

# HAYS BAND MARCH-A-THON

## FACT SHEET

Saturday, November 7th, 2020

1:45pm - 8:30pm

Greetings!

We are excited to kick-off our 1st annual Hays Band March-A-Thon! This event will serve as one of the main fundraisers of the Hays band program. During the weeks prior to the event, students seek donations from friends, family, neighbors and even local businesses. Donations can be a per minute pledge or a flat donation. The money earned will be collected by the students and placed into the general band fund to offset costs for the marching band season including elements such as transportation, instrument upkeep, clinician costs and other additional band enhancement fees.

Donation examples may include the following:

- **Example 1:** If Grandma decides to donate \$0.20 per minute towards the March-A-Thon and the March-A-Thon is 4 hours long, then Grandma Mary will need to give you \$48 ( $\$0.20 \times 240$ ).
- **Example 2:** If your Uncle wishes to donate a flat amount of \$100, then your Uncle will want to make a donation of \$100 on your individual online fundraising page.

### **Prior to the Event - Collecting Donations:**

Money must be collected and turned in before the start of the March-A-Thon in order to count for any incentive. There will be a final deadline of November 9th, 2020 at 12:00pm.

We are encouraging everyone to donate to the March-A-Thon via our online donation platform. Each student will have an individual fundraising page in which they can collect donations towards their personal fundraising goal. Students and family members can send this link out to everyone on your contact list via email, text or social media!

**Every member of the band has a GOAL of \$240 in donations.  
(240 band members x \$240 = \$57,600)**

*Please refer to the Incentive info page for details on individual and section incentives.*

### **The Day of the Event – Saturday, November 7th, 2020:**

1:45 pm – Call Time at Bob Shelton Stadium.

2:00 pm – March-A-Thon Rehearsal with Special Guest Clinicians.

6:00 pm - Meal will be provided, students have time to change into uniform.

6:45 pm – Gates open for spectators.

7:00 pm - Full Band March-Out to Stadium / Acknowledgement of Donors.

7:30 pm – FREE SHOW PERFORMANCE by the HHS Band in our show uniforms. This is a great way to say “thank you” to the supporters of the Hays Band Program. Please be sure to invite everyone you approach with a donation request to this performance.

Photo opportunities on the field with your student in full uniform will be available, so don't miss out!

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## WHO TO ASK ORGANIZER

Students are encouraged to reach out to the suggested individuals below to help reach their individual fundraising goals! Remember that you are asking for donors to support YOU in your band experience! A sample email / text has been provided below for students to be able to include with their individual campaign link.

	FAMILY MEMBERS
Mom	
Dad	
Grandparent 1	
Grandparent 2	
Grandparent 1	
Grandparent 2	
Aunt 1	
Aunt 2	
Aunt 3	
Uncle 1	
Uncle 2	
Uncle 3	
Cousin 1	
Cousin 2	
Cousin 3	
Cousin 4	

	NEIGHBORS
Neighbor 1	
Neighbor 2	
Neighbor 3	
Neighbor 4	
Neighbor 5	

	FRIENDS
Friend 1	
Friend 2	
Friend 3	
Friend 4	
Friend 5	

	TEACHERS
Teacher 1	
Teacher 2	
Teacher 3	
Teacher 4	
Teacher 5	

	COMMUNITY MEMBERS
Your Doctor	
Your Dentist	
Your Orthodontist	
Church Member	
Church Member	
Church Member	

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## SAMPLE EMAIL / TEXT

### Sample Email Communication:

**Subject Line:** Help me by supporting the Hays Band this year!

Dear \_\_\_\_\_ ,

As you may know, I am a student in the Hays High School band program and a member of the Hays Marching Band. Today, I am asking for you to help support the Hays Band by making a contribution toward our 1st Annual March-A-Thon, an event that will take place on Saturday, November 7th, 2020 during a 4-hour marching rehearsal.

Our fundraising goal is \$240 per marching band member. Would you consider supporting me by making a per-minute or a flat donation of any amount? Here are examples of donations per minute for 4 hours (240 minutes) of marching:

\$0.10/minute = \$24.00 \$0.20/minute = \$48.00

\$0.15/minute = \$36.00 \$0.25/minute = \$60.00

This year, the funds we raise will help us to meet our competitive goals during marching season by providing support for music, drill, instruction and technology.

At the end of this special day, there will be a free public performance of the show in full uniform at Bob Shelton Stadium. You are cordially invited to attend and enjoy our amazing show this year entitled "Moving Forward". If you can't make it in person, all donors will be provided a link for a live video stream of the rehearsal and the performance! After the performance, you will also have a chance to take pictures on the field with me in uniform and with my instrument.

I hope you will support me with a donation. You may use the donation link below to donate.

**Donate Here for March-A-Thon** (Include your personal fundraising link here)

Thank you in advance for your time and consideration and I hope to see you at our free performance on November 7th at 7:30 pm at Bob Shelton Stadium!

Sincerely, \_\_\_\_\_

### Sample Social Media Post:

Hi everyone! This year, the Hays High School Band is raising money for its marching show entitled "Moving Forward," a show dedicated to the Senior class of 2021! This year, the funds we raise will help us to meet our competitive goals during marching season by providing support for music, drill, instruction and technology. Our band will participate in a special 4 hour rehearsal called a March-A-Thon on November 7th. Each band member has a goal of \$240 to raise. Please click on the link below to help support me as I work to reach my goal! Thank you!

\*Include your personal fundraising link

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## FUNDRAISING INCENTIVES

Amount Raised	Individual Student Incentives
\$75	Official Hays Band Sticker
\$150	Official Hays Band Patch
\$240	Official March-A-Thon T-Shirt
\$500	Chance To Conduct On A Concert (Winter/Spring)
\$1,000	Dessert Extravaganza - Baked By Your Directors
<b><i>Prizes listed above are cumulative!</i></b>	

Section Goal	Section Incentives
Highest Percentage Raised Overall	Awesome Candy Basket Per Kid - Receive on UIL Day
100% Section Participation	Socially Distanced Movie Night with Directors - Snacks Included
100% Section Meets \$240 Goal	Socially Distanced Lock-In hosted by Directors
<b><i>Prizes listed above are cumulative!</i></b>	

### SECTION BREAKDOWNS INCLUDE:

Flutes - Includes Piccolos  
Clarinets - Includes Bass Clarinets  
Saxophones - Includes Alto, Tenor and Bari-Sax  
Mellophones  
Trumpets  
Trombones  
Baritones  
Tubas  
Percussion - Includes Front Ensemble and Drum Line  
Color Guard

Section updates can be found online:

<https://app.99pledges.com/fund/haysband>