



Suzuki Benefit & Practice-A-Thon

BKCM.ORG/SUZUKIBENEFIT21

The BKCM Suzuki Practice-a-thon: A 25-day challenge to practice and help raise funds for financial aid. February 10 – March 6, 2021....All ages, levels, and instruments welcome.

SUZUKI BENEFIT & CELEBRATION 2021

This year's benefit will take place over the course of a 25-day Practice-a-thon **starting February 10, 2021** and culminate on **March 6, 2021**, with a choose-your-own-adventure virtual party. As always, there will be music, games, and a chance to gather with the Suzuki community.

Each year, our teachers strive to identify new sources of motivation and inspiration for our students. It is our hope that our students will find a new wave of momentum knowing that their efforts will be of service to others, by raising financial assistance for fellow students through our **first ever Practice-a-thon**.

The Practice-a-thon will culminate in the Suzuki Benefit...happening **virtually on Saturday, March 6 from 3-4 pm** celebrating students' hard work in practicing and their efforts to raise funds. **100% of proceeds raised at the Suzuki Benefit will fund financial aid for the Suzuki program.**

HOW DO I PARTICIPATE?

Step 1. Register for the Practice-a-thon [here](#) by February 10. Click [here](#) for a step-by-step guide.

Step 2. RSVP to our virtual Suzuki Benefit on March 6 [here](#). If you would like to skip the Practice-a-thon but still want to join and support us on March 6, simply RSVP and make a donation [here](#).

Step 3. Spread the word to friends and family! We have some tips for you below.

HOW IT WORKS

Students may earn ONE point for EACH practice-related activity below PER DAY (up to three points per day for practicing!):

- Practice any amount
- Practice for as long as your lesson
- Practice on the day of your lesson

Students may earn ONE point for EACH enrichment activity below PER DAY:

- Listen to your entire Suzuki book
- "[Listen like a Maniac](#)" (your current piece, plus the next two pieces, each 10 times)
- Virtually attend or participate in a music concert (including our community performances)
- Listen to a professional playing your instrument for 15 mins
- Listen to another genre of music for 15 mins

Students may track daily progress on our tracking form (download [here](#)) and then enter cumulative points on DoJiggy [here](#) (see 'Log Points' in the [registration guide](#) for help). For questions and more information about criteria, email julianne.carney-chung@bkcm.org.

NEED HELP REGISTERING? SEE OUR STEP-BY-STEP GUIDE [HERE](#)

PRACTICE-A-THON SHARING TOOLKIT:

A. Sample emails/letter to friends and family

Dear [FRIEND OR FAMILY MEMBER],

I am a student of the Suzuki Program at the Brooklyn Conservatory of Music where I study [INSERT INSTRUMENT]. This February, I am participating in the first ever Suzuki Practice-a-thon to help raise funds for financial aid in the Suzuki Program at BKCM. 100% of the net funds I raise will go towards financial aid in the Suzuki program.

I'm hoping you'll make a pledge to sponsor my practice. You can make a one-time gift of any amount or pledge an amount based on the points raised for my participation.

If you'd like to support me, click here [insert student personal link from platform]. If you have any questions or need help, you may contact Development Associate, Cara Search at 718.622.3300 or cara.search@bkcm.org.

Thank you so much in advance!

[STUDENT NAME]

B. Social Media Sharing

Facebook, Twitter, and Instagram are great tools that will help keep your friends, family and donors up to date on your fundraising progress. By sharing and updating people on your social media channels, you will receive more support for your campaign, while also helping increase awareness and support of BKCM. Let's get started!

Step 1

Make sure you have your link for your fundraising page [here](#) . If you need help registering, contact Cara Search at cara.search@bkcm.org.

Step 2

Snap a shot of yourself (or your team) and introduce yourself to your network on Facebook, Instagram, and Twitter. Post regular updates as you creep closer to your fundraising goal. We've provided some sample posts below to get you started but be creative. (Remember to ask your parents permission, too!)

Step 3

This is important. Follow us! When you post on social media, always tag @BKCM @BrooklynConservatoryofMusic and also use a hashtag below!

CONNECT WITH US

Facebook: <https://www.facebook.com/brooklynconservatory>

Instagram: <https://twitter.com/bkconservatory>

Twitter: <https://www.instagram.com/brooklynconservatory/>

TikTok: <https://vm.tiktok.com/ZMJoPK3YG/>

Hashtags: #BKCMPracticeathon #BKCMSuzuki

Tips and Sample Posts

Once your personal fundraising page is set up, we recommend sharing your progress on your social media platforms daily. Below are a few sample posts you can use to promote your fundraising campaign!

FACEBOOK

Facebook Tips

- **Tip #1:** Make your posts short and sweet. Use photos and always add your link! Posts with images help make a bigger impression in the news feed.
- **Tip #2:** Share your fundraising link on your Facebook page, and encourage your friends to re-share your post.
- **Tip #3:** Facebook private messages are a great way to get in front of potential donors on Facebook. Send a short, personal note explaining what you are doing, and how they can help. Don't forget to share your link!
- **Tip #4:** Update, update, update! Share updates of your fundraising (and dance) progress on your Facebook page. Share fun photos and videos and always share your link.

Sample Facebook Posts

- **Example #1:** "Friends! I'm committing to do something really fun, for a really great organization: I'm earning points for the @BKCM Suzuki Practice-a-thon – an instrument practice marathon supporting the Brooklyn Conservatory of Music Suzuki program. Support me by making a donation of any amount you're comfortable with to my page! [Insert Link]"
 - **Example #2:** [Change your profile picture to help promote your campaign] My profile picture shows what I'll be doing over the next couple of weeks! Practicing for @BKCM Suzuki Practice-a-thon! Make a gift to my campaign and help me make a difference! [Insert Link]"
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INSTAGRAM

Instagram Tips

- **Tip #1:** Hyperlinks don't work in Instagram captions, so add to your fundraising page link to your profile and direct people to "view the link in profile."
- **Tip #2:** Post photos and videos of your progress – and use this as an opportunity to thank you donors.
- **Tip #3:** Keep the caption short and sweet. People tend not to read longer posts.
- **Tip #4:** Tag @BKCM and use the hashtags to help viewers see what other participants are doing.

Sample Posts

- **Example #1:** I'm earning points for the @BKCM Suzuki Practice-a-thon – an instrument practice marathon supporting the Brooklyn Conservatory of Music Suzuki program. Support me by making a gift. Fundraising link is in my bio."
- **Example #2:** "Here's a photo/video of me playing ____ (instrument) the @BKCM Suzuki Practice-a-thon. Help us reach our fundraising goal by making a donation! Visit the link in my profile to learn more. #BKCMPracticeathon #BKCMSuzuki"

We've also sent you images to use with your post. Check your email from Julianne to find them.