



## Run FOR

## MUSIC

Saturday, May 5, 9:30 am  
Sir Wilfrid Laurier Park



## Why Run For Music?

Run For Music is a fun and easy way to help Alberta choirs raise funds for themselves, and support Choir Alberta programs.

Run for Music provides a much higher percentage of return than most fundraisers – 50 to 75 percent of money raised is returned directly to the choir that raised it. Funds remaining after event expenses support the valuable programs of Choir Alberta including: Alberta Children's Choir, Alberta Youth Choir, and Choralfest.

## A Team Effort

Choirs register a team. Pledges are gathered by your whole choir, and are collected through your team's Raise-a-thon web page, or with paper pledge forms.

Teams can include anyone: choristers, family members, or friends. Each team is led by a Captain who recruits participants, registers your team, and engages your whole choir in supporting this fundraising effort.

# 2018

## Interested?

### Step 1 Let us know that your choir is interested!

info@choiralberta.ca or call 780.488.7464

### Step 2 Engage your Team Captain.

Provide their contact details to us so we can connect with your team

### Step 3 Recruit team members!

Register your team at [www.raiseathon.ca/runformusic](http://www.raiseathon.ca/runformusic)

### Step 4 Collect pledges and reach your goal!

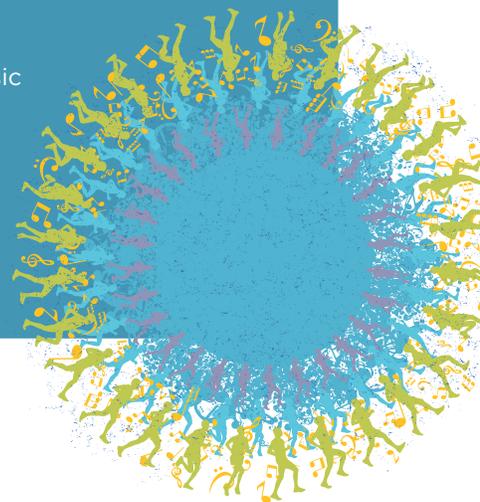
### Step 5 Join us May 5

walk, run and have fun with the choral community



*"A great fundraiser, and community-builder! The team-based approach made it easy to be successful, and connecting our choir to raising funds for choral activities throughout the province has been very positive".*

Jordan Van Biert, Conductor, Vocal Alchemy



# Run FOR MUSIC

Sign up by March 15



Register as  
a team  
of up to  
25 people  
for \$50

## A Unique Music Experience

Run For Music 2018 will take place in Sir Wilfrid Laurier Park, located in Edmonton's beautiful river valley. A unique experience for walkers and runners is provided by singers and instrumentalists performing along the course. The event culminates at a main stage area where teams celebrate with each other, and enjoy breakfast and entertainment.

## Supporting your fundraising efforts

Each Team Captain will receive a toolkit that outlines timelines, goal setting, and tips on how to maximize the choir's fundraising potential. Choir Alberta can provide templates for posters and program ads to help you promote your choir's effort at your concerts. We also have a bannerstand promoting Run For Music available to borrow to promote your team at your concerts.

Raise-a-Thon, our online pledge platform, is simple to use and allows friends, family and choir members to easily make donations to the team.

*J can't say enough about  
Choir Alberta's Run for Music.*

*It is an enjoyable way to  
raise funds, and at the same  
time have a marvellous  
community experience with  
other choirs in Edmonton's  
beautiful river valley.*

Len Ratzlaff, Conductor  
Richard Eaton Singers,  
U of A Madrigal Singers

## Be the Top Fundraising Team!

The team that raises the most funds will be awarded a commission of a new piece or arrangement by an Alberta-based composer

## Top kids

The children's or junior youth Choir that raises the most funds will win a pizza party for their whole choir!



## Questions

780-488-7464 or  
info@choiralberta.ca

[ChoirAlberta.ca](http://ChoirAlberta.ca)