

APPRECIATION WALL FUNDRAISER for MUSIC & MEMORY

When you are ready to expand your Music & Memory program, an Appreciation Wall can be an easy and effective, on-going fundraiser. Funds can be used to purchase additional equipment and music.



Everyone enjoys recognition!

Family members will love it, as it provides a way for them to contribute in honor or in memory of their loved one. Business owners have the opportunity to recognize their business and connect it with a worthwhile program!

You'll need to create an Appreciation Wall Plaque with varied donation levels. You may ultimately erect several plaques and can continue to add to your wall. Start with the Certification Plaque you will receive from Music & Memory and use it as a basis for your design.

Choose a prominent location. Include large, framed photos of residents wearing their headphones and enjoying their music. An Appreciation Wall will help ensure continued interest and support for your program!

When communicating with family members or local businesses, include a form and return envelope for them to complete if they would like to contribute financially. Anytime you need a response, provide a return envelope!

After your fundraiser has been active for a while, you could communicate again with family members. Share your progress and reintroduce the fundraiser as a way to encourage further participation.

And you might remind family members that another way to participate is by gifting original CD's of the music their loved one enjoys.

ELEMENTS in this PDF:

- Appreciation Wall Sample Letter #1
- Appreciation Wall Sample Letter #2 (follow-up letter for continued fundraising)
- Appreciation Wall Form

APPRECIATION WALL SAMPLE LETTER #1

(To be printed on letterhead. Attach Appreciation Fundraiser Form.
Enclose a pre-addressed return envelope and mail to all family members.)

Dear Family Member/Contact:

The staff at _____ has been hard at work implementing our Music & Memory program since we achieved certification status.

Having a high-quality music library is vital to the program's success and allows us to offer the music that residents identify with and enjoy. Adding music is on-going as we receive requests from residents and family members for the most popular songs by original and specific artists. The majority of this music must be purchased via iTunes.

As we continue to expand our program, we would now like to introduce an on-going fundraiser. As you know, there is no fee for participating in the Music & Memory program. All donations are strictly voluntary. Donations received will help us to continue to move forward. Funds will be used directly for approved headsets, requested music, iPods and charging equipment.

Our new fundraiser is a Music & Memory Appreciation Wall Plaque. A donation form is attached showing the various donation recognition levels. We hope you will consider making a contribution. Once completed, the plaque will be erected and permanently displayed on our Music & Memory Appreciation Wall.

In addition to fundraising, we plan to conduct an iPod recycling drive at a local high school in the coming months. If you have an iPod you wish to donate to the program, we would appreciate your help. Recycled, gently used iPods help us keep costs down in order to serve more residents.

As always, it is our pleasure to serve our residents and their family members. We thank you for your support of this worthwhile therapeutic program that brings joy and an enhanced quality of life to the individuals whose care you have entrusted to us.

Sincerely,

APPRECIATION WALL SAMPLE LETTER #2

Follow up letter for continued fundraising.

(To be printed on letterhead. Enclose the Appreciation Fundraiser Form and a return envelope. Mail to all family members, etc.)

Dear Family Member/Contact:

We wish to thank you for your support of our Music & Memory program. So far, we have been able to provide personalized music playlists and iPods for 25 of our residents.

Earlier this year, _____ Academy participated in our exciting iPod recycling drive. The students donated 38 iPods to our program, which made a big impact.

We have also been hard at work expanding our music library that houses the most popular music by original artists requested by our residents and their family members. A high-quality music library is vital to the program's success and allows us to offer the music that residents identify with and enjoy. We currently have approximately 2,800 songs with more being added daily.

As you know, there is never a fee for participating in the Music & Memory program. Our Music & Memory Appreciation Wall fundraiser has been greatly supported and we thank you for your help. If you have not yet participated, we welcome your voluntary contributions. A donation form is attached for your consideration.

We will also likely conduct another iPod recycling drive at a local school in the coming months. If you have an iPod you wish to donate to the program, we would appreciate your help.

As always, it is our pleasure to serve our residents and their family members. We thank you for your on-going support of this worthwhile therapeutic program that brings joy and an enhanced quality of life to the individuals whose care you have entrusted to us.

Sincerely,

MUSIC & MEMORY APPRECIATION WALL FUNDRAISER

There is **no fee required for participation** in the Music & Memory program. Contributions are strictly voluntary. Your gift to help purchase additional equipment and music will not only help make it possible to expand this program to all **current residents** and **Rehabilitation guests**, but it will help to ensure that all **future residents** participate as well.

A permanent plaque will be erected in recognition of all donations according to the guidelines listed below.

Thank you for your consideration of this most beneficial and therapeutic program.

Appreciation Plaque Recognition Levels

___ Gold (\$250) ___ Silver (\$100) ___ Bronze (\$50)

All donations are gifts to our program and are not tax deductible.

Name _____

Address _____

Phone _____

In Honor of _____

In Memory of _____

In the name of my Business _____