

# 2019 PLAYATHON TOOLBOX

## **Cards for a Cause Fundraiser**

*Orders can now be placed online at [WhartonArts.org/njys/Playathon](http://WhartonArts.org/njys/Playathon)*

You may also submit the attached order form to the NJYS/Wharton offices or to Allison Arnold

### **STUDENTS:**

*Through this fundraiser, you are eligible to win tickets, backstage passes, and a one-on-one meeting with the orchestra of 'Wicked' on Broadway!*

Read more on pg. 2

## **General Donations**

*Encourage family and friends to give a donation*

All donations will reflect on your online Playathon profile page

## **Instagram Contest**

*'Likes' = awesome prizes. Use hashtag #PLAYATHON2019*

## **Day-of Raffle**

*Get a prize just for showing up!*

## **All previous fundraisers + new ones this year**

*(Flower sale, clothing sale, etc)*

## **Pizza parties and prizes galore!**

## **What is PLAYATHON?**

PLAYATHON is one of NJYS' most beloved traditions and many people's favorite event of the year. For those who are new, every year, NJYS shares their talent with a curious and excited audience at The Mills at Jersey Gardens in a marathon, all-day event, with a culminating concert of all 500 of our students in the middle of the mall. NJYS tuition only covers 75% of operating costs. Your hard fundraising work and generous support through PLAYATHON helps close that gap, and provide scholarships to students who need them.

*We couldn't do it without all of YOU!*

## **What can I do?**

Get involved and help us reach our goals this year! This packet has all the tools you need for successful PLAYATHON fundraising. If you need more details on these fundraisers, please reach out – we want to support all of YOU.

*Happy fundraising!*

# 'WICKED' PRIZES:

*EXPERIENCE THE MAGIC  
BENEATH THE STAGE!*

**Earn these prizes by selling Greeting Cards (does not apply to general donations!)**

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**