

HOW TO COORDINATE A MUSICLINK PLAYATHON

One of the absolute best ways to support the work of the MusicLink (ML) Foundation is to hold a ML Playathon. The money raised, while supporting the foundation on a national level, will also support your own local and state programs. However, I'm sure you're thinking, "A playathon sounds like fun, but I wouldn't know where to begin."

The key to coordinating an event such as this is the ability to be organized. Step by step instructions are available on the www.fundmusiclink.com website and by following these instructions, you will find it's a pretty simple process. All the forms are available for download in Word format, so you can edit them to fit your own particular event. Also, if you should have any questions or need any additional guidance, contact Sue Wege 651-458-0143 swege71@comcast.net

Basically, here is what needs to be done:

- Find a venue for your event and schedule a date.
- Download and edit the forms to reflect your needs
- Advertise the event to your teachers and do what you can to get them excited about the idea of having their students perform in a public venue. Talk it up at your local teacher meetings and/or put an article into your local newsletter.
- Make the forms available to your teachers—perhaps on your local or state MTA website or newsletter or have them posted on the ML website. (Do let us know the date and location of your event, so we can post it on our Events page on the ML website.)
- Once your registration deadline has passed, make up a schedule and e-mail the performance times to the teachers.
- Contact the National Office with the number of participants so awards can be sent to you.
- Schedule a few volunteers to help on the day of the playathon.

- Show up and have fun—bring your camera. You'll be amazed at how excited the students are and how proud they are to bring in their pledges AND get their prizes 😊

BENEFITS

- students love the opportunity to play in public
- teachers love having their students perform at such a unique event (no judges or pressure—just fun)
- parents are proud to see their children use their music to help others in need
- the Mall loves the foot traffic you bring in
- Mall guests love the entertainment provided by the students
- the money you raise can help so many children experience the joy of learning music.

Remember that support is just a phone call or e-mail away and the National Office will support your playathon with

- prizes for the participants
- promotion on their website and Facebook page
- informational brochures & donation envelopes for the public
- photos of award winners in the eLINK newsletter

