



## *Fundraising Case for Support*

Who are recorder players and what does an organization like the **American Recorder Society** (ARS) offer to their members? The recorder is an instrument that is accessible to all people in all stages of life. Therefore, it is the mission of the **American Recorder Society** to promote the recorder and its music while being the community recorder players want to join. Come discover what makes the ARS unique and worth funding.

*Richard Pace, a longtime donor to the **American Recorder Society**, sees this organization as a connector, helping to grow a community of people who love the instrument and its music. "I see the ARS encouraging local chapters and groups, publishing the newsletter, making lists available so that people can contact and find people in their areas. I think it's important that people proselytize for the recorder both as an entry-level instrument and for its continued development as a virtuoso instrument. In order for that to take place you need a community around the instrument. The ARS is important in bringing together a community of people around a common interest in the recorder at all levels."*

*Many retirees find themselves turning to music and the camaraderie it provides. Because of the recorder's ease of accessibility, it is an easy choice for many retirees to learn. ARS member Samuel Sidhom works closely with retirees in Memphis, TN and applied for an Education Grant from the **American Recorder Society**. Samuel told us, "I like to work with senior citizens. They make the best students. They are eager to learn and have the time to practice. Some are rekindling a love of music that they were not able to pursue and some are falling in love with music for the first time. They enjoy performing for others, and they spread joy wherever they go." In 2013 Samuel started Music Makers, a weekly, free recorder class for retirees. He used his own money to supply the seniors with recorders. Two years later, however, his class had progressed. They needed bigger instruments to perform a greater range of music. With the Educational Outreach Grant from the ARS, Samuel supplied alto, tenor, and bass recorders to his members of Music Makers.*



*A young student Estephania, who has cerebral palsy, wanted to play the recorder with her friends at school. No student should be excluded from experiencing music firsthand. In order to play, she needed an adaptive recorder, an instrument that has moveable holes allowing her to use her limited range of motion by placing the holes beneath the bottom joints of her fingers rather than her fingertips. Estephania's teacher contacted the **American Recorder Society** for funding: "Students with disabilities deserve to make music at their individual level. I want my students with disabilities to have every opportunity for success just like our mainstream student population." At \$30 apiece, adaptive recorders are outside the funding available to a public school teacher. The ARS gladly helped Estephania make music with her classmates.*

## Who is the American Recorder Society?

Founded in 1939, the **American Recorder Society** (ARS) is a non-profit membership organization dedicated to promoting the recorder and its music. We provide resources and opportunities to the diverse recorder community. Our goal is to be the community recorder players want to join.

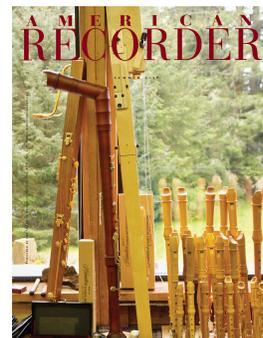
From an initial nucleus in and around New York City, the organization increased its area of operation to the entire Northeast by the mid-1950s. Through the 1960s and 1970s, ARS chapters were founded all over the United States and in Canada, while increased services coincided with rapid membership growth. Currently, the ARS boasts more than 2,000 members, which includes individuals, chapters, consorts, recorder orchestras, and businesses representing North America and 30 countries around the world. The goal of the ARS is to be the organization every recorder player wants to join, and to support and grow the recorder community by providing resources and opportunities on the social, educational, and professional levels. The ARS envisions a future in which the recorder and its music are enjoyed, valued, and supported across generations, ethnicities, and cultures.



Today, the ARS is the most important information resource for those who are interested in playing the recorder. We offer players an opportunity to connect with recorder makers, music vendors, and continuing study music workshops. We help recorder players locate other players in their area, including local chapters, consorts, and recorder orchestras. The ARS provides free music, much of which is written by contemporary composers specifically for the recorder. We offer financial assistance through scholarships and grants to help educators and players with their goals. The foundation of our mission is to be a community of resources for our members and those interested in learning about the recorder.

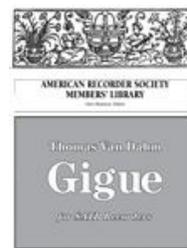
The **American Recorder Society** provides the following benefits and resources to our fellow recorder players:

- **American Recorder Magazine (AR):** This full-color glossy quarterly magazine is our passport to the amazing world of the recorder, with articles, reviews, and topical items.
- **The ARS Newsletter:** A quarterly bulletin about current activities across the ARS. Essential for staying up to date.
- **ARS NOVA:** This monthly e-magazine includes useful tips about approaches for improving your personal playing or that of a chapter, consort or recorder orchestra. [Click here for an archive of ARS NOVA issues to date.](#)
- **The ARS website:** A vast wealth of resources for recorder players, and information about the ARS and its activities. [www.americanrecorder.org](http://www.americanrecorder.org)
- **The ARS Facebook group:** Where recorder players share ideas, wonderful music clips,



photos, etc. daily with other recorder enthusiasts. Coordinated by ARS Board members. [Click here to view or join the group.](#)

- **Free music:** Every issue of AR magazine comes with sheet music, called “Members’ Library Editions”, which are either new compositions or arrangements of historical music. [Members may click here to download these editions.](#)
- **Personal Scholarships and Grants:** The ARS offers funds for workshop tuition, professional development, and educational outreach programs. [Click here for more information and application forms.](#)
- **Chapter Grants:** The ARS offers funds to support the activities of your chapter. [Click here for more information and an application form.](#)
- **The Traveling Teacher Program:** The ARS offers funds to bring a professional teacher to underserved areas for top-notch instruction on an ongoing basis. [Click here for a program description, teacher listing, and application form.](#)
- **Find a recorder teacher:** ARS maintains a comprehensive searchable list of ARS member teachers. [Click here to access the directory.](#)
- **Find other recorder players:** The ARS membership list is searchable, enabling you to match up with other players, chapters, consorts and recorder orchestras. [Members may click here to access the online member directory.](#)
- **Calendar and events listing:** ARS provides an invaluable list of recorder and early music workshops and events across the USA, Canada, and some in Europe. [Click here to view our Calendar of Events.](#)
- **Educational material:** The ARS offers self-guided instructional materials through our [Personal Study Program](#) and [Instructional Videos](#) on the ARS website.
- **Discounts:** Many workshops and vendors offer a discount to ARS members.
- **Recorder insurance:** Insurance to cover valuable instruments is available at a discounted rate for ARS members. [Click here for information.](#)
- **Business and Chapter support:** ARS can provide support for the business activities of local ARS groups.



## Outcome and Proof of Impact of the American Recorder Society's Outreach

The **American Recorder Society's** mission is to promote the recorder and its music while being the community recorder players want to join. Therefore, it is beneficial for the ARS to reach as many players and encourage membership retention in order to fulfill our goals. Our popular publications reach a number of recorder players and enthusiasts through various platforms.

As of March 2018, the ARS has 2,232 members. This is up 5.7% from March of 2017.

### ARS Publication Reach in 2018:

<b>American Recorder Magazine</b>	<ul style="list-style-type: none"> <li>• 1,783 US members receive the magazine by mail.</li> <li>• 107 foreign members receive the magazine by mail.</li> <li>• 75 US subscribers to the magazine (libraries, universities).</li> <li>• 20 foreign subscribers to the magazine (libraries, universities).</li> </ul>
ARS Facebook Group	As of July 2018 we have 2,774 members. This is a 22.2% increase over the previous year.
ARS Website www.americanrecorder.org	1,494 visits per week.
<b>ARS NOVA</b> E-magazine	Emailed to 2,961 people of whom 1,827 are ARS members.

### ARS Scholarships and Grants Reach in 2018:

- The ARS awarded 11 Scholarships to continuing study workshops for a total of \$3,550 granted to recipients.
- The ARS awarded 4 out of 10 Educational Outreach Grants received for a total of \$1,600. To fully fund all of the grants, we would have needed an additional \$4,338. Many of the unfunded grants were to help schools participate in Carnegie's Link Up! Program, which offers an opportunity for young children to learn recorder and play with a local symphony during a special event.



## How Your Support Helps the American Recorder Society

The ARS works daily to promote the visibility, improve the image, and enhance the enjoyment of the recorder. Your gifts help us provide the services and benefits that are important to recorder players. For 80 years the ARS has awarded hundreds of scholarships and grants, and delivered valuable opportunities, programs, and resources to our large recorder community.

Your support enables the ARS to fund **scholarships** and **grants** to members to attend recorder workshops, early music festivals, and pursue professional development opportunities. We offer **educational outreach grants** to support music educators. Our chapters rely upon **chapter grants**, which help our members fund membership-enhancing programs, such as local workshops. Your support will help the ARS continue to produce the **American Recorder** (AR) magazine, the quarterly **Newsletter**, and the **Member's Library Editions** of recorder music arranged or composed by ARS members. Our **website** offers valuable resources for members and recorder newcomers, including a **Personal Study Program**, instructional **videos** for improving recorder skills, and a searchable **database** of performers and educators presenting educational programs in schools.

ARS-member dues cover only 40% of the funds needed to fulfill our outreach goals, publications, and managerial duties. In order to fill that gap, we rely upon those who appreciate the value of the recorder and its music. The ARS runs two targeted fundraising drives to our members a year: the **Spring Fund Appeal** and the **President's Appeal**. We have found that our membership has been supportive through these continuous appeals, but we want to do more and give more.

Yearly, we have both educational and personal grant requests the ARS cannot fill. School music programs are suffering from budget cuts and many educators rely upon grants from organizations like ours to help financially support their endeavors. We are the only organization solely devoted to supporting music programs that use recorders, which is common in many elementary programs.

Our number one member-rated benefit is the **American Recorder** magazine. The ARS wants a subsidy to support our editor's fees, targeted articles, and general quality magazine publication costs. In addition, the ARS is interested in commissioning professional composers to write music specifically for recorders. It is our mission to enhance the image and visibility of the recorder and both the magazine and commissioned music publications would be our most visible products.

The **American Recorder Society** has had a vibrant 80 years. We boast a worldwide membership and want to continue to nourish recorder playing. In order to do so, the ARS needs financial support to continue and grow the programs already in existence and look at new programs that serve and encourage playing the recorder.

