

# WILLIAM HOPKINS MIDDLE SCHOOL MUSIC DEPARTMENT MUSIC FEST CHALLENGE PARTICIPATION INSTRUCTIONS

Please participate in our MUSIC FEST CHALLENGE. This is a simple and easy fundraising effort that requires no selling or collecting money. The supplemental funds generated from this effort allow us to provide and maintain a quality program.

**Register for the WILLIAM HOPKINS MIDDLE SCHOOL MUSIC  
FEST CHALLENGE  
by logging in online or via free mobile app RaiseCircle  
using our Group Code: HJHM49**



iPhone click here:

<https://appstore.com/RaiseCircle>



Android phone click here:

<https://play.google.com/store/apps/details?id=com.pdp.raisecircle>

**Web (desktop or tablet):** <https://www.RaiseCircle.com/register/HJHM49>

Log in with our Group Code above, then follow instructions to create a contact list of people you can reach out to about our fundraiser. Using the mobile app will allow you to:

- ✓ Quickly select and import contacts from your device or email
- ✓ Share on social media with a single button
- ✓ See who sponsors as your contact list updates
- ✓ Monitor your results and total raised

**Your potential sponsor contacts** can include anyone you have a personal or professional relationship with, such as **aunts/uncles, grandparents, friends, clergy, dentists, doctors, barbers, co-workers, etc.** All paid sponsors are thanked/receipted and no information is shared or used outside of this fundraising effort for our program. (See Privacy Policy attached.)

Once you build your contact list and/or share on social media, you are done. Potential sponsors are automatically emailed with options to opt-out, contribute online or mail a check. The mobile app will let you see who replies and how much you generate. When a sponsor opts-out, contributes online or mails in a pledge, their email is disabled. The online campaign is designed to work in conjunction with the sponsor letter mailer campaign -- please participate in both methods! One adds convenience and the other credibility to the fundraiser. Your online contacts can be the same people as your sponsor letters, or different contacts or a combination. (See details in attached FAQ.)

**This is a simple and easy fundraising effort, so we expect everyone to please take the few minutes it takes to participate. A few minutes of your time can make a big difference!** Thank you for your past and future support of

the William Hopkins Middle School Music Department program.

## Answers to Frequently Asked Questions:

**Who is RaiseCircle? What is their Privacy Policy?** RaiseCircle is run by an organization (PDP Company) founded by coaches, parents and teachers to help others raise funds easily and effectively. They have been helping schools and organizations like ours for many years and have an excellent reputation. We have a service agreement with a **strict privacy policy -- all data including sponsor names, addresses, and emails are held in confidence and are not sold or shared in any way outside of our fundraising effort.** Your contact list is completely private – while we can see the paid fundraiser results, even our staff cannot view the full email contact list you provide.

**What is the MUSIC FEST CHALLENGE?** This is a non-sales, sponsorship-based "crowd-raising" fundraiser to generate supplemental support for our program. All you need to do is create a list of contacts from your family, social and/or professional circle. Your potential sponsors will be sent an email automatically or mailed a letter with choices to contribute online, pledge via check or opt-out.

**Should I address letters AND do emails -- can they go to the same people?** This fundraiser gets the best results when you both address letters AND reach people online. Mailed letters add credibility and a “shelf life” to the campaign, while the online side adds convenience and additional exposure. Please participate using BOTH methods allowing more choices in how to contribute. Your letters and emails can go to the same people, different people or a combination of the two.

**Who are potential sponsors?** Your best potential sponsors are people you have some kind of relationship with, either personally or professionally. Friends, relatives, doctors, dentists, business associates and similar people all make good potential sponsors. Remember to share on social media as well.

**How long does the email campaign run?** Once started, the online campaign runs about 35 days. Our sponsorship email only goes out once every 7-10 days during that timeframe. This method provides time for the contacted person to either make a donation or opt out. At that point, their email is disabled. The final email includes a message that we are wrapping up the fundraiser – so contacts know they will receive no more appeals. All sponsors are thanked/receipted. Your contact list will update to show your sponsors and your results. To log in to review, save your USER NAME and PASSWORD that will be emailed to you.

If there are any other questions or concerns about the fundraiser, please feel free to ask us or contact: [support@RaiseCircle.com](mailto:support@RaiseCircle.com)