

Attendees: Spiro Tsingarlis, Laura Everage, Lisa Barnes, David Lawrence, Suzy Gibson, Patty Ginnebaugh, Christine Murdoch, Joe and Kay Keane, Trish Marcimiak

Laura called the meeting to order, after Lisa was late to hosting (apologies again)

Update from Spiro

Spiro said music classes were progressing. He would like students to think of assignments and practicing in 2 week intervals. Tam High is stressing the importance of equity, as there are some students who have not yet been heard from during the shelter in place. Spiro has not heard from some and he is giving names to administration so these students can be checked on. There will be at least one Zoom or video discussion each week for Spiro to interact with students. Spiro has posted a practice log as well as some practice and theory videos via Google Classroom. He is asking guest artists to post YouTube videos and download PDF lessons of practice areas and examples.

Students will get a universal pass, "A" grade if they are in good standing. This means checking in and turning in assignments/logs. More students have interacted in the past week and thus he is accepting practice logs from here forward. Laura asked which classes had more participation and Spiro said period 1 and 2 – symphonic and choir. The least has been the guitar/percussion class.

Phone-A-Thon now a Click-A-Thon

Lisa explained that the phone-a-thon is now a click-a-thon. Instead of students asking for pledges over the phone, and following up with a mailer, this year we will be asking via a newsletter with a PayPal link. The fundraising campaign will go to about 4,000 email addresses consisting of current music families, past donators and the incoming freshman class. Assistant Principal Khaki, told Spiro she would also help disseminate the campaign to other school resources.

Lisa and Laura have created a draft click-a-thon newsletter, which will include a link to PayPal payment and to click-a-thon page on website. Laura and Lisa stressed the importance that the students make a video appeal, as the supporters enjoy hearing directly from the kids. There was much discussion regarding how to get the kids involved and the videos and photos. Lisa offered to take a few videos of kids distance playing and giving testimonials of what music and the Tam high music program means to them. **Spiro said he could get the kids involved.** Trisha said how much the grandparents would enjoy seeing the kids and wanted to be sure the newsletters could be forwarded, which they can. Patty was cautious with a video as she said they do not get clicks. **Joe offered to edit a classroom Zoom. Spiro will record the next Zoom meeting and send to Joe to edit and create screen shots for the campaign in the next few days.**

A Facebook page was suggested for a separate campaign where we could post videos. The page is currently only accessed by Spiro. **Lisa will sign up for the page and coordinate with Spiro to see what she can post, including a PayPal button.** Suzy asked about using the students' images and whether permission needs to be given. We all thought that permission was given at the beginning of each year for photos at school activities and Spiro has never heard from administration of any students that opted out.

Laura confirmed there will be 4 campaign messages that can be sent over the fundraising period by Patty using MailChimp. The first will go out the morning of May 4th. Lisa will send final text to Patty and Patty will insert photos/videos from Joe and Spiro. If someone donates we can eliminate the email address from future appeals. MailChimp will also allow people to opt out of mailings. This will allow us to clean up the database for future use. David will be able to capture donation information via PayPal and we can tailor the messages and let people know where we are with our \$20,000 goal. There will be a final message with a thank you from kids and all the names of \$100 plus donations.

Kay suggested adding the matching gift info to the newsletter campaigns as a way to get more donations. **Lisa will add text to the message in final draft and hopefully Patty can create a drop down in Mail Chimp to check for the company matching info.**

Unfortunately our Zoom was cut at 40 minutes.