



Musicopia™
For a Well Played Life



DANCING
CLASSROOMS
PHILLY

2023 Performathon Fundraising Instructions

Fundraising will take place Saturday, April 1st – Friday, April 7th

Thank you for participating in our Performathon and fundraising for Musicopia and Dancing Classrooms Philly! Please follow the instructions below to set up your fundraising page. If you are uncomfortable fundraising online, you can participate by collecting your funds and mailing a check.

1. Visit <https://secure.givelively.org/donate/musicopia-inc/2023-performathon/fundraisers/new> and follow the steps to create an account or log in to an existing account. (If you have an account but do not remember the login info, consider using another email address or use the password-free login.)
2. After you have logged in, click the “Confirm Creation Of Your Fundraising Page” button.
3. Personalize your page! **(Steps A-C are optional.)**
 - a. In the “Why are you passionate about this campaign?” text box, please add an answer (for example: “I enjoy Musicopia and Dancing Classrooms Philly programming and want to help give more young people in Greater Philadelphia access to the benefits of arts education. The arts are important to me because [insert personal reason]. Please give what you can. Every dollar goes a long way towards helping me reach my goal!”)
 - b. Create your fundraising goal. We recommend at least **\$200**.
 - c. Add a profile image and/or hero image.
 - d. Click save.
 - e. Click the “copy link” button or copy the link found in your search bar. This is your individual fundraising link that you can share via social media, email, text message, etc. **Be sure to paste the link somewhere you can easily find it!**

For the next week, share your personalized link far and wide! Suggested text and a graphic can be found below. Please tailor as you see fit.

Language Suggestions:

Social Media suggestion:

Language – Sponsor my hours of [insert the name of your instrument or dance] practice! I enjoy Musicopia and Dancing Classrooms Philly programming and want to help give more young people in Greater Philadelphia access to it. Every dollar helps to provide access to arts education! [insert fundraising link]

Graphic - <https://musicopia.box.com/s/2y8xk0tzztjuao46m09daugpbnk5idck>

Email suggestion:

Subject: Help me support Musicopia & DCP

Dear [name],

I participate in arts education programming provided by [Musicopia and/or Dancing Classrooms Philly]. This week, I will be raising funds to help Musicopia and Dancing Classrooms Philly provide even more young people in Greater Philadelphia with access to the benefits of arts education. Please consider sponsoring my practice time or making a one-time gift -- no amount is too small!

Musicopia and DCP are important to me because [insert your story: Why do you support these organizations? What impact have they had on you/your family/your friends?]. Check out my personal fundraising page and make your donation here: [insert fundraising link].

Thank you in advance for supporting me in my fundraising efforts for Musicopia and DCP!

Text Message suggestion:

Hey [name]! I participate in arts education programming provided by [Musicopia and/or Dancing Classrooms Philly]. This week, I will be raising funds to help Musicopia and Dancing Classrooms Philly provide even more young people in Greater Philadelphia with access to the benefits of arts education. Please consider sponsoring my practice time or making a one-time gift -- no amount is too small! You can make your donation here: [insert fundraising link].