



# LAUNCHING AND SUSTAINING A MUSIC & MEMORY<sup>®</sup> STUDENT CHAPTER



## ABOUT THIS GUIDE

This guide provides detailed instructions for launching and sustaining a Music & Memory student chapter or club at a school or college. For questions regarding this process, email [info@musicandmemory.org](mailto:info@musicandmemory.org).

## Introduction



*Photo courtesy of the Alive Inside Foundation*

Thank you for your interest in starting a Music & Memory student chapter or club at your school or college! We appreciate students like you who are passionate about music and the many benefits it can offer people who are aging, especially those living with dementia or some other form of cognitive loss.

Music & Memory started with the understanding that music is deeply rooted in our conscious and unconscious brains. As powerful as that idea is, it becomes even more important if the functioning of the brain is deteriorating, as it occurs with people who are aging and living with dementia or other types of cognitive loss. But favorite music can awaken the brain and with it, the rich trove of memories that are associated with familiar songs or beloved pieces.

Our approach is simple and effective - we train professionals working in a wide range of healthcare and community settings how to create personalized music playlists for those in their care. Musical favorites can provide a number of therapeutic benefits for people who are living with cognitive loss.

In this guide, we'll show you how to launch a successful school club or chapter so that you can support the use of personalized music playlist for people in your community so that they can enjoy the benefits of listening to their favorite music.

## Why Create a Student Chapter?

Student chapters offer a unique means of support for Music & Memory certified organizations throughout all levels of development, from program initiation to its facilitation and growth. Students provide a consistent volunteer base to a Music & Memory program; as seniors graduate, new freshmen arrive! A student chapter can then provide long-term consistent support for a Music & Memory program and become familiar with staff, make meaningful connections with residents and assist with the organizations' overall needs as they develop and change.



Students are tech-savvy and naturally positioned to engage with the technology behind the Music & Memory program. In addition, schools and campuses are a convenient hot-spot to hold equipment drives to collect iPods, laptops and other equipment for Music & Memory certified organizations.



And, of course, starting a student club or chapter is fun! Volunteering with Music & Memory is a great way to meet fellow students with similar interests and engage in meaningful activities together that support the

community. You can help Music & Memory in a number of ways, including fundraising, hosting equipment donations drives, screenings, and other engaging events and activities. Starting a student chapter may also help you complete required curriculum or volunteer hours, depending on your school's policies.

For questions about starting a club or chapter at your school, please email us at [info@musicandmemory.org](mailto:info@musicandmemory.org).

## Launching a Student Club or Chapter

Ready to get started? Follow this general guideline to start creating a Music & Memory student chapter at your school. Depending on your school administration's policy for establishing a student chapter, you may need to submit a proposal and wait to be approved as a recognized organization. In the meantime, you can reference your school's website or talk to someone at the student activities office for more information.

You may also find it helpful to find an advisor who is interested in your cause and has time to dedicate to helping you launch your student chapter or club. When you have a potential advisor(s), set up calls, meetings, or emails to determine who would be best in helping you run your chapter or club. Advisors can support you throughout the year and act as a liaison between your organization and the school's administration.

### Step One - Watch the Music & Memory Volunteer Orientation Video



Watch our 20-minute [Volunteer Orientation Video](#) to learn more about the options and best practices for volunteering your time in support of Music & Memory. There are a number of ways to get involved, including volunteering directly at a certified Music & Memory program, fundraising, hosting equipment donation drives, and more! Get to know the ways your club or chapter might like to be involved.

For questions about volunteer options, please email us at [info@musicandmemory.org](mailto:info@musicandmemory.org).

## Step Two - Complete Startup Forms

After watching the video, work with your fellow interested students to complete the following club/chapter startup forms:

- *The Student Charter Template* - Use this template when registering your student chapter or club. It outlines student goals and procedures in a format that you may edit and adapt to fit your school's requirements.
- *Memorandum of Understanding* - Outlines the ethical and legal commitments of a Music & Memory volunteer. \*Review and sign, then email a copy to Music & Memory: [info@musicandmemory.org](mailto:info@musicandmemory.org).
- *Code of Conduct* - Each club member needs to review and agree to these terms.

Complete these forms and save them in an agreed upon location. Make sure to keep copies of these files for other members to reference in the future.

\*Upon receipt of the completed *Memorandum of Understanding*, we will send you an official recognition letter and a personalized Music & Memory logo.

## Step Three - Register your Club or Chapter at your School

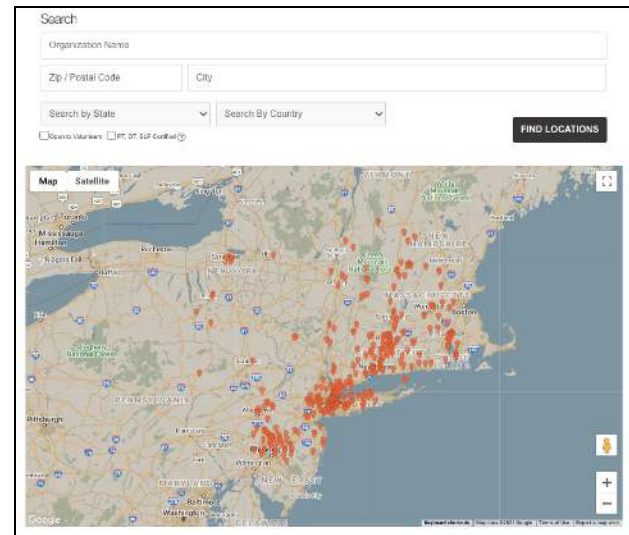
It may be difficult to recruit members and host meetings without properly registering your Music & Memory club or chapter at your school. Research the procedure on creating a student organization at your school. Depending on your school administration's policies for establishing a student organization, you may need to submit a proposal and await approval to be recognized. Refer to your school's website, guidance department, or student activities office for more information.

Identify teachers or staff who are interested in your cause and who are willing to act as an adviser to help you launch your club or chapter. Your adviser will meet with a representative or all of your organization once a month to review progress and act as a liaison between your club or chapter and the school's administration.

## Step Four - Connect with a Music & Memory program in your area.

Now that your student club or chapter is established and you've started recruiting members, it's time to locate a Music & Memory program in your area that needs support! Visit our map of certified locations on our website, [musicandmemory.org](http://musicandmemory.org), and use the search function to create a list of local Music & Memory certified locations, taking note of the contact information for each one. Make sure to choose "open to volunteers" as an option when performing your search.

Once you've located a Certified organization, contact the individual responsible for the organization's Music & Memory program, and express your group's interest in volunteering. They will let you know if they are interested in working with your club or chapter. If they are, and they agree to partner with your organization, then everyone from your club will be welcome to join our [certification webinar](#), and learn alongside staff as they train to provide personalized music, for FREE.



Remember, partnering to support a care organization is an important responsibility that requires accountability from all volunteers. Frequent communication will help to keep your club or chapter's efforts running smoothly.

If there are no certified Music & Memory organizations in your area, your club or chapter members can also act as Music & Memory ambassadors, spreading the word about the benefits of personalized music. You can also collect equipment or raise funds to support the certification of a non-certified organization - NOTE: this can include a number of different healthcare sites, including skilled nursing homes, assisted living facilities, hospitals, day programs, and community locations such as libraries.

For questions about locating a volunteer opportunity in your area, please email us at [info@musicandmemory.org](mailto:info@musicandmemory.org).

## Growing your Student Chapter

Once your club or chapter is established (we recommend a minimum of 5-10 students) and your group is supporting a Music & Memory certified organization, you can begin the process of attracting new members. Advertise at school to engage with prospective members, and let them know the value of the experience.

You can also reach out on social media, and if possible, utilize the school's bulletin boards and website to connect with other student groups, classes and faculty. You may even want to set up an information table at your school or other public space. Participating in your school's student organization fair may be a great way to get the word out and meet potential members, as well.

## A Special Note for You

Creating a personalized playlist for a loved one or person in your care is a musical journey for both of you. The listener will gain a wonderful new way to relax, remember and find enjoyment - especially if music has played an important role in his or her life. And you will get to know each other in wonderful ways as you share music favorites and the memories that go with them. Congratulations on taking this important step towards providing someone comfort and joy.

We look forward to hearing from you and helping you to succeed. Please [contact us](#) through our website if you have questions.

Thanks again for your help, and good luck!

Music & Memory