



Jammin' in your Jammies

**Benefit concert
Friday, November 22nd**

*NEW VENUE: East Campus Multipurpose Room
(on 25th Street)*

Featuring **CHIP RICHTER** and *The Munks*
From 6:30-8:00...Including milk & cookies after the concert ☺

Tickets are \$5 per person, or \$20 for a family maximum
Available through Student Development Office. 471-8273

ALL PROCEEDS BENEFIT A STARK COUNTY COMMUNITY FAMILY for the HOLIDAYS and Sponsored by Kappa Delta Pi, Education Honor Society , Rho Tau Chapter



**RHO TAU CHAPTER at
MALONE UNIVERSITY**

A KAPPA DELTA PI CHAPTER

Jammin' in Your Jammies

2015 ACE Award Winner

The Basics

The Rho Tau Chapter brought a family-friendly music act to campus as a both a community event and a fundraiser for a local community center's holiday gift program. The event included snacks donated by KDP members on campus.

Getting Started

The Chapter met its goals of 200 hundred participants and hoped to raise \$1000 for the community center. The Chapter posted flyers around the Malone University campus and to faculty members, as well as advertising at local churches, businesses, social media, and a press release a week prior to the program. Tickets were \$5 per person or \$20 maximum for a family.

The Experience

200 community members attended the 1.5 hour concert and snack time in their pajamas. The Rho Tau Chapter Officers solicited feedback from volunteers and from attendees, the vast majority of which was positive, including a request for a larger space in the future!

The Impact

The Rho Tau Chapter increased awareness of KDP in the community, provided a much needed financial donation, and allowed community members to have a fun and family-friendly night out.



Children had an opportunity to make new friends and dance along to a family-friendly act, all while in their pajamas!

Make This Event Your Own

- Show a family-friendly movie in a great on-campus venue
- Raise money for your Literacy Alive! event, a local school, or non-profit
- Have a campus group or well-known local group perform
- Host a concert on a day off from school

"I loved that children and their families are given the opportunity to experience a kid-friendly concert and family fun night. The books are a nice touch!"

—Event Participant

Fast Facts

200

Attendees

\$1280

**Raised for local
non-profit**

FOR MORE INFORMATION

Contact the [Chapter Services Staff](#) at KDP Headquarters for [help as you plan your program.](#)