

EVERYTHING YOU NEED TO KNOW ABOUT PERFORM-A-THON 26:

HOW TO PARTICIPATE (AT A GLANCE)

- Create a personal fundraising page (QR code and instructions below)
- Sign up to perform live on May 30th (QR code below)
- Share your fundraising page with friends & family. Ask for donations!
- Prepare to perform. Work with your teacher to choose a piece to play!
- Come to BSM on May 30th to perform, win prizes, eat food, & have fun!



**SIGN UP
TO START
FUNDRAISING
TODAY!**



**SIGN UP
TO PERFORM
LIVE ON
MAY 30TH**



HOW TO CREATE YOUR FUNDRAISING PAGE

- Scan the QR code to "start fundraising today" or visit go.bsmny.org/fundraise
- Under create account:
 - Fill out your basic info (name, email, choose password)
 - Click "create account"
 - From this point your account is created. You will:
 - **Receive** an email from: hello@givelively.org with the subject: "[First Name], here are next steps for your Performathon 2026 benefiting Bloomingdale School of Music fundraiser"
 - This email will contain instructions for personalizing your campaign, uploading a video, and sharing the campaign online.

TO CUSTOMIZE YOUR PAGE

- Use “**Name on Page**” to choose how your name shows up.
- Under “**Add a Note,**” write why music matters to you and why people should donate.
- **Upload** a clear photo of your face so people recognize you and feel comfortable donating. Click “Upload new image” and choose a picture from your computer.
- You can also add a video to your page if you’d like. Video record yourself with a piece you practiced with your teacher!
- Click “Save” when you’re done.
- **Bookmark** your page so you can find it again easily later

REACH OUT TO FRIENDS AND FAMILY

The first rule of fundraising is: always talk about your fundraiser. This is how you convert excitement and goodwill into dollars for your chosen cause’s important mission.

Share word of your fundraiser in two ways:

- Click the “**Share This Page**” button under “Donate” on your personal fundraiser page. Then select the icon of a social media site you use. The email icon prompts you to compose an email with the link to your fundraiser
- Click the “**Copy Link**” button under “Donate” to copy the link and paste it into an email, a social media post or anywhere else that accepts links such as:
 - **Personal texts** or direct messages with your link and a brief note about why it matters to you
 - Community groups or local networks to expand your reach
- **Follow up** with a polite reminder to those who may have missed your first message

NEED HELP WITH CAMPAIGN SET UP OR VIDEO UPLOADS?

Email performathon@bsmny.org and we will help with any questions you have. We will also upload videos to the BSM YouTube account for students if they don’t have a Vimeo or YouTube account.

SATURDAY, MAY 30 / SCHEDULE OF EVENTS:

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| 12 – 5 pm | Performances (free and open to the public) |
| 12 – 3 pm | Catered Lunch (\$10 ticket) |
| 12 – 4 pm | Fun Crafts & Face Painting for Kids (\$5 ticket) |
| 5 – 6 pm | Winners Announced, Raffle Drawing, Free Ice Cream & Snacks! |