



December 12, 2011

Dear RSC Student,

**Performathon 2012 is right around the corner and The Rivers School Conservatory needs your help!**

A two-day music marathon featuring 16 hour-long concerts, Performathon is RSC's largest annual fundraising event for need-based financial aid. RSC students help to raise money by signing-up to play in Performathon and asking family, friends, and neighbors to sponsor their performance. All RSC students are invited and encouraged to participate in this fun event, and both individual and ensemble performances are welcome. Our goal is 100% participation from RSC students!

**Performathon 2012 is on Saturday, January 28, 2012 from 10:00 a.m. – 8:00 p.m. and Sunday, January 29, 2012 from 12:00 p.m. – 6:00 p.m. at the Natick Mall in Natick, MA** (the performances will take place in Neiman Marcus Court located outside of Tiffany on Level I). Performathon is a great concert opportunity for both novice and seasoned performers, and student performers do not need to pass a workshop to participate.

How you can help:

- ♪ Play your favorite piece or pieces during one of the 16 hour-long concerts on January 28-29, 2012.
- ♪ Ask family and friends to support your effort by making a pledge for your performance; post the link to your FirstGiving site on your Facebook, Myspace, and/or Twitter page. Email the link to friends and family.
- ♪ Encourage your fellow RSC students to participate in the Performathon with you.

Fundraising is a critical part of Performathon, and it should be easy and fun! Each student can create an online pledge form using [www.firstgiving.com](http://www.firstgiving.com) and/or use the enclosed pledge form. Firstgiving.com is free and easy to use, and it allows students to raise more money for RSC by reaching more people. Additional instructions are included in this packet.

**Please return the enclosed completed entry form by Friday, January 6.** All pledge forms should be turned in on the day you play in Performathon, either by printing out your FirstGiving.com page to hand in or by submitting the completed enclosed pledge form. All students who return their pledge sheets or FirstGiving pages on the day of their performance will be entered into a prize raffle to be drawn that day.

Please don't hesitate to contact me if you have any questions. Thank you for your support of The Rivers School Conservatory Scholarship Fund!

Best,

Kate McCourt '98  
Director of Conservatory Advancement