

## **Your invitation to be part of the Dyslexia International Global Music Festival**

I am writing to you on behalf of Dyslexia International (DI), an NGO whose aim is to see that ALL children are granted their right to read and write, including those with specific reading difficulties.

We are working with our sister organisation Literacy International CIO in planning to organize a series of concerts to raise awareness and funds for our work. All funds raised will be used to produce cost-free, high-quality, science-based online training materials -readily access able to all teachers looking for effective means to raise their students' literacy levels and reduce school failure.

PLANNING SO FAR – I would like to propose two types of event:

### **1. Local concerts**

Thanks to Richard Hall a gifted musician in Southwest London, the first of these is already planned. It is due to take place in November 2015 in a private house in Wimbledon, generously offered for the occasion with exceptionally talented musicians. 60 tickets will be offered for this event

### **2. Our 'Global Music Festival' high-profile concerts**

For this initiative I propose each concert would be themed upon one of the five UNESCO regions of the world: Africa, Arab States, Asia and the Pacific, Europe and North America, Latin America & the Caribbean. Each concert would have a high-profile musician invited to 'headline' the event.

Organizing these projects obviously requires a lot of co-ordination. I am willing to coordinate with Amy from the DI office and an experienced and knowledgeable team. This is why I am writing to you now to invite you to support our efforts for this important cause. We would greatly appreciate your helping us in whatever way you can by acknowledging this invitation.

To find out more about our organization, the issues it addressed, its impact and six main projects in hand, please go to [www.dyslexia-international.org](http://www.dyslexia-international.org)  
To confirm your participation in our team, please contact us at [nick.zhang@dyslexia-international.org](mailto:nick.zhang@dyslexia-international.org), subject line *Global Music Festival*.

I have listed some essential guidelines for organising an event for Dyslexia International on page 2 below, including the tasks involved. Please do let us know which of them you are able to fulfil.

I look forward to hearing from you soon and thank you for your consideration.

Yours sincerely,

*Nick Zhang*

Nick Zhang

Honorary Consultant

**IMPORTANT MESSAGE to all Dyslexia International Global Music Festival supporter and organisers**

Thank you for your interest in helping us organise our Global Music Festival.

**PLEASE NOTE THESE IMPORTANT POINTS**

Careful thought has to be given to the following essential guidelines when organising an event with Dyslexia International:

- Ideally the venue should be given
- Dyslexia International does not take responsibility for ANY on-costs incurred without prior agreement
- Each event should accommodate a short section where the charity and its causes are explained to the audience to encourage membership and donations. Please refer to our leaflet on our website/leaflet for details
- A key organiser should organise contribution requests from the audience making it clear how donations can be made per DONATE at our site
- Tickets should be offered only for 'suggested donations' to avoid tax
- Where necessary, local authorities should be informed of activities, advertised under our name to be sure compliance with legal regulations
- Dyslexia International will provide all posters and branding for any type of concert - classical, jazz, solo, choir/other

For local concerts, the following tasks need to be completed:

- Finding a free venue
- Providing 'small eats'
- Appointing someone to organise a bar and contribution for drinks to be supplied on sale/return basis
- The invitation to student/professional musicians whose expenses we would wish to cover
- Promotion of the event using the appropriate DI posters supplied

For the Global Concerts we are looking for:

- **Any suggestions for contacting high-profile musicians/groups**
- Co-ordination with large/major venues

Please let me know as soon as possible if you can assist this important initiative. If there are any queries, please do not hesitate to contact us on [nick.zhang@dyslexia-international.org](mailto:nick.zhang@dyslexia-international.org)

Once again, thank you for your consideration and Amy. I look forward to your participation in our team.