

### **Adbook**

Due to the nature of a growing non-profit, educational organization, in addition to your basic fee, all families are expected to participate in our fundraising efforts and will be accountable for \$150 worth of ads for NYSO's annual program/adbook. Families can meet this expectation by selling as few as three business card size ads (\$50 each). If unable to sell the required ads, families may either purchase a half page personal ad or make a contribution of this amount to NYSO. We only request the \$150 in ad revenue per family; this is our way of offering a discount to families with more than one NYSO student.

The ad book is 8 ½ x 11". Full-page ads are \$375; half page - \$175; 1/4 page - \$100 and 1/8th size (business card) - \$50.00. One-liners will be \$10.00.

The adbook campaign runs from late September through October 29. Those wishing to sell their ads over the summer months are welcome to do so.

### **Annual Fund**

This yearly appeal raises the funds required to meet our operating costs. A successful campaign insures that our young musicians will continue to have a superior program that sets high goals and strives for excellence.

No matter how big or small, your contribution is needed and highly appreciated. We are sincere when we say that your participation in the Annual Fund is more important than the size of your donation. Significant Annual Fund support, by our member families making annual fund donations beyond tuition, is important to our corporate and foundation supporters. Even the smallest of donations helps to send an important message.

All annual fund donations are tax deductible. In addition, if you work for a company that matches your donations to a non-profit corporation, be sure to pick up a form and send it along with your donation.

The Annual Fund campaign begins in February and continues to the end of the concert year. Families are welcome to make their annual fund contribution before the end of the calendar year in order to receive tax credit.

### **Raffle and simple Silent Auction and other possible fundraisers**

Each year, we have an end-of-the-year, non-mandatory fundraiser for the orchestra. In the past three years, we have held a raffle and a small silent auction during our final spring concert in the lobby before the concert and during intermission. For this event, we ask families to help us secure donations and to participate as they are able to do so. We also request that each family sell six or more tickets if possible

NYSO reserves the right to initiate additional fundraisers during the year, which might include selling NYSO t shirts, mugs etc. Advance notice of additional fundraising activities will be given to our families.