A challenge to practice and raise funds for financial aid at the Community Music School. All ages, levels and instruments welcome. March 20th to April 17th, 2021 - Join at any time!

100% of net proceeds raised through this practice-a-thon will fund scholarships and financial aid for students who could otherwise not afford lessons at BKCM.

**CMS SPRING FORWARD PRACTICE-A-THON 2021**

Join us for the first ever CMS Spring Forward Practice-a-thon

It is our hope that our students will find a new wave of momentum knowing that their efforts will be service to others, by raising financial assistance for fellow students through the practice-a-thon. Through our collective and shared efforts to practice, we would like for this event to serve as a reminder, especially during these challenging times, that we are all part of a musical community dedicated to learning, performing and enjoying music.

**HOW DO I PARTICIPATE?**

Step 1. Register [here](#) before March 20 (or at any time after).
Step 2. Spread the word to friends and family! We have some tips for you below.

If you would like to skip the practice-a-thon but still want to support the Community Music School, simply make a donation [here](#).
STUDENTS
Students are encouraged to get as many donor pledges as they can during the event. Students may set daily or weekly practice goals or they may set a goal for the entire month. Your teacher can help you determine what the right amount of practice time is. No matter how many pledges a student is able to get, all students are eligible to participate.

For every 10 minutes a student practices it’s equal to 1 point. The minimum pledge is $1 per 10 minutes of practice time.

- Practice up to 10 minutes = 1 point
- Practice up to 20 minutes = 2 points
- Practice up to 30 minutes = 3 points
- Practice up to 40 minutes = 4 points
- Practice up to 50 minutes = 5 points

DONORS
Donors can pledge any amount starting at $1 per point. Donors may also make a flat pledge or set a limit to how much the maximum pledge will be. For example, If your student practices 20 min per day for 30 days that is the equivalent to 60 total pledge points. At $1 per point that is equivalent to a $60 pledge.

SUPPORT YOUR TEACHER
Students, families and friends can also support your teacher. Find out if your teacher is going to participate and pledge a donation in their name.

PARTICIPATION
All students enrolled in the Community Music School are eligible to participate in the practice-a-thon. All students will receive a participation award no matter how many minutes they have practiced. We have some fun prizes to get you motivated!

Students may track daily progress on our tracking form (to be sent to families once the event starts) and then enter cumulative points on DoJiggy here (see ‘Log Points’ in the registration guide for help)

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 Community Music School at the Brooklyn Conservatory of Music where I study [INSERT INSTRUMENT]. This March, I am participating in the first ever Community Music School Spring Forward Practice-a-thon to help raise funds for financial aid in the Community Music School program at BKCM. 100% of the net proceeds I raise will go towards financial aid for students to attend private lessons and group classes at BKCM.

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 @BrooklynConservatory 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 #CMSSpringsForward #CMSatBKCM
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 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 @BrooklynConservatory CMS Spring Forward Practice-a-thon – an instrument practice marathon supporting the Brooklyn Conservatory of Music CMS 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 @BrooklynConservatory's CMS Spring Forward Practice-a-thon! Make a gift to my campaign and help me make a difference! [Insert Link]

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 @BrooklynConservatory and use the hashtags to help viewers see what other participants are doing.
Sample Posts

• **Example #1:** I'm earning points for the @BrooklynConservatory CMS Spring Forward Practice-athon – an instrument practice marathon supporting the Brooklyn Conservatory of Music CMS 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 @BrooklynConservatory CMS Spring Forward Practice-athon. Help us reach our fundraising goal by making a donation! Visit the link in my profile to learn more. #BKCMPracticeathon #CMSSpringsForward #CMSatBKCM