

Tralala Everybody Should Play Music

What is the problem?

Access to musical education is limited in all educational establishments in Guatemala, derived from government regulations, and in some educational centers there are no teachers of artistic education, which limits the teaching of integral education for youth.

However, music is shown to be beneficial to students in four major categories: success in society, success in school, success in developing intelligence and success in life. Music is among the most important subjects taught in our schools; it is important physically, emotionally, intellectually, socially and spiritually. Scientific evidence proves that an education in the arts makes better math and science students, enhances spatial intelligence in newborns and is a compelling solution to teen violence. An activity that both increases intellectual development and success and aids in social control certainly needs to be seen as most worthy of inclusion in the curriculum.

How will this Project solve the problem?

With the use of technology and a software for music teaching we will achieve that young people who do not have access to music education have it. With **Tralala Everybody Should Play Music** will be given: licenses for the use of the Meludia platform, access to the Internet and improvement of its computer labs, as well as training of the teachers and measuring the impact on children development. It will be guaranteed that 100 young people participate in the project, which will allow access to music education to reinforce their integral development. It will be an opportunity to learn music education in a fun and innovative way with the resources that technology offers. The Foundation Paiz will overview the project and commits to scale up the project in 2020 if it shows benefits.

Potencial long-term impact

We want our young people to develop life skills, the best way to do it is to give them musical tools that help them in their knowledge and skills of all kinds, currently the young people of the Santiago Institute and the Fe y Alegría Institute do not have classes of music in his diary. We will adapt and equip your laboratory with the MELUDIA platform for young people to receive 15 minutes of continuous class that supports them with life knowledge tools.

Thanks to music training, studies have been able to determine that the effect on the development of knowledge and behavior of young people contributes significantly to human development acquire musical skills and improve the skills related to musical training, such as: development of thought critical, control of emotions, self-knowledge and improvement in school success.

Activities

- Training of teachers in the use of software and training of system monitors.
- Incorporate schedule of classes within the general program of daily activities.
- Install and prepare the computer equipment so that the Meludia program can run.
- Activate the program for 15 minutes daily in each establishment.
- Implementation of the program as such.
- Monitoring and supervision of the implementation.
- Carry out periodic evaluations of the advances (the first at the time of initiating the program, another at three months, and a third at 6 months).

Business Plan

Campaign Objectives (general objectives)	Campaign Objectives (SMART objectives)	How will we achieve our goals? (activities)	Ways to measure the campaign's success?
Activate a support network through the Boards of Directors of Fundación Paiz and Meludia	During two weeks a minimum of 40 active donors will will grant \$ 10 or more	Activating Campaign with the Board of Directors of Fundación Paiz. Each board member will invite a minimum of 15 donors from their contacts	At least 50% of the persons reached will donate. Hoping to collect a minimum of \$5000 with this action
Partnership with friend organizations (Claire's, Farmacias Batres, Cemaco, Cámara de Industria, Agexport, Cofiño Stahl's human resources, Simplemente Rosita), in order to spread the fundraising campaign through their social media	Increase the number of persons involved in our fundraising campaign increasing the number of donors	Each organization will share their data base in order to support the campaign motivating donations	At least 50% of the organizations will add up to this endeavor

<p>Campaign in Facebook.</p> <p>In webpages from FUNDACIÓN PAIZ, friend organizations, FUNDACIÓN PAIZ friends' groups and profiles. Using Instagram posts, stories and twitter with a tweeter thread.</p> <p>Flier distribution and visits to organizations and nearby companies to Fundación Paiz (CAMIP, J.C. Niemann, Moauto)</p>	<p>Viralize the campaign and stimulate greater donations</p>	<p>An investment of \$25 daily to objective groups, \$25 in general and a bonus day of \$50</p> <p>Whoever comply with the 3 basic steps accomplishing a donation will be awarded.</p>	<p>A minimum of a 10% increase of followers. Al menos se incrementará un 10% el número de followers.</p> <p>A 25% increase in interactions. One out of every 10 persons will donate a minimum of \$10</p> <p>\$1,000</p>
<p>Enhance and increase the number of donations on Bonus Day</p>	<p>Enlarge Fundación Paiz donors network to other audiences</p>	<p>Invitation to workers and other organizations friends to a Bazaar where they can buy products and make their donations in the platform on June 18th.</p> <ul style="list-style-type: none"> • Internal campaign to raise collective funds. • \$1.50 admission fee for the raffle of a TV. • A \$15 donation fee for 20 tables to entrepreneurs, with a surprise gift and 20% of their total sale as additional donations. • Garage sale inside the Fundación Paiz Bazaar 	<p>A fundraising goal of \$3000 and 20 new donors.</p>

Cumbia party	Spread out the campaign and raise funds	Party at a centric place with guest DJ's. All yhe advertising will inform that it is a fundraising party	At least 400 persons attending, each of them paying \$15 as an entrance fee donation. Fundraising goal: \$5,200
Shopping mal activation	Activate the campaign	The shopping mal activation will feature artists interacting with children teaching them to use each of their instruments	Throught this activation at least 50 persons donate \$10. Fundraising goal: \$500

Budget

Category	#	Unit value	Total Time	Total	First Goal
Supervisor	2	200	12	4800	
Licenses	100	17	1	1700	1700
Internet connection	2	45	10	897	270
Training for teachers				7000	7000
Custom platform design	1	1010	1	1010	1010
Food, training	10	10	2	200	200
M&E Digital				1200	
Headphones	100	16	1	1,603	1,603
Meludia Fees	1	800	1	800	800
Production for fundraising activities				2000	2000
Total				21210	14582

