

# PLAYATHON 2019

*Here's how you can get involved (it's easy!)*

## GREETING CARDS FOR A CAUSE

ALL OCCASION Greeting Cards – 1 box/30 cards = \$30.00

HOLIDAY COLLECTION (*new/special price*) – 1 box/**50 cards** = \$30.00

*Sell 15 boxes to qualify for 'WICKED' prizes*  
**Deadline March 30 – more details on next page**

Order forms can be found on the table in NJYS lobby  
Checks should be made payable to *Wharton Arts*

*STUDENTS: You must submit order forms to Stacy, Tim, or myself (Allie).  
You may also email them to me (Allison.Arnold@WhartonArts.org)*  
**Please keep track of your orders for prize eligibility!**



**Cards for  
a Cause  
Fundraisers**

offer boxed sets of \*30 beautifully embellished cards with matching envelopes to help your organization reach their fundraising goals.

\*Holiday Card Collection Box includes 50 cards and envelopes

*Product images are provided for your general information and may change without notice due to availability.*

 **USBORNE**  
BOOKS & MORE

# ‘WICKED’ PRIZES:

*EXPERIENCE THE MAGIC  
BENEATH THE STAGE!*

This year we have partnered with Christy Ney, a Stage Manager of the popular Broadway musical, ‘Wicked’. In addition to her work as a manager, Christy is also a consultant for Usborne Books & More. Through Usborne’s “Cards for a Cause” fundraiser, Christy is able to help us raise money for this year’s PLAYATHON, and offer unbelievable prizes for hard work.

## 1<sup>st</sup> PLACE

*(Highest fundraiser – age restrictions apply)*

- \*Orchestral Pit observation during a performance of ‘Wicked’\*
- \* Backstage Tour\*
- \*Meet & Greet with musicians\*

**Must sell a minimum of 35 boxes to qualify**

## 2<sup>nd</sup> PLACE:

- \*Backstage tour\*
  - \*Musician Meet & Greet\*
- 7 spots available – first come, first served*

**Must sell minimum of 30 boxes to qualify**

## 3<sup>rd</sup> PLACE:

RAFFLE:

2 complimentary tickets to a performance of ‘Wicked’

**Must sell a minimum of 20 boxes to qualify**

## 4<sup>th</sup> PLACE:

RAFFLE:

Signed ‘Wicked’ poster

**Must sell a minimum of 15 boxes to qualify**

# ONLINE STUDENT PROFILES

- Customize your page to fund-raise more successfully
- Include links to Greeting Cards, Social Media, and more
- Send donation request and Thank You emails right from your portal

**This is where the magic happens, especially if you want those ‘Wicked’ prizes (and the general glory of being the highest fundraiser). Below are the instructions for setting up your profile. Just do it right now – get it over with! I will bother each and every one of you in the mean-time.**

You may find an example of my profile on the next page.

## Instructions: Playathon 2019 Student Fundraising Page

1. Copy/paste the following link in your browser:

**<https://sna.etapestry.com/fundraiser/WhartonMusicCenterNewJerseyYo/playathon18-19/register.do>**

2. Register and create your account  
*(Even if you had an account last year, you must create a new one! Siblings need to create their OWN accounts so that donations are credited to you individually)*
3. Fill in the requested information. This is where you create your username (please use your email address) and password (make your own).
4. Put in **\$286.00** as your fundraising goal. You may of course put more!
5. Select your team (ensemble)

At this point, a prompt will appear saying a confirmation email was sent

**BUT YOU ARE NOT DONE ☺**

6. Log back into your account and **CUSTOMIZE**. More details below.

Here are the most important settings you should work with (using the 'edit profile' function):

- **Profile picture** – let the people see your shining faces!
  - The sizing requirement is pretty small – I suggest googling “compress my jpeg file” to get it smaller
- **Home screen/dashboard** – I strongly recommend putting the following links on this main page:
  - Order forms for the Greeting Card boxes
    - Upload the form to your page as a PDF file
  - Links to the NJYS/Wharton website and your personal social media page(s)
  - A summary of what Playathon is and why you are asking for donations. (Do YOU know why?)
- **EMAILS** – you can send out all of your donation request emails in mass right from this page. I encourage you to edit the text template – make it more personal.
  - The link to your page will automatically be in these emails
  - You can also create a “Thank You” email template (I recommend doing this – people like being thanked!)

**You may NOT use the 'Wicked' logo/image on your page!**  
(They are incredibly strict with their copyright)

The screenshot shows a web interface for a fundraising center. At the top, it says "Playathon 18/19" and has buttons for "Email Us" and "Main Page". The main content area is titled "Fundraising Center for Allison Arnold" and includes a welcome message, a fundraising summary, sponsorship details, and other fundraisers.

**Playathon 18/19** Email Us Main Page

**Help Our Cause**  
Find a Team/Participant  
Make a Donation

**My User**  
Fundraising Center  
Edit My Page  
View My Page  
Edit My Profile  
Change My Password  
Emails  
Logout

**My Team**  
Join a Team

**Share**

**Fundraising Center for Allison Arnold**

**Welcome to the Fundraising Center!**

From here you can see your most recent and top sponsors and check your progress toward your fundraising goal. You can also access and update your fundraising page, goal, and contact information using the links provided here.

**Your Fundraising Summary**

<b>Goal</b>	\$30.00
<b>Total Raised</b>	\$0.00

**Sponsorship Details**

Date	Donor	Amount
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Email Selected Sponsors

**My Other Fundraisers**

Date	Fundraiser Name	Team
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# OTHER WAYS TO SUPPORT AND GET INVOLVED IN OUR 40<sup>TH</sup> ANNIVERSARY SEASON:

## GENERAL DONATIONS

When making a donation, it is very important that you/your friends and family put the **name of the student** you are honoring, so that they receive the credit!

## SOCIAL MEDIA PHOTO CONTEST

Begins February 2019

## HONOR YOUR STUDENTS & CONGRATULATE YOUR SENIORS

*with a program ad*

Details rolled out March 2019