PERFORMATHON FUNDRAISING TIPS

EMAIL

Sending personal emails directly to your contacts is the best way to reach your/our goal. Here's a template we've put together below to make reaching out to your contacts as easy as possible.

Email success:

- **PERSONALIZE!** Helping your friends and family feel like they've been carefully selected to participate in Performathon with you will make all the difference.
- To ensure at least 5 friends will donate, you'll want to **reach out to 10**! But don't worry…
- You can send **emails to small groups of people** (i.e. one to a small group of friends from school, one to family, neighborhood friends, parents professional contacts, etc.)
- **Really connect with each group** by thinking about the 'hook' of BSM that will most resonate with them (i.e. for folks who are parents you can speak about the students and how EVERY student should get the same opportunities that we want for our own children)
- One group to think about is your **'out-of-towners'** – they're not to be discounted! BSM students graduate and bring music to their communities around the country. Let people know that even though they live outside of NYC, they can make a BIG impact!
- <u>**FUN FACT:**</u> Do you know what the number one reason is that people donate money? Because they were ASKED**.**
- You can be bold asking people because they will surprise you when you speak from the heart about music being important in peoples' lives, especially your own.

SAMPLE EMAIL TEMPLATE

Use the email template below to get started! You'll need to edit the text in PURPLE! And **don't forget to PERSONALIZE!**

Suggested subject: Will you join me?

Hi [INSERT NAME],

I've joined Bloomingdale's Performathon campaign because I know how life-changing access to music can be in a student's life. Please help me reach my Performathon goal to support the important work of Bloomingdale School of Music!

Since 1964, Bloomingdale School of Music is dedicated to the belief that music changes lives and everyone should have access to high-quality music education regardless of economic status, race, religion, ability level, or gender.

Young people learning music develop important life skills such as creativity, sensitivity to self and others, cooperation, and self-confidence just to name a few! When I study music at BSM, [SHARE YOUR BSM STORY HERE!]

Access to music education for all has been BSM's hallmark since our founding over 50 years ago. We work with our students to eliminate barriers to quality music education. Financial aid is a key factor for many of our students. Over the past decade alone, Bloomingdale has awarded more than $2 million in tuition assistance and aided thousands of families. Our annual Performathon is a way for students to share the music and raise funds to support their peers, helping to provide access to all.

I'm proud to support the innovative and important work of Bloomingdale School of Music.

Click on the link below my signature to go directly to my page. I'm so grateful for your support!

Sincerely,
[INSERT YOUR NAME]
[INSERT LINK TO YOUR PERSONAL TEAM LEADER PAGE!!]

SOCIAL MEDIA 101

Be sure to follow BSM on social media to make sure you're seeing each exciting performathon feature and can share posts easily!

Facebook **@BSMNY**
Instagram **@bloomingdale_music**
Twitter **@BSMNY**

Don't forget to use #BSMPerformathon to get the word out! We will be sharing posts throughout our two-week event. Want us to share your story posts? Be sure to tag us!

Sharing Content

NOTE for all social media: Every post should include https://secure.givelively.org/donate/bloomingdale-school-of-music-inc/bsm-performathon-2021 /**YOURURL**, driving your people back to your personal performance page.

Using hashtags (#) is very important! By using them, we can see what's trending and how many people are plugging into the campaign.

Personal video messages can be really powerful for telling your story! Remember to shoot the video in landscape mode ---> [   ] for best playback.

SAMPLE INSTAGRAM POST
Post a photo of your favorite BSM performance!

SAMPLE FACEBOOK POST
(**Bolded text** needs to be edited by you)

BSM has been providing open access to music study for all who seek it in NYC for over **50 years!** See why I'm helping @BSMNYC raise funds for it's Performathon Campaign! **[Insert your personal fundraising page link, it will automatically shorten it for you:** https://secure.givelively.org/donate/bloomingdale-school-of-music-inc/bsm-performathon-2021 /**YOURURL]**

SAMPLE TWEETS

I'm supporting @BSM's Performathon Campaign! Join the #_____ at **[Insert your personal fundraising page link, it will automatically shorten it for you:** *www.powerof20.openingact.org/***YOURURL]** *- donate today!*

@BSMNYC___ I'm so excited to join your #Performathon__ ? Campaign! Check out why I'm raising money forBloomingdale School of Music: **[Insert your personal fundraising**

page link, it will automatically shorten it for you:
www.powerof20.openingact.org/**YOURURL**]

NOTE for Twitter: Posts beginning with @UserName are considered "conversational" tweets and will only reach users who follow you and the person you're tweeting at. If you want to begin a tweet with @UserName add a period before the tweet so it reaches the general feed. (Example above in 2nd Tweet)