



IMAGINE

SING

INSPIRE



**CREATIVE KIDS  
BRIGHTER KIDS**

# PLAYATHON

**TEACHER TOOLKIT**



# THE SONG ROOM

Did you know that 3 in 4 Australian kids are missing out on music in school, despite the fact that music makes kids brighter?

Raising funds for The Song Room is a fun, rewarding way to bring music and the arts into the lives of disadvantaged children across Australia.

It's a way for you and your students to share your love of music knowing that every dollar you raise will go to bringing the joy of music and the arts to Australian children who are currently missing out.

Each week, The Song Room provides tens of thousands of Australian children with the opportunity to participate in music and the arts to enhance their education, personal development and community involvement at their school, including ARTS:LIVE - our online education resource which is aligned to the Australia Curriculum and accessed by 75% of teachers across Australia for free.

*"From the hard work of 14 kids (under 12 years of age) we raised over \$2,000 for The Song Room. That's enough for 25 kids to have a 6 month long workshop in their school! Just amazing! And our concert went very, very well - I was so proud of everyone! I presented the certificates. Victoria (4 years old) loved her certificate so much she went to bed with it that night!"*

Emma Cutting, Piano Teacher



# HOW DOES PLAYATHON WORK?

The Song Room's Playathon has been designed with music teachers and their students in mind. It's just like a readathon but for music.

Teachers work with their students to set their goals - a selection of music pieces to learn over a set period of time. With your encouragement and guidance along with their parents or guardians, students work towards mastering each piece, collecting donations from sponsors for the pieces they successfully learn how to play.

## INCLUDED IN THIS KIT YOU'LL FIND

- ▶ Step by step instructions for setting up a Playathon
- ▶ The Playathon Guide for students, parents and guardians
- ▶ A Playathon playlist template to list the pieces students will aim to learn, and track their progress

- ▶ Helpful fundraising tips and tricks
- ▶ The Song Room's Fundraising Guidelines

## WE CAN PROVIDE

- ▶ Posters to display around your school or in your music room
- ▶ A Certificate of Appreciation for your music school
- ▶ Certificates of Appreciation for each student who participates
- ▶ Selected prizes and incentives for top fundraisers (provided at The Song Room's discretion)

Don't forget, we're here to help!

If at any time you need advice, all you have to do is contact The Song Room's Fundraising Team.

Get in touch with us at:  
[enquiries@songroom.org.au](mailto:enquiries@songroom.org.au)  
or call (03) 9521 3990.



# HOW TO RUN A SUCCESSFUL PLAYATHON

Here's a step-by-step guide to help you plan and manage your Playathon.

## GET READY

- ▶ Read this Tool Kit including The Song Room's Fundraising Guidelines so that you understand your responsibilities
- ▶ Let us know that you'd like to get involved. Send us and email to enquiries@songroom.org.au or give us a call. We can provide advice and send posters for your school.
- ▶ Rally your students and their support networks. You'll reach your goals more easily if the students and their guardians are behind you. The Playathon Guide for students, parents and guardians will provide them with all the information they will need. Print or email it out to your students and their families

## SET THE CHALLENGE

- ▶ Make sure the goals you set are achievable
- ▶ Talk to your students about their goals. Set them a number of pieces, over a period of time, to learn. It may be 10 pieces for a Semester or if you're game, set them a 30 piece challenge encouraging them to learn 30 pieces over the year!
- ▶ Provide a guide for the amount you think people will be prepared to sponsor your students for. It may be \$5 per piece or \$30 for the term - whatever you think is appropriate for them.

Your support will give vital music education to children across Australia who are missing out. They'll enjoy it - and so should you!



## COLLECT THE DONATIONS

- ▶ Each participant will need to set up their own page on everydayhero. To do this they will need to go to <https://nfp.everydayhero.com/au/the-song-room> and click the start fundraising button.
- ▶ Once they've followed the instructions to Create, Personalise, Share and Track their everydayhero page, they'll be ready to get playing.
- ▶ When setting up the page please encourage them to include a note that will identify your music school, teacher and the students so we know who you are. Please contact us for advice about tax deductible receipts
- ▶ Make sure to provide details of the challenges set on their everydayhero page. This will help us to acknowledge their achievements.

## DISH OUT THE REWARDS

- ▶ Reward your students. Plan a performance to showcase your students' new musical skills. You could give students their Certificates of Appreciation at the performance.
- ▶ Use The Song Room prizes as incentive and reward
- ▶ Encourage your students to thank their sponsors

## FEEL PROUD OF YOUR ACCOMPLISHMENTS

# HOW YOUR FUNDRAISING WILL HELP



**\$20**

Provides access to the ARTS:LIVE digital education platform.



**\$50**

Provides one class with a set of percussion instruments to keep.



**\$80**

Enables a disadvantaged child to participate in a six month music and creative arts workshop.



**\$150**

Helps two sick children and their families to participate in an ongoing music program in a Children's Hospital.



**\$250**

Provides the materials to create a bi-lingual storybook for parents in culturally diverse communities.



**\$500**

Helps a school attend their first ever live performance by sponsoring a bus to the venue.



**\$1,000**

Provides five schools with a set of non-tuned instruments to keep.



**\$5,000**

Provides a program for families from refugee backgrounds to find a voice in their new community.



**\$15,000**

Helps provide a disadvantaged school with a six month workshop for 200 children.



**INSPIRE**

Music and arts education is proven to lift academic performance, school attendance and social & emotional wellbeing.

By fundraising for The Song Room you can help some of Australia's most disadvantaged children get a better start in life.



# TIPS AND TRICKS

Let's face it, often the hardest part about raising money is the most important part – asking people for donations. Here's three things the best fundraisers do when they ask people for donations:

## ► What

Ask for a specific donation amount, say \$50. Often your friends and family just don't know how much to give and sometimes this uncertainty can actually stop them from donating.

## ► Why

Tell people why you personally care about The Song Room. Your passion for our cause is contagious. People are far more likely to donate if they understand why our cause is close to your heart.

## ► How

Let people know what will be achieved by The Song Room through your support. 3 out of 4 Australian children do not have access to specialist music education at school, despite irrefutable research that kids who participate in music and the arts at school have better numeracy and literacy skills, attend more and are happier.

That's why we do what we do!



# WE CAN HELP

At The Song Room we appreciate all your fundraising efforts and our Fundraising Team are here to help you along the way.

We can send you posters, buttons, book labels and Certificates of Appreciation. Remember, we're only a call or email away.

# SO WHAT ARE YOU WAITING FOR?

Get playing! Improve your students' music skills and fundraise for The Song Room today.

With your support we can brighten the futures of every Australian child by giving them the chance to participate in music and the arts to enhance their education, personal development and community involvement.

# THE FINE PRINT

## THE SONG ROOM'S FUNDRAISING GUIDELINES

1. All constituent details of the approved fundraising activity are the sole responsibility of the applicant, as set out in the Authority to Fundraise form
2. The organiser must comply with obligations imposed by the Charitable Fundraising Act and applicable State/Territory laws and regulations
3. Any and all promotional material and collateral produced in conjunction with the proposed fundraising activity must clearly state that this event is 'raising funds for The Song Room', as opposed to a Song Room-managed event
4. Any use of The Song Room logo is to be approved prior to publication by an authorised representative of The Song Room
5. The Song Room alone is authorised to issue a tax-deductable receipt for funds raised and donated to The Song Room. Please note that the Australian Tax Office has ruled that donations are not tax deductible if the donation involves the exchange of money for goods and/or services (such as raffle tickets, competition or event entry tickets)
6. Funds raised must be reconciled with The Song Room no later than 10 working days after the activity is completed
7. Funds raised can be donated via our website, mailed in as a cheque, or deposited directly into The Song Room's bank account:  
  
The Song Room  
BSB: 063 353  
Acc. No: 1006 5445
8. The Song Room is unable to provide insurance of any kind, including public liability, for your event. The Song Room cannot be held responsible for any accident or injury sustained over the course of your event
9. The Song Room reserves the right to refuse or cancel the Authority to Fundraise if it is decided the activity is not conducted in the best interests of the organisation



For more information, please contact the Fundraising Team on: 03 9521 3990  
enquiries@songroom.org.au  
www.songroom.org.au

The Song Room also proudly brings ARTS:LIVE to Australian schools. For more information, head to  
www.artslive.com.au

