

# **“MUSIC IS FOR EVERYONE” Concerts:**

## **A Guide for Volunteers**

Published by The Piatigorsky Foundation

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*This booklet was written to help friends of the Piatigorsky Foundation organize community concerts. We are offering it to you as a sourcebook for ideas. Please feel free to use it as much or as little as you would like.*

## ***“Music Is for Everyone”***

### Concert tours sponsored by The Piatigorsky Foundation

#### Our Mission:

The Piatigorsky Foundation is a non-profit organization dedicated to making live classical music a part of everyday life for communities across the country. We bring outstanding musicians to those who otherwise could not or would not have the opportunity to hear them. *“Music Is for Everyone”* concerts take place in relaxed, informal settings, where audience and artist share the joy of live performance.

The Foundation presents more than 200 concerts each season in schools, libraries, retirement communities, houses of worship, neighborhood or civic centers, and workplaces...wherever people gather. The hour-long programs consist of great performances along with the artists’ insights into each work.

Cellist Evan Drachman established the Foundation in 1990. His grandfather was Gregor Piatigorsky (1903-1976), the renowned Russian cellist and humanitarian. Piatigorsky’s goal in life was to bring the cello to the far corners of the earth and let people hear its magnificent voice. The Foundation carries on this legacy with the belief that music is neither a luxury nor a frill: Music is a necessity!

*“Music makes life better. Music is a necessity.  
It is rich. It is imaginative. And it is for everyone.” – Gregor Piatigorsky*

## **Piatigorsky Foundation Volunteers**

The Piatigorsky Foundation Volunteers help to promote *“Music Is for Everyone”* concerts in their communities by organizing and publicizing events throughout the concert season. Volunteers support the Foundation by cultivating audiences, publicizing concerts, organizing concert receptions, identifying new venues, and gathering statistics.

The Foundation brings live classical performances to people across the country. The Foundation’s volunteers provide the grassroots infrastructure crucial to the continued success, impact, and expansion of the Foundation’s endeavors.

# Volunteer Sign-up Sheet

## Why join the Piatigorsky Foundation (PF) Volunteers?

Being a PF Volunteer is a social activity, a charitable activity, and a networking opportunity.

By joining the PF Volunteers you will become part of a dynamic organization. You will be reaching out to new listeners and spreading the joy of classical music. PF Volunteers are individuals who support the arts and want to bring incredible live classical music to their community.

The PF Volunteers participate in a variety of activities: cultivating audiences through personal contacts, publicizing concerts at local businesses and community events, organizing concert receptions, identifying new venues, and gathering statistics.

So what are you waiting for? To join the Piatigorsky Foundation Volunteers, SIGN UP NOW!

Name	Address	Phone	E-mail
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

For more information about the Piatigorsky Foundation and its activities, write, call, or e-mail:  
The Piatigorsky Foundation  
225 West 34<sup>th</sup> Street, Suite 1513  
New York, NY 10122  
Phone: (212) 971-5309  
E-mail: [info@piatigorskyfoundation.org](mailto:info@piatigorskyfoundation.org)

## Why do we need Volunteers?

Since we are a national organization, it is crucial to have people within each community to help the Piatigorsky Foundation create an exciting and successful concert. It is important to have insight into the needs of each venue. You know your neighbors much better than we do. Together, we can plan an event that will be tailored to your community.

A concert is not a concert without an audience. We need your help to ensure that no one in your community misses out on these amazing performances. Too often, we hear of people who would have loved to attend but didn't know about a concert in their community.

***Music Is for Everyone!***...and we don't want anyone to miss out.

We need on-site volunteers:

- To arrange for the piano to be tuned
- To make sure the chairs are set up in the hall
- To set up a greeting table and hand out programs
- To arrange the post-concert reception
- To determine the size of the audience
- To report on the success of the event and suggest any improvements

The Foundation thrives when we are able to send artists to a region and perform for many different audiences. We locate these venues primarily through our increasing circle of friends. We need your suggestions so that we can find new places in your area to bring live classical music.

### PROJECT GOALS

*Audience Building*

*Publicity*

*Organizing the Event*

*Planning a Reception*

*Gathering Statistics*

*New Venue Identification*

*Planning Future Concerts*

## **I. Identify Local Volunteer Coordinator**

The first step is to locate a coordinator for your new volunteer group. Look for a natural leader in your community who loves to organize events and get others involved. It would be helpful if this person already has a love for classical music; however, this is not a necessary criterion.

## **II. Recruitment: Creating Your Volunteer Group**

### **A. Who are potential volunteers?**

- People interested in music and the arts
- People who are looking to be a part of an organization
- People who are gratified by helping to create a successful event
- People who want to enrich their lives and those of others

People who can be helpful include:

Graphic artists/printers

Journalists

Community movers and shakers

People who enjoy hosting events

People who like preparing desserts

### **B. Contacting potential volunteers**

#### **1. Word of Mouth**

The Volunteer Coordinator contacts everyone who might be a potential volunteer

#### **2. Volunteer Sign-up Sheet**

These sign-up sheets should be posted within your community. (See pg. 2)

### **C. Size of your volunteer group**

We suggest your volunteer group include a minimum of five members. The ideal size can only be determined by you. As long as everyone feels excited and involved, the more the merrier.

### III. The First Meeting

#### YOU HAVE A LOCAL VOLUNTEER GROUP...NOW WHAT?

##### **Objectives:**

1. Review the Informational Materials (pp.12-13) to familiarize everyone with the Foundation.
2. Set definite goals, assign jobs, and develop calendar deadlines.
3. Create excitement AND a sense of purpose and seriousness.

##### **AGENDA FOR THE FIRST MEETING:**

- A. Create Excitement – Talk about the magic of concerts, the possibility of filling the hall and the fun of organizing a reception. Hopefully, this event will be something to talk about for a long time to come. (See Piatigorsky Foundation Informational Materials, pp. 12-13.)
- B. Set Goals - How many people can the space hold? What is a reasonable goal for audience size? Try to set a strong but achievable objective. (See p. 6, section B.)
- C. Outline Time Frame – Preparing for upcoming concert
- D. Introduce the Assignments/Projects (See pp. 6-7 for detailed descriptions)
  1. Publicity
    - a. Flyer distribution
    - b. Press releases to newspapers (if open to the public)
    - c. Announcement within community
    - d. Mailings
  2. Personal Contacts (inviting your friends and family)
  3. Programs
  4. Concert Set-up
    - a. Piano tuning
    - b. Chairs
    - c. Greeting table
  5. Reception
  6. Gathering Statistics
  7. Long-range Committee – Ideas for future concerts, new venue identification
- E. Assign Projects to Individual Volunteers
- F. Organize Follow-up – Volunteer Coordinator should set a check-in date before the concert day. The Volunteers will give a progress report to the Coordinator.
- G. It is always nice to serve refreshments during the meeting.

## IV. Description of Jobs/Projects

### A. PUBLICITY

- a. **Flyer Distribution** – Create a list of posting sites and a calendar for distribution.
  - a. Within gated communities, flyers may be posted in halls, meeting rooms, dining rooms, elevators, restrooms, and activity centers. Be sure to check community guidelines before posting.
  - b. For general public concerts, flyers may be distributed in local grocery stores, schools, libraries, community centers, churches, synagogues, etc.
  - c. Radio, television, and newspaper “events calendars” should be utilized.
- b. **Press Release** – Press Releases should be sent to every publication that serves your community. Artists’ bios can be included.
- c. **Announcement within your own community** – If you have a newsletter or a bulletin, the Press Release may be utilized.
- d. **Mailings** – If in-house mailing lists are in place, copies of the flyer and any other promotional material could be sent to them.

### B. PERSONAL CONTACTS

These invitations should come from every volunteer. Each volunteer should call AT LEAST five people.

**NOTE: In our experience, personal contact makes a HUGE difference in the size and motivation of an audience. This is truly the most effective way to build your audience. For events like these, a “Pyramid Technique” works very well.**

**For example, if you have a ten-person volunteer group and each member invites five people and asks each one of them to bring a friend, you will have 110 people attending PLUS the effectiveness of the publicity and announcements!**

**We have seen this work from Brushy Creek, TX to Falmouth, MA. It can create a HUGELY successful concert. Tell all your friends to tell their friends to attend...*they’ll love it.***

### C. PROGRAMS

Copies of the program should be made prior to the concert.

## **D. CONCERT SETUP**

1. **Piano Tuning** – make sure the piano is tuned prior to the concert.
2. **Chairs** – make sure there are enough chairs set up to accommodate the audience.
3. **Greeting Table**
  - a. Programs & Audience Questionnaires
  - b. Mailing List Forms – Those on the mailing list will receive periodic newsletters and flyers announcing upcoming concerts.
  - c. Pencils to fill out Questionnaires and Forms

## **E. ORGANIZING RECEPTION**

Any activity that engages volunteers will most likely bring in additional audience members. If one volunteer heads the Reception group, he/she may recruit a few others to bake, lend equipment, etc. A reception gives the artists and audience an opportunity to mingle and get to know each other. A typical reception includes cookies and punch. On occasion, volunteers have gone “all-out” to create sumptuous smorgasbords! Receptions of all sizes are appreciated.

## **F. GATHERING STATISTICS**

The Volunteer and Audience Questionnaires help us to keep track of our effectiveness and provide us with the information we need to improve. If possible, Audience Questionnaires should be available with the programs for all who attend.

## **G. LONG-RANGE COMMITTEE**

It is important for every organization to have long-term goals and unique ideas and projects. Possible topics: Special event planning, new venue identification and future concert ideas.

**PLEASE BE ASSURED THAT THE PIATIGORSKY FOUNDATION IS ALWAYS AVAILABLE TO ANSWER ANY OF YOUR QUESTIONS. PLEASE CALL, MAIL, OR E-MAIL US AT ANY TIME:**

The Piatigorsky Foundation  
225 West 34<sup>th</sup> Street, Suite 1513  
New York, NY 10122  
Phone: (212) 971-5309  
E-mail: [info@piatigorskyfoundation.org](mailto:info@piatigorskyfoundation.org)



## Assignment Sheet and Checklist

<u>ASSIGNMENTS</u>	<u>NAME</u>	<u>PHONE</u>
<b>PUBLICITY</b>		
Copy and Distribute Flyers	_____	_____
	_____	_____
Contact Newspapers & Send Press Release <i>(If the concert is open to the public.) The Foundation will provide a press release.</i>	_____	_____
<b>PROGRAMS</b>		
Copy enough programs for the audience <i>(Make sure to bring to performance!)</i>	_____	_____
<b>SETUP</b>		
Organize Piano Tuning	_____	_____
Chairs	_____	_____
Greeting Table Programs	_____	_____
Mailing list forms (see p. 11)	_____	_____
Audience questionnaires (see p. 10)	_____	_____
Pencils	_____	_____
<b>RECEPTION</b>		
Set Up Tables	_____	_____
Food	_____	_____
	_____	_____
	_____	_____
Beverages	_____	_____
<b>STATISTICS</b>		
Volunteer Questionnaires (see p. 9) <i>(Have two volunteers fill these out)</i>	_____	_____
	_____	_____
Audience Questionnaires (see p. 10)*	_____	_____

*\*Include with programs. Make sure to copy enough for the audience. At the beginning of the concert, a volunteer should announce the importance of filling out these questionnaires for the Foundation in order to book future concerts. Two collection sites: 1) At the reception, 2) At the door*

**The Piatigorsky Foundation  
Volunteer Questionnaire**  
*(Use the back if you need more space)*



**Name of Volunteer:**

**Date:**

**Venue:**

**Artist(s):**

**Approximately how many people were in the audience?**

**Was the concert open to the public?**

**How many people can the facility hold?**

**Is there a piano at the facility?**

**What size?** *(circle one)* Grand Baby Grand Upright Spinet Clavinova Other \_\_\_\_\_

**What brand?** *(circle one)* Baldwin Kawai Kimball Steinway Yamaha Other \_\_\_\_\_

**Was it tuned prior to the performance?**

**Was the performer engaging?**

**Was the audience receptive?**

**Was a reception held? Did the audience members attend the reception?**

**Were there articles in the newspaper about the concert?** *(If yes, please send to the Foundation.)*

**Did media representatives attend the concert?**

**Please list any suggestions you have on how best to prepare for the next concert:**

# The Piatigorsky Foundation

## Audience Questionnaire



Date: \_\_\_\_\_

Venue: \_\_\_\_\_

Artist(s): \_\_\_\_\_

Is this your first Piatigorsky Foundation concert?

\_\_\_\_\_Yes      \_\_\_\_\_No

How did you learn about today's concert?

\_\_\_\_\_Word of Mouth    \_\_\_\_\_Flyer/Poster    \_\_\_\_\_Newspaper/Newsletter    \_\_\_\_\_Radio    \_\_\_\_\_Other?

Including this performance, how many concerts have you attended in the past 12 months? \_\_\_\_\_

How many were free? \_\_\_\_\_

Have you ever attended a [name of instrument/s] recital in the past?

\_\_\_\_\_Yes      \_\_\_\_\_No

If we came to your area again next year, would you come to a similar free concert?

\_\_\_\_\_Yes      \_\_\_\_\_No

Would you recommend this concert to a friend?

\_\_\_\_\_Yes      \_\_\_\_\_No

Ideas for other performance venues in your area? (*Libraries, schools, community centers, workplaces, etc.*)

Suggestions for improving the concert experience: (*Please use the back if you need more space.*)

*For funding purposes, we would be grateful if you could provide the following information. Thank you!*

Female \_\_\_\_\_      Male \_\_\_\_\_

### Ethnicity

American Indian or Alaska Native \_\_\_\_\_

Asian \_\_\_\_\_

Black or African-American \_\_\_\_\_

Hispanic or Latino \_\_\_\_\_

Native Hawaiian or Other Pacific Islander \_\_\_\_\_

White \_\_\_\_\_

Other \_\_\_\_\_

### Age

0-9

10-19

20-29

30-39

40-49

50-59

60-69

70-79

80-89

90-99

100+

This is an example of the Mailing List Form. A similar form for your performance will be sent to you.

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## The Piatigorsky Foundation

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New York, NY 10122  
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**Evan Drachman**, *President, Founder & Artistic Director*

**Leslie Warren Lin**, *Development Director*

**Kathleen LeBlanc**, *Concert Coordinator*

where music is going... **92<sup>nd</sup> Street Y**    **December 12, 2011**

Please join our mailing list so we can send you newsletters and updates on events in your area.  
Use the back of this form for names of other people who would also be interested.

Name \_\_\_\_\_

Street \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone (Home) \_\_\_\_\_ (Work) \_\_\_\_\_

E-mail \_\_\_\_\_

Comments \_\_\_\_\_

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– Gregor Piatigorsky

## ABOUT THE PIATIGORSKY FOUNDATION

### **Mission**

The Piatigorsky Foundation is committed to making live classical music an integral part of everyday life for communities across the United States. Gregor Piatigorsky, the renowned Russian cellist for whom the organization is named, believed that music is not a luxury for an elite few but a *necessity* of life for all.

### **Programs**

Since 1990, The Piatigorsky Foundation has presented more than 3,350 performances, introducing the joy of live classical music in communities throughout the country. Dedicated to reaching audiences that might not otherwise have the chance to hear live classical concerts, The Piatigorsky Foundation's hallmark program is its "Music Is for Everyone" tours. These 8-day tours typically bring two musicians to as many as a ten venues within a given state.

Piatigorsky Foundation artists are selected for their musicianship and artistic excellence as well as their ability to engage audiences through lively discussion. In performances that are both entertaining and informative, musicians share fresh perspectives and insights into the works they will perform. The hour-long concerts take place in familiar settings - retirement communities, schools, hospitals, libraries, prisons, museums, workplaces, and community centers - virtually anywhere people gather.

### **Program Goals**

- *Enrich community life by bringing extraordinary musical talent to artistically underserved audiences*
- *Create a broader base for the art form by developing new audiences*
- *Offer meaningful performance opportunities for emerging and mid-career artists*
- *Make live classical music an integral part of everyday life in communities across the United States*

### **History of Organization**

The Piatigorsky Foundation began providing free classical music concerts to senior citizens in Maryland and gradually broadened its scope to reach diverse audiences in communities across the country. The Foundation has expanded its outreach programs each year and will bring live classical music to more than 17,500 people this season.

### **Ways to Support**

Please help us share the joy of music with others. Your gift, large or small, will allow others to discover the excitement of live classical music. Tax-deductible contributions are always welcome and gratefully acknowledged. Concert dedications make excellent gifts and distinguished honoraria or memorials for loved ones or colleagues. Please contact Leslie Warren Lin for details. Telephone (212) 971-5309 or E-mail: [llin@piatigorskyfoundation.org](mailto:llin@piatigorskyfoundation.org).