

HOW TO SUPPORT **Youth on Record** THIS MUSIC MATTERS MARCH



SOCIAL TOOLKIT FOR GOOD MARCH 2023



Thank you for your support this Music Matters March!

ENTIRE MONTH OF MARCH 2023

Music Matters March is a month long campaign where businesses and organizations (like you) join in the effort to support Denver's young creatives and the ever-growing creative economy. Thank you for your support.

As one of our incredible partners, we greatly appreciate your help spreading the word far and wide!

This social toolkit includes resources for marketing and promotion, including images and example text for you to copy and paste.

Feel free to personalize as much as you'd like!

Haley Witt
Haley Witt
Visibility Manager

TABLE OF CONTENTS

SPREAD THE WORD

Three easy ways to promote
Music Matters March!

PG 4

SEND INFO TO YOUR NEWSLETTER RECIPIENTS

Do we have a template for you!

PG 5

POST INFO ON YOUR SOCIAL MEDIA

Whether you'd prefer Instagram Stories or Facebook templates, it's all included!

PG 6

CUSTOMIZE AND GET CREATIVE!

Put our graphic on your TV screens, add us to your website, and more!

GENERAL TIPS

DO: Share your why

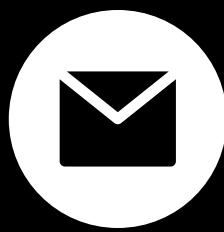


Personalize these communications to share why your business loves to support Youth on Record and why the mission makes a difference.

DON'T: Undervalue philanthropy



More than ever, customers are looking to support businesses that give back. When customers feel good spending at your establishment, they'll continue to do so!



THE POWER OF A PERFECTLY CRAFTED EMAIL

SENDING A NEWSLETTER TO YOUR AUDIENCE

New Message X

To Your Newsletter Audience

[Business name] is empowering the next generation of young creatives!




SUPPORT COLORADO ARTISTS AND LOCAL BUSINESSES AS THEY COME TOGETHER TO MAKE A DIFFERENCE!

MARCH 1ST - MARCH 31ST

[Business Name] is excited to be supporting the next generation of young artists in Denver and the ever-growing Colorado creative economy during the whole month of March!

All March long, we're donating [Insert Music Matters March Offer] to Denver nonprofit, Youth on Record!

If you're not already familiar with this all-star organization, Youth on Record empowers Colorado's underserved youth to achieve their academic, artistic, and personal best by employing local, professional artists as their educators.

Youth on Record offers for-credit classes in Denver and Aurora schools, free after-school music workshops for youth ages 14-20, paid internships, and more! Their programs empower 1,700 teens in some of Denver's most vulnerable communities to make life choices that positively impact their future by teaching them to develop the coping tools, inspiration, and wherewithal to succeed in today's world and to become leaders of tomorrow.

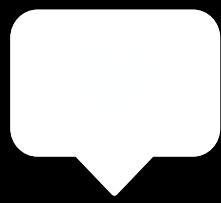
You can learn more and check out other participating Music Matters March businesses by visiting youthonrecord.org

We're stoked to support YOR and hope you'll join us in declaring in community that MUSIC MATTERS (!) all month long.

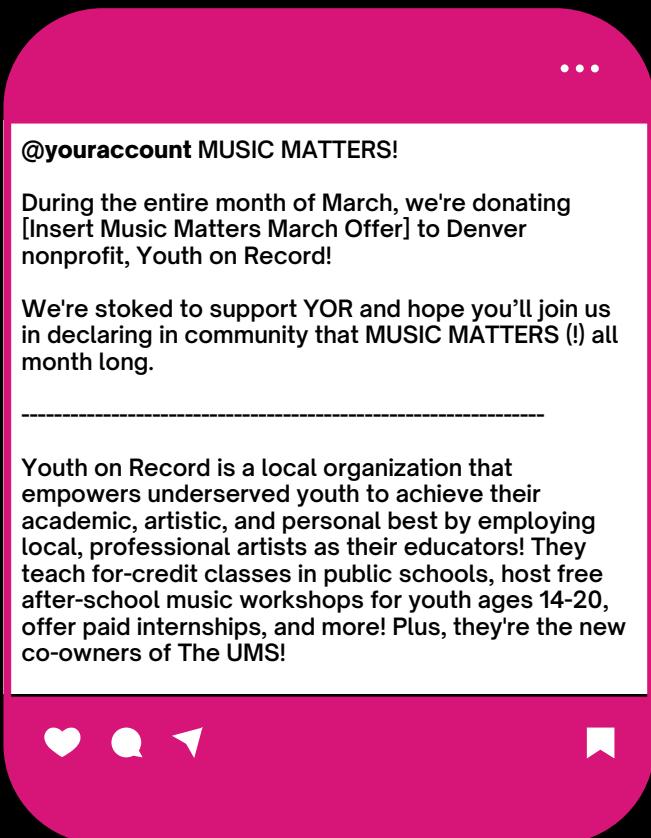
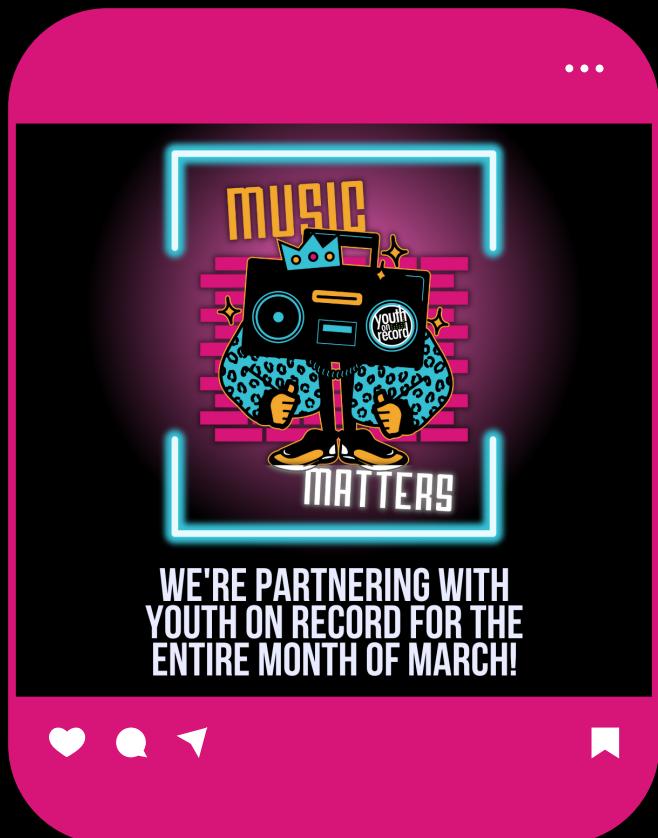
Send ⋮



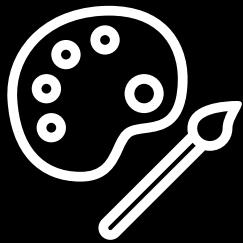
CLICK HERE TO COPY OUR
EMAIL TEMPLATE!



SHARING WITH YOUR DIGITAL AUDIENCE SOCIAL MEDIA IS A POWERFUL TOOL



[**CLICK HERE TO GET PHOTOS AND
CAPTIONS FOR SOCIAL MEDIA!**](#)



GET CREATIVE AND THINK OUTSIDE THE BOX

WE'VE GOT IDEAS (AND GRAPHICS) FOR YOU



[**CLICK HERE TO DOWNLOAD GRAPHICS!**](#)

-  **PUT MUSIC MATTERS ON YOUR WEBSITE**
-  **DISPLAY MUSIC MATTERS ON YOUR TVs**
-  **ADD POSTERS TO YOUR BATHROOMS**
-  **ADD INFO TO YOUR DIGITAL MENUS**
- & MORE!**



**THANK YOU FOR YOUR SUPPORT OF
YOUTH ON RECORD
THIS MUSIC MATTERS MARCH!**

**WE'RE SO GRATEFUL FOR
COMMUNITY PARTNERS LIKE YOU.**

THANK YOU!

