

## Investing in Opportunity

ASTA is pleased to launch its annual campaign to support string education across the nation. This year we have chosen the theme "Investing in Opportunity." We believe that providing young people with the opportunity to learn to play a stringed instrument is a wise investment especially during these turbulent economic times when many music and arts programs are in jeopardy. We are asking string supporters across the nation to make at least a \$50 tax-deductible donation to ASTA. The money will be used to support programs that provide instruments and bows to children, to fund string music programs at the local level, and to recognize and support aspiring string players.

Everyone who makes at least a \$50 contribution will be invited to attend this special donor reception at the 2010 National Conference in Santa Clara, California. As the founder of one of our Foundation programs, Jeff Van Fossen says: "It is incumbent upon us all to encourage the dreams of children."

## Did You Know?

- ♪ High school string students typically graduate in the top 10 percent of their class.
- ♪ Studies show that secondary students who participate in band or orchestra report the lowest lifetime and current use of alcohol, tobacco, and illicit drugs.
- ♪ Students from a low socio-economic status (SES) who are highly involved in music consistently have higher standardized testing scores than their low-SES peers who have no involvement in music.
- ♪ Students who participate in string music programs on average score higher on standardized tests and perform better in other academic areas.
- ♪ Students who participate in music classes are less likely to be disruptive in class and demonstrate higher self-esteem and thinking skills than their counterparts.

Facts taken from ASTA's "Talking Points" document.

## Top Five Reasons to Give

- **Your donation may help change a life!** ASTA often receives thank you notes from our Potter's Violins Instrument Awards and CodaBows for America Community Outreach Program recipients letting us know how grateful they are for their new instruments and bows. These programs help students explore new opportunities such as attending music camps, practicing at home and during the summer, or even pursuing a scholarship.
- **No matter the size of your gift, you will help support the profession and passion you love.** ASTA appreciates all of the gifts we receive for the foundation. With these gifts—on their own or in combination with other gifts—ASTA can establish scholarship funds, seed new programs, offer competitions, and inspire future string players.
- **ASTA is a 501(c)(3) organization and your gift is tax-deductible to the fullest extent of the law.** You may want to talk to your tax consultant to discuss additional tax-deductible opportunities such as planned giving. Contact the national office if you are interested in including ASTA in your estate plans.
- **To ensure that future generations will benefit from string music.** Give now so that your life's passion is passed on to the next generation. Your gift will affect aspiring students for years to come.
- **ASTA's members believe in our mission to enrich people's lives by supporting string and orchestra teaching and playing.** ASTA has several exciting and educational programs that you can support. These include all of the educational programs of the National Foundation, the National Orchestra Festival, the National Solo Competition, and the National High School Honors Orchestra. In recent years, ASTA has developed several projects that encourage children to pursue careers in string teaching, help teachers incorporate alternative styles in their curriculum, and establish new string programs at the university level. Your donation helps ensure that these programs, and new ones, will continue.

For more information on the National Foundation, please contact Donna Hale at 703/279-2113, ext. 13, or [donna@astaweb.com](mailto:donna@astaweb.com).

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## American String Teachers Association

**NATIONAL FOUNDATION**  
*to Promote*  
*String Teaching and Playing*



## The State of String Music

The American String Teachers Association (ASTA) is committed to advancing string music and education. For more than 60 years, ASTA members have worked extensively to advance the string profession, enhancing the cultural landscape of our nation. Yet there is still more to do.

Did you know that only one in five public school systems has an orchestra program? Additionally, the No Child Left Behind Act of 2001 has left hundreds of music programs in jeopardy of failing due to financial and time constraints. Furthermore, even those schools that can afford a music program may not be able to find a teacher to fill the open position.

## How the National Foundation Helps

The National Foundation to Promote String Teaching and Playing is dedicated to advancing string music performance and education across the nation and around the world by sponsoring a variety of programs and projects for students, performers, teachers, and string industry professionals.

Since launching the National Foundation, ASTA and our partners have:

- Awarded more than 40 new Rudolf Doetsch instruments to deserving students through the Potter's Violins Instrument Awards
- Donated more than \$30,000 worth of CodaBows to private and public school music programs through the CodaBows for America Community Outreach Program
- Assisted budding composers in gaining recognition for their works through the Merle J. Isaac Composition Contest
- Launched "Discovering Strings and Orchestra"—a community outreach program that partners youth groups with string educators
- Launched "Increasing Access to Strings"—a pilot project designed to encourage more children from low socio-economic status to play stringed instruments
- Created "Alternative Styles in the Classroom"—a DVD designed to help teachers bring alternative styles in to their classrooms
- Funded programs to encourage, identify, and train future string teachers
- Offered underprivileged students an opportunity to take string instrument lessons
- Financed state chapter programs to increase string activity in local communities, and much more!

With your support, we know that ASTA can continue to support the dreams of students, performers, and string teachers.

## Programs of the National Foundation

The National Foundation is organized into four main categories:

### Instrument and Bow Outreach Initiatives

Each year, in partnership with members of the String Industry Council, ASTA awards instruments and bows to deserving students, teachers, studios, and schools through such outreach initiatives as the CodaBows for America Community Outreach Program and the Potter's Violins Instrument Awards.

### Competitions and Contests

Opportunities provided to string musicians to showcase their talents and achievements have become one of the hallmarks of ASTA. Winners of previous ASTA competitions have gone on to make their own mark on the string profession. Competitions and contests include:

- National High School Honors Orchestra
- Alternative Styles Awards
- National Solo Competition
- Merle J. Isaac Composition Contest and
- National Orchestra Festival

### Awards

ASTA has always focused on acknowledging leadership, service, and excellence in string education. Each year, we recognize teachers, faculty, artists, performers, and leaders who make worthwhile and lasting contributions to the organization and the string community.

### Grants

Through two grant programs, ASTA provides modest funding to members for a variety of programs and initiatives aimed at advancing string education on local and state levels. Grants are open only to ASTA members in good standing and are made possible through your donations.

*"Students experience the joy of playing wonderful music on a great instrument, teachers are enriched and renewed by limitless possibilities, and we all learn together."*

- Comelia Watkins, from *Rosindust*

## My Investment

- Yes! I want to make a minimum donation of \$50.

I would like to make an investment in the National Foundation at the selected level:

- |  |                      |
|--|----------------------|
| <input type="checkbox"/> Pernambuco      | \$25,000 and above   |
| <input type="checkbox"/> Rosewood        | \$15,000 to \$24,999 |
| <input type="checkbox"/> Ebony           | \$5,000 to \$14,999  |
| <input type="checkbox"/> Ivory           | \$2,500 to \$4,999   |
| <input type="checkbox"/> Mother-of-Pearl | \$1,000 to \$2,499   |
| <input type="checkbox"/> Maple           | \$500 to \$999       |
| <input type="checkbox"/> Spruce          | \$200 to 499         |
| <input type="checkbox"/> Patron          | \$100 to \$199       |
| <input type="checkbox"/> Associate       | \$50 to \$99         |
| <input type="checkbox"/> Friend          | up to \$49           |

## Investment Method

Enclosed check for \$ \_\_\_\_\_. (Please make check payable to ASTA.)

- VISA     MasterCard    \$ \_\_\_\_\_ Amt. charged to card

Card No. \_\_\_\_\_

Exp Date \_\_\_\_\_

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

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

Telephone \_\_\_\_\_ Email \_\_\_\_\_

I would like to distribute my contribution to the following:

- Please use my gift where it is needed most.
- ASTA General Fund: Donations will support the major programs of the association
- Nathan Gordon Fund: Donations will support the Viola Scholarship in the Biennial National Solo Competition
- Ralph Matesky Fund: Donations will support the Violin Award for the Biennial National Solo Competition

Special Funds and Memorial Gifts may be established to honor individuals and organizations. Call Donna Hale at 703/279-2113 x13 for details. Return this portion of the brochure with your donation. Thank you for your support!

Send to:  
ASTA • 4153 Chain Bridge Road • Fairfax, VA 22030

You may also make your donation online through our secure donation page. Please visit [www.astaweb.com](http://www.astaweb.com) and click on "Support ASTA."