name Present*>
Benefit Recital

Title of Piece

Composer (b. date-d. date)

Performer Name(s), instrument

Example: Movie Theme

John Williams (b. 1932)

Stacey Staccato, flute * Laura Legato, piano

<List all songs and an intermission if there will be one>

<Insert thank yous to the people who performed or helped with your recital.

Example: Thank you Marvin Microphone for running the sound system!>



“Teaching Children to be Instruments of Peace”
Foundation Overview

What is the Shropshire Music Foundation?

The Shropshire Music Foundation is a non-profit, grassroots organization committed to helping children in war-traumatized countries through music education and performance. Its mission is to redress psychosocial trauma, advance emotional health, develop scholastic achievement, foster ethnic tolerance, promote peace, and improve the quality of life for war-affected children and adolescents. The organization has reached more than 10,000 children in countries such as Kosovo, Northern Ireland, and Uganda.

Why is this important?

Every night, children in Kosovo wake up screaming from hellish nightmares about men with guns. Every day, Protestant and Catholic kids in Northern Ireland cautiously play in segregated communities, always fearing an outburst of sectarian violence. Every evening, Ugandan boys and girls trek to urban shelters where they huddle together to evade being kidnapped and forced into becoming child soldiers.

Many of the children the Foundation works with are emotionally broken. They act out atrocities in their play and have very little self-esteem. If they are not cared for, they will likely grow up to participate in the violence they have seen. The Shropshire Foundation provides relief and healing to these children through participation in music education and performance. The program has been recognized by UNICEF as “making a significant contribution” to the international relief community. The Foundation has been implementing recommendations issued by the United Nations and UNICEF in their report on the “Impact of Armed Conflict on Children” (1996).

How will my contribution help?

One hundred percent of the money raised will go straight to the Foundation’s programs. These donations help supply instruments, materials, school supplies, transportation and instruction for each classroom of eager children.

Program Notes

<Insert information about the performers or pieces performed on the program. Insert any other information you want to share with your audience.>