



# HOW TO RUN A SUCCESSFUL DONATION DRIVE FOR MUSIC & MEMORY



## ABOUT THIS GUIDE

This guide provides detailed instructions for organizing an equipment donation drive for Music & Memory in your community. For questions regarding this process, email [carequestions@musicandmemory.org](mailto:carequestions@musicandmemory.org).

## **Our Story**

Music & Memory trains healthcare professionals working in a wide range of healthcare organizations on how to create personalized music playlists for those in their care. We use digital music devices, such as iPods and other Mp3 players, to deliver the personalized music playlists. Musical favorites can provide relief in many different forms for residents participating in the program. For instance, music that is personal to an individual can help them access memories not lost to dementia, reawakening residents so they may communicate and feel like themselves again.

Our goal is to bring joy into the lives of people suffering from a wide range of cognitive and physical challenges. Through access and education, and creating a network of Music & Memory certified organizations, we aim to make this form of personalized therapeutic music a standard of care throughout the healthcare industry.

## **The Music-Brain Connection**

As we all know, hearing the songs associated with a first love or a favorite movie causes a rush of emotions and memories. Music is profoundly linked to our personal history. 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 or other related dementias, recent memory for names, places, and facts may be compromised, but memory from their teenage years is well-preserved.

Favorite music or songs associated with important personal events can trigger memories 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, regaining a connection to themselves and others.

## **How Personalized Music Can Transform Lives**

Grounded in extensive neuroscience research, tested and proven in thousands of Music & memory certified organizations, our personalized music program has provided therapeutic benefits for thousands of individuals, clients and the staff who care for them. Again and again, health care professionals tell us 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 on dialysis, on ventilators or who are 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 antipsychotic 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.”*

Armed with the facts about Music & Memory and how personalized music can make a positive impact, you’re now ready to organize your equipment donation drive!

## **Getting Started**

When preparing to launch a Music & Memory donation drive, the first thing to keep in mind is to set realistic expectations, as you may only collect ten music devices, even from a large group of potential donors. A successful drive occurs when you provide your donors with a variety of ways to give. You may want to suggest that in addition to iPods and other mp3 players people can donate:

- iTunes gift cards
- Monetary donations or gift cards to purchase new devices
- New headphones\*
- Charging cords and headphone splitters

*\*Please note that for hygienic reasons, health settings do not accept used headphones.*

## How Do You Get People to Donate?

**Start at Home:** Chances are good that you, members of your family or friends have unused iPods or other mp3 players 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 or other mp3 players. You can even create a friendly competition to see who gathers the most iPods and other donations. If there are ten chapters and each one collects ten devices, then as a group you've collected 100 devices!

**The Big Event:** You can also add your donation 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 mp3 player collection with fundraising for purchasing new music devices 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 early seating to the event or free soda.

**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 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 ideas:

- Begin publicizing your 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 attend in person.

- If you have a Twitter or Instagram 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 “countdown” display that you update with fundraising progress toward your goal; place it in a high-traffic area in your school, community center or campus.

When discussing your drive, use the information in this guide to explain how iPods and other mp3 players are used by Music & Memory certified organizations. Explain the benefits of personalized music for listeners and caregivers. Be sure to share the FAQ and assure potential donors that their mp3 players will be wiped clean of any music, restored to factory settings and put to good use with the support of trained professionals.

**More Ideas:** There are as many ways to run a donation drive as you can imagine. Be creative. Make it fun and memorable.

- Focus your efforts on one date or a week or month- long 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 and other mp3 players.
- Talk to your local nursing home, assisted living facility, hospice or other health care organization 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 organization and participate in our program.
- If there's a Music & Memory certified organization 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 music devices.

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## Shipping Your Donated Equipment

After successfully launching your drive, the final step is packing and shipping your donations to Music & Memory.

Please mail all collected materials to:

Music & Memory  
17 West 17th Street, 7th Floor  
New York, NY  
10011

### **Important:**

Please note we only accept music devices that are fully operational. We do not accept devices with cracked screens. Donated ipod Touches or iPhones must have the passcode removed. Do not send headphones or speakers.

Remember to do the following for all music devices before mailing.

- Wipe all personal data and reset to original factory settings.
  - Refer to support page for resetting devices to factory settings
- Deactivate all iPods or mp3 players and turn off power
- Place music devices and charger cords in an envelope or small box
- Seal the package and label "fragile".

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!

Music & Memory

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## **Frequently Asked Questions**

### **How does the donation drive work?**

Music & Memory asks people who are not using their old iPods or other mp3 players to send them to our organization or to stop by any of our drop-off locations. We ask those collecting the music devices to wipe music off the iPods or mp3 players and reset to original factory settings so that they are ready to be uploaded with new personalized playlists. We bring your donated iPods and mp3 players to health care organizations with staff who are trained in our program to provide residents with their own personalized iPod playlist.

### **What happens after the resident gets a music device?**

Music & Memory trains volunteers and staff to work with the resident to discover the songs that will make up their personalized music playlist. If they are unable to remember, staff can find out their age, start playing the music they grew up with and go from there. Family or friends can help with suggestions. Volunteers or staff then upload the songs to the iPod, providing the participant with their music.

### **What if the individual is not able to use a music device?**

If the resident is not able to operate the music device, caregivers will help operate the device so they can still enjoy the music.

## **What music devices does Music & Memory recommend?**

Music & Memory will accept all iPod models, provided they are in good working condition and restored to factory settings. Music & Memory also accepts other types of mp3 players as well. Please email [carequestions@musicandmemory.org](mailto:carequestions@musicandmemory.org) if you have questions about a specific device.

## **Where do the health care organizations get their music?**

Certified organizations get their music from iTunes, CDs, and downloads from the Music & Memory Care Community website. As part of certification training, Music & Memory offers an online 60-minute iTunes Training course on how to create an iTunes library, manage playlists and handle equipment. Our music-sharing standards follow music industry rules.

## **How does personalized music help participants and their caregivers?**

Studies have shown that listening to pleasurable music can help reduce pain by more than 20 percent. Listening to music often results in decreases in agitation, anxiety, sleeplessness and depression. Personalized music can prevent distress, aid in the reduction of antipsychotic medications and even improve swallowing. Caregivers and family members enjoy more meaningful relationships with those in their care and use the music as a tool to ease transitions, avoid challenging behaviors and save time.

## **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 processes 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.

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 moment. Research indicates that although this is no cure for Alzheimer's, regular



listeners of personalized music will be more alert, engaged and conversant. Personalized music offers many benefits for its listeners.

### **Does this always work?**

Personalized music does not always generate these results, but it does work most of the time. Success depends on identifying someone's favorite music from their youth. There are no downsides to trying.

### **How much does a music device, headphones and music usually cost?**

The average cost of an MP3 Player is \$49, and the average cost of music is .99 cents a song or \$10 for a whole CD. Headphones vary in price but some models can be as little as \$2.99.

### **How else can I help?**

Please visit the Music & Memory website [www.musicandmemory.org](http://www.musicandmemory.org) for more information on how you can support efforts to make access to personalized music a standard of health care.