



THE RIVERS SCHOOL CONSERVATORY

Performathon 2012 – FirstGiving Instructions

To create an account on FirstGiving, please follow these directions:

1. Visit www.firstgiving.com/34377. This will take you to The Rivers School Corporation Homepage
2. Click on the green “**Start Fundraising**”
3. Click on “**Use Your Imagination**”
4. Select “**6 months**” for the time frame for your page to accept donations
5. Type in your primary email address and select “**I am new to this site**”
6. Type in your contact details
7. Choose a web address
8. **Decorate your page!** To change your image and upload The Rivers School Conservatory logo, please visit www.riversschoolconservatory.org/performathon and click on “Rivers School Conservatory logo for student fundraising pages.” Save the image to your desktop. Then upload it to your page. Also, you’ll want to personalize the message on your page so it is specific to Performathon 2012. Include information about how long you’ve studied at RSC, what instrument you play, who your teacher(s) is, and why you enjoy studying at RSC. Lost for words? Feel free to use the copy below:

Thank you for visiting my Performathon fundraising page!

As a _____ [include name of instrument here] student at The Rivers School Conservatory, I am helping RSC raise money for its Scholarship Fund by performing in Performathon on Saturday, January 28 and Sunday, January 29, 2012 at the Natick Mall. The Performathon is a two-day music marathon in which student performers raise money for need-based financial aid, and it is RSC's most important and largest source of funding for financial aid.

RSC needs to raise \$20,000 through Performathon. Please help me reach my personal goal of raising \$_____ by making a donation to Performathon. Donating through this website is simple, fast, and secure. It is also the most efficient way to support my fundraising efforts.

The Rivers School Conservatory offers premier classical and jazz music education and performance programs that develop the highest levels of artistic and technical achievement in student musicians of all ages. RSC, located in Weston, MA, has approximately 750 students from over 40 communities in the Boston Metro-West area.

Many thanks for your support - and don't forget to forward this to anyone whom you think might want to donate too!

9. **Now it’s time to share your page!** Forward the link you created to family, friends, and neighbors; post the link on your Facebook, Myspace, and Twitter accounts. Encourage friends to visit your page often to see your fundraising progress.