



## **How to Run a Successful iPod Donation Drive**

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Thank you for your interest in helping Music & Memory to spread the music. With your help, we'll be able to bring the healing power of personalized playlists to thousands more elder care residents and clients who are struggling with a wide range of cognitive and physical impairments.

This guide includes all the basic information you need to organize an iPod donation drive in your community. If you live near a [Certified Music & Memory Care Facility](#), the iPods you collect will go directly to that facility. If not, we'll distribute the iPods for you to one of our certified care facilities. This ensures that the iPods will be used by trained staff for maximum benefit.

So, let's get started!

### A Little Background

Music & Memory is all about bringing joy into the lives of people suffering from Alzheimer's, other forms of dementia and a wide range of cognitive and physical impairments.

Our approach is simple, elegant and effective: We train professionals in nursing homes and other elder care settings how to set up personalized music playlists on iPods for those in their care. These musical favorites tap deep memories not lost to dementia and can reawaken residents, enabling them to feel like themselves again, converse, socialize and stay present.

### How Music & Memory Began

Executive Director Dan Cohen founded Music & Memory with a simple idea: Someday, if he ended up in a nursing home, he wanted to be able to listen to his favorite '60s music. He'd heard a recent news report about how iPods have grown so popular. Why not bring used iPods as well as new ones into nursing homes to provide personalized music for residents?

When Dan had his brainstorm in 2006, he discovered that none of the 16,000 long-term care facilities in the U.S. used iPods for their residents. Drawing on his background in leveraging technology to benefit those who would otherwise have no access, he volunteered at a local nursing home in Greater New York, creating personalized playlists for residents. The program was a hit with residents, staff and families, and became the prototype for a bigger effort.

With funding from the Shelley & Donald Rubin Foundation in 2008, Dan brought 200 iPods to residents of four New York long-term care facilities and tested the program on a larger scale. Successful outcomes spurred the creation of Music & Memory as a 501c3 non-profit in 2010.

Since then, we have implemented iPod personalized music programs in [hundreds of care facilities throughout the U.S. and Canada](#). A 2011 matching grant outreach effort provided digital music players, headphones, music, training and support to qualifying facilities and has significantly helped to advance our mission.

In April 2012, a documentary about our work, *Alive Inside: The Story of Music and Memory*, was premiered at the Rubin Museum of Art in New York City. A [video clip of Henry](#), one of the residents reawakened by listening to his Cab Calloway favorites, went viral, with more than 7 million views. The resulting outpouring of interest and support for our work gives us great hope that our vision of personalized music as a gold standard of elder care will be realized.

## **The Healing Power of Personalized Music: Key Talking Points**

Now that you know a bit about our background, let's take a look at some of the key information that will help you to promote your iPod donation drive:

### **The Brain-Music Connection**

As we all know from hearing that song associated with a first love or leaving home for good, music is profoundly linked to personal memories. In fact, our brains are hard-wired to connect music with long-term memory.

Even for persons with severe dementia, music can tap deep emotional recall. For individuals suffering from Alzheimer's, more recent memory for things—names, places, facts—is compromised, but memory from our teenage years is well-preserved.

Favorite music or songs associated with important personal events can trigger memory of lyrics and the experience connected to the music. Beloved music calms chaotic brain activity and enables the listener to focus on the present moment and regain a connection to others.

The benefits of this form of music therapy have been well-studied and documented by distinguished researchers, including Music & Memory board member Dr. Connie Tomaino and Dr. Oliver Sacks, author of *Musophilia: Tales of Music and the Brain*, co-founders of the Institute for Music and Neurologic Function.

### **How Personalized Music Can Transform Life for Nursing Home Residents**

Grounded in extensive neuroscience research about how our brains respond to music, tested and proven in hundreds of Certified Music & Memory Care Facilities, our personalized music system has provided therapeutic benefits for thousands of residents, clients and the staff who care for them.

Canadian researchers sum up our program's main benefits this way:

- Someone who has been silent or less communicative may begin to talk and be more social.
- Someone who has been sad and depressed may feel happier.
- Someone who has been less mobile may become more physically active.

Here's a link to our handout, "[Personalized Music: Nursing Home Effectiveness](#)," a visual summary of how our personalized music program has made a positive impact on the lives of residents in [Certified Music & Memory Care Facilities](#). Feel free to reproduce this handout for your donation drive.

### **Benefits of Personalized Music**

Personalized music has many benefits for elder care residents and clients. Again and again, elder care professionals tell us that our program is often life-changing for everyone involved:

- Finally, professional staff have a way to give pleasure to persons with advanced dementia—often the most difficult to reach.
- Personalized music offers an enjoyable, fulfilling activity for persons in dialysis, on vent or bed-bound.
- Individuals are more cooperative, attentive and willing to accept care; their brighter moods boost staff morale and enable staff to be more person-centered.
- Because individuals are calmer and less agitated, sundowning (confusion and restlessness) is often reduced or eliminated.
- Individuals are more engaged with those around them.
- Family and staff are able to connect in a more meaningful way with residents around music and memories.
- Personalized music provides a valuable tool for the effort to reduce reliance on anti-psychotic medications.

In the words of Tony Lewis, President and CEO of Cobble Hill Health Care in Brooklyn, N.Y., "Despite the enormous sums of money spent on mood- and behavior-altering medications that are often not particularly effective, nothing compares to these iPods when it comes to improving quality of life."

In the back of this Guide, you'll find a two-page hand-out for [Frequently Asked Questions](#) that you can copy and distribute at your iPod Donation Drive.

On our website, [www.musicandmemory.org](http://www.musicandmemory.org), you'll find some excellent videos and news coverage of our work that you can also share with potential donors. Take a look at [As Seen In](#), and don't miss the [video of Henry](#), which has gone viral with more than 7 million views, and counting!

## How to Run an iPod Donation Drive

Armed with the facts about Music & Memory and how personalized music can make a huge positive difference in the lives of elder care residents and clients, you're now ready to organize your iPod drive. Your efforts will be of great help to care facilities, many of which receive reduced financial support each year and are not in a position to purchase devices such as iPod Shuffles, even as the cost is relatively inexpensive.

### The Goal

Collect gently used iPods as well as donations of new iPods, \$49 donations to purchase new iPods and gift certificates for iTunes. All will be given to Certified Music & Memory Care Facilities where staff are trained to create a personalized music program for any resident who might benefit.

### Where Are the iPods?

Everywhere! These digital music devices have become so common in recent years that you can hardly go anywhere without seeing people walking or running, wearing those little white earbuds attached to their iPods.

As technology improves, however, iPods are being supplanted by smart phones and other multi-media devices. So the iPods are lying around at home, unused. An iPod donation drive is a great way to re-purpose these devices, get them into the hands of those who could benefit most and keep them out of landfills.

### What's the Best Way to Organize a Drive?

The first thing to keep in mind is to set realistic expectations. We've learned from experience that, even though people may not be using their iPods as much as they once did, the devices have sentimental value. Owners want to know that they will actually go to good use. The iPod often represents an investment. They might worry about what will happen to their own personalized music on the device. (We wipe each device clean and restore it to factory settings.)

**More than One Way to Help:** For your first iPod drive, you may only collect 10 iPods, even from a large group of potential donors. That's why we've found a drive is most successful if you give donors a variety of options:

- Donate a gently used iPod. We're most interested in collecting iPod Shuffles, but any well-cared-for iPod will be greatly appreciated.
- Donate \$49 to purchase a new iPod Shuffle.
- Purchase an iPod through Apple, Best Buy or Radio Shack to donate directly to Music & Memory. Using this Apple link, [rooseveltfieldbusiness@apple.com](mailto:rooseveltfieldbusiness@apple.com), donors will save 7 percent. Shipping is free.
- Donate an iTunes gift card. These start at \$15 and make a very affordable contribution.

Please note that we do not accept headphones, for hygienic reasons. So you can assure your donors that they should keep this equipment for use with other devices. We do appreciate getting iPod connector cords, however.

**The Basic Ask:** How do you get people to donate?

- Use the information in this Guide to explain our program, how the iPods will be used and how they benefit nursing home residents.
- Share the FAQ and Survey Results handouts.
- Assure potential donors that their iPods will be wiped clean of any music, restored to factory settings, well cared for and put to good use with the support of trained professionals.
- Offer the four choices, detailed above, for ways to donate iPods and iTunes gift cards.

**Start at Home:** Chances are good that you, members of your family or friends have unused iPods lying around at home. Be sure to canvass those closest to you, first. People who know you will trust you the most and are the most likely to contribute. And nothing boosts success like success!

**Power in Numbers:** If you are part of a regional or national group, such as a service organization, sorority or fraternity, religious youth group or other club, work together with other chapters to collect iPods. You can even create a friendly competition to see who gathers the most iPods and other donations. If there are 10 chapters and each one collects 10 iPods, then as a group you've collected 100 devices!

**The Big Event:** You can also tie your iPod drive to an existing event, such as a benefit dinner or a concert, that already has a built-in audience and publicity. This strategy works especially well

on college campuses or in communities with popular public celebrations, street fairs or festivals. Combine iPod collections with fundraising for purchasing new iPods and iTunes gift cards. Coordinate with event organizers to help publicize your drive and work out ways to give donors an inexpensive or free perk for contributing, such as a free soda or early seating to the event.

**The Personal Touch:** We've also learned that speaking one-on-one to potential donors is an effective way to persuade them of the value of contributing their iPods or money to support Music & Memory. In schools or on college campuses, for example, you can arrange with teachers or professors to visit classes and explain the program and your goal. Set a date for the following week when you'll return to collect iPods and related donations. Ask for emails to send reminders during the week and links for online giving. Be sure to show up at the appointed time to follow through.

**Publicize, Publicize, Publicize:** No one will know what you're up to unless you tell them! Social media plus good old-fashioned posters and flyers should form the foundation of your publicity campaign. Here are some more tips:

- Begin publicizing your iPod Donation Drive about a month in advance.
- Invite friends to your event via email and Facebook. You can include a link to [www.musicandmemory.org](http://www.musicandmemory.org) to request online donations for those who can't make it. If you have a Twitter following or blog, use that platform to promote your drive, as well.
- Cover the basics. Use posters, flyers and announcements in school and campus newspapers, and announcements on electronic message boards to promote your drive.
- Explain your drive to prominent figures in your community and ask for their endorsements. Talk to popular teachers and principals at your school; well-liked professors, athletic stars and student leaders on campus; civic and religious leaders in your home community—engage their support. Ask them to talk up your drive with their family, friends and social networks.
- Call local newspapers, radio stations, network TV and cable stations to promote your drive. Ask for a public service announcement and follow their required format to supply information. Send calendar listings to community and campus newspapers.
- Use a "count-down" display that you update with fundraising progress toward your goal; place it in a high-traffic area in your school, community center or campus.



**More Ideas:** There are as many ways to run an iPod Drive as you can imagine. Be creative. Make it fun and memorable.

- Focus your efforts on one date or a week- or monthlong drive for best results and to avoid volunteer burn-out.
- Take on this project as a group effort for community service.
- Tie your drive to a community recycling effort to boost your green message of keeping iPods out of landfills.
- Link your drive to a music festival or performance. Ask the performers for their endorsement to promote the drive.
- Approach campus service groups and ask for donations to buy iPods.
- Talk to your local nursing home, assisted living facility, hospice or other elder care facility and tell them about Music & Memory. Send them to our website, [www.musicandmemory.org](http://www.musicandmemory.org), to learn how they can become a certified facility and participate in our program.
- If there's a [Certified Music & Memory Care Facility](#) in your area, contact them about your drive and engage the support of families and staff. Coordinate with their volunteer program to help with playlist set-up and teaching residents how to use the iPods.
- Start a Music & Memory Club to support our efforts to bring personalized music to every elder care facility!

**Keep Us Posted:** Music & Memory will publicize your iPod Donation Drive on our website. We'll also brag about your success!

Be sure to let us know of your plans to coordinate with our team for iPod shipping and distribution, and find out how to send us the contributions you collect.

We look forward to hearing from you and helping you to succeed. We're all in this together! Please [contact us through our website](#).

Thanks again for your help, and good luck!



## **Frequently Asked Questions About Music & Memory's Personalized Music Program**

### **1) What is Music & Memory?**

Music & Memory is a non-profit organization (501(c)3). We help to enhance the lives of nursing home residents through iPod-based personalized music. Our program is being used successfully in hundreds of elder care facilities throughout the U.S. and Canada.

### **2) How does it work?**

Music & Memory asks people who are not using their old iPods to send them to our organization or to stop by any of our drop-off locations. We bring your donated iPods to elder care facilities with staff who are trained in our program to provide residents with their own personalized iPod playlist.

### **3) What happens after the resident gets an iPod?**

Volunteers or staff work with the elder to figure out the type of music she enjoys. If she is unable to remember, staff can find out her age, start playing the music she grew up with and go from there. Family or friends can help with suggestions.

### **4) What if the individual is not able to use an iPod?**

If the elder is not able to operate the iPod, caregivers will help operate the device so she can still enjoy the music.

### **5) Does it have to be an iPod? What about other music devices, such as a CD player or MP3 player?**

We prefer iPods to simplify staff training. If there are many different types of devices within a facility, it gets more complicated to teach each staff member how to operate every single device. In addition, this way music can be stored in one central music library. We've also found, from experience, that iPods are more reliable and easier for elders to use.

### **6) Where do the nursing homes get their music?**

We train staff to migrate music from CDs already on hand. To fill any gaps, each facility has access to iTunes, a music store containing 28 million songs. We help each facility to set up a main computer where

all of the music for each resident will be held and more music may be downloaded, as needed. Our music-sharing conforms with legal best-practices.

**7) How does personalized music help residents and clients?**

Studies have shown that listening to pleasurable music can help reduce pain by more than 20%. Listening to music often results in decreases in agitation, anxiety, sleeplessness and depression.

**8) How does personalized music help memory loss? What does it mean for my loved one who suffers from Alzheimer's or other types of dementia?**

The part of the brain that possesses music and memory is the last part of the brain to be affected by Alzheimer's, which is why people with this disease are unable to recollect what happened in the last hour but can remember the words to their favorite songs from childhood. I

In fact, the part of the brain that holds memories of familiar music is co-located with the part of the brain that stores autobiographical memory. So playing familiar music will spark those associated memories, "awakening" the individual, even if it's for a short time. Research indicates that although this is no cure for Alzheimer's, regular users will be more alert, engaged and conversant.

**9) Does this always work?**

Personalized music does not always generate these results, but it does work most of the time. Best of all, there are no downsides to trying.

**10) How much do an iPod and music cost?**

The average cost of an iPod is \$49, and the average cost of music is 99 cents a song or \$10 for a whole CD.

**11) How much will I have to pay for my loved one in a care facility to receive this iPod and music?**

Care facilities do not charge for this service. Families are encouraged to donate new or gently-used iPods. We are running an iPod donation program where people can drop off or send their working iPod to us. Also, individuals within a community can run their own iPod drive or collect money or iTunes gift cards that we use and give to individuals within a care facility.

**11) How can I help?**

Please visit our website for more information on Music & Memory and how you can get involved: [www.musicandmemory.org](http://www.musicandmemory.org). And be sure to "like" us on Facebook, to learn of the latest developments and iPod donation drives in your area.