

NAMMM
Foundation®
Day of Service Toolkit





Giving Back to Your Community with a Day of Service

There are many ways to advance music making and contribute to NAMM's Vision and Mission, but few are as direct as doing a Day of Service in a local school, community center or health/wellness facility. We have provided some resources and suggestions for planning and hosting your own Day of Service; information is intended as a guide only, because our biggest recommendation based on years of experience is that you be flexible. In other words, let the school or community personnel tell you what they want or need, and then adjust your plan to meet this need. We also advise against using a Day of Service event as part of sales strategy. This is an opportunity for you to connect with—or deepen your connection to—your community and to create more music makers.

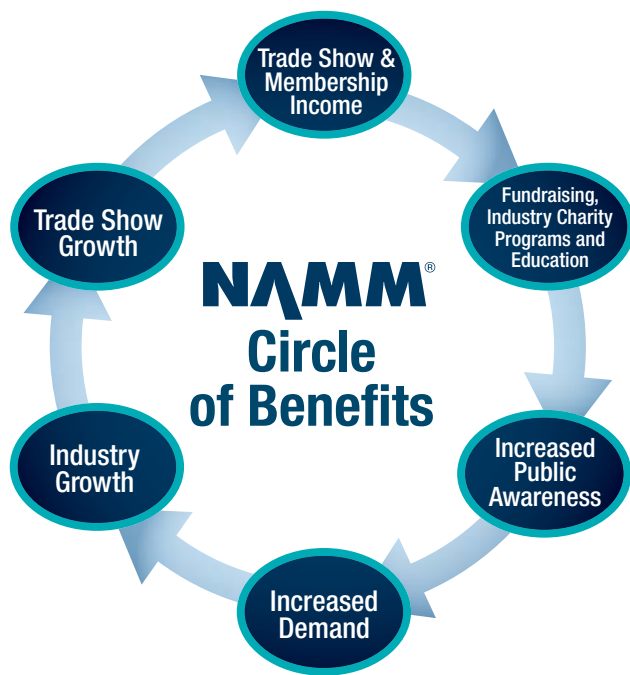


Vision

We envision a world in which the joy of making music is a precious element of daily living for everyone; a world in which every child has a deep desire to learn music and a recognized right to be taught; and in which every adult is a passionate champion and defender of that right.

Mission

NAMM's mission is to strengthen the music products industry and promote the pleasures and benefits of making music.



Over the years, NAMM Foundation Day of Service events have been extraordinary examples of NAMM members coming together to make music and support a community's desire to expand music making opportunities. We urge you to review the tips we share in this toolkit to help you develop an outreach event. We seek to bring music to others via a Day of Service event and develop new and, along the way, important community-based partners and collaborations. Most of all, we get to share in the joy of making music with one another!



Mary L. Luehrsen • Executive Director, NAMM Foundation

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YouTube

Resources are available on NAMM Foundation's YouTube channel and on NAMMFoundation.org.

- Catch a glimpse into The NAMM Foundation Day of Service on our YouTube channel.
- The video by the City of Anaheim does a great job of capturing the spirit of doing a Day of Service in a public school.
- Feel free to share these videos with your network to get the word out about The NAMM Foundation.
- Download FREE music education advocacy brochures to distribute to parents, teachers, administrators, and school board members; you can order quantities of the brochures at NAMMFoundation.org.



Step One: Select a School

- Select a school.** This can be a school that your children attend, that your business works with—or that has a need that you'd like to fill. It is easier to get the go-ahead if you have some kind of relationship with the school you want to work with. This can be elementary, middle, or high school. Let the school decide which grades and how many students participate. Or consider partnering with a community center, after-school program or health and wellness facility. The following tips are offered for partnering with a school; adjust as needed for other settings.
- Make sure school is in session** on date selected by checking the district website. Avoid breaks, periods of testing, and conflicts by not planning your event on the same day as a previously scheduled event, like a football game, science fair, etc.
- Schedule call with school contact** such as the visual and performing arts (VAPA) coordinator, a music teacher, the principal, or school board member.
- Make sure you are able to describe what it is you hope to accomplish** at your Day of Service. Example: "I would like to give kids the chance to learn to play the guitar." Make sure your goal is aligned with the school's.



- Provide a description of any donations offered**, whether financial or instrumental. Important note: Do not try to force the school to take instrument donations if they can't use them and/or if they are unable to store or maintain them. Instrument donations can be a burden to the district unless it is equipped to handle them and use them as part of the music education curriculum.
- Review a day, date, and time frame for event.** We recommend limiting it to a half day in the morning, but be flexible and work with the school's scheduling needs.
- Set up a site visit** and work with the school on the number of rooms you need for the number of sessions you plan to host. For example, guitar, ukulele, drum, recorder, etc., will each need their own location. You can also start with just a drum circle and then progress to more activities for future Day of Service events.



Step Two: Line Up Facilitators

- Schedule facilitators or master teachers.** Examples of frequently used NAMM Foundation master teachers are provided below. They can provide referrals for facilitators in your area if you do not have instructors that you usually work with. It is important that “master teachers” are comfortable in a format of working in group instruction with beginners at the targeted ages making music learning fun, accessible and exciting.
 - **Ukulele**—Lenny San Jose, aka, “Ukulenny” ukulenny@gmail.com
 - **Guitar**—Skip Chaples skip.chaples@musicforlife.org and Glen McCarthy glenmccarthy@aol.com
 - **Drum Circle**—John Fitzgerald jfitzgerald@remo.com
- If your store is unable to provide the instruments**, reach out to a manufacturer that you work with to request that they loan instruments for students to use that day.
 - Be sure to establish an agreement with specific requirements for shipping to/from the site.
- Request AV needs from facilitators.**
- Find out if facilitators require a stipend.** Some will donate their time, while others may require an hourly fee or a flat fee. The amount will vary, so be realistic and work within your means.



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Step Three: Pre-promotion, Registration and Signs

- Create social media campaign** (Facebook, Instagram, Twitter) tiles with your business's logo and information about the Day of Service (date, time)
- Print banner** to give to school. Suggested copy: “ **[NAME OF BUSINESS]** Celebrates Music Education at **[NAME OF SCHOOL]** on **[DATE OF DAY OF SERVICE]**.”
 - Recommended banner size is 10 x 3 with pull pocket at top/stand.
 - Print signs.
 - Signs recommended to be foam core and sized 22" x 28". Each sign should identify a session. Bring or borrow music stands for holding signs.
- Include a blurb in your e-newsletter or website** about the event and include photos.
- Ask volunteers to register in advance** via email and make sure they are people you know/trust, like parents, store employees, etc.
 - Limit the number of volunteers to one volunteer for every five kids participating; volunteers can help with instrument tuning, passing out instruments to students, helping with instruction, and instrument pack and clean up.
 - Ideal session size is 25 students with five volunteers, plus the facilitator.

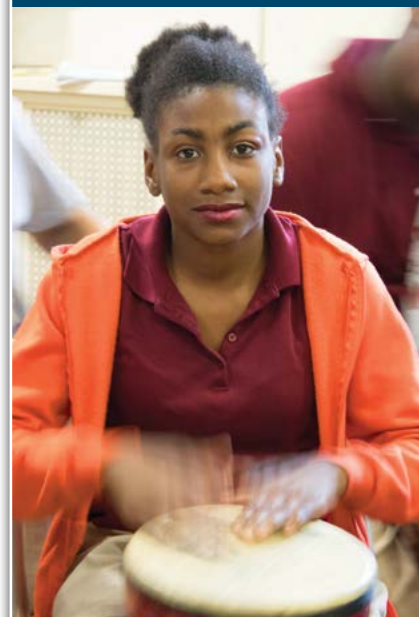
Step Four: (optional) Order T-shirts with Your Logo and School Mascot

- Request number of students and their sizes.
- Request school logo in eps file format.
- Have shirts printed and delivered several days before the event.



Step Five: Site Visit and Finalizing Details

- Select **check-in area** for volunteers.
- Find out what the **check-in system** for the school is and make sure your volunteers comply.
- Make sure **volunteer arrival** does not coincide with drop-off/bus schedules.
- Get **parking instructions** and pass along to facilitators and volunteers.
- Select location for opening and closing remarks**, which are usually given by the principal and the host of the Day of Service (you!).
- Determine whether there will be **student performances** and work through timeline and logistics.
- Confirm facility person** will be available to assist and confirm time when custodians or other employees will arrive at the school.
- Confirm **bathroom locations**.
- Confirm **load-in area** for facilitators.
- Select classrooms** for each music making rotation and outdoor space for drum circle, if applicable.
- Request **campus map** in PDF for volunteers.
- Find out **AV capabilities**.
- Draft a **timeline of events** and provide to school administrators/teachers.
- Send instructions and details to facilitators**.
- Work with school district **communications team** on press release.
- Hire **photographer** if the school cannot provide one.
- Create **photo and video shot list** for photographer to capture the event. We suggest a mix of candid and posed shots.
- Have an **inclement weather plan B**, if needed.
- Plan for group photo**.
- If possible, **provide snacks and water/coffee to volunteers**.
- Confirm **media releases for students with school administrators**.
- Select **location for banner placement**.
- Create **name tags** for volunteers





Seeing students that do not have regular access to music and arts experience music making for the first time is impactful. Kids that have never touched an instrument before were actively engaged in making music and loving it. I am grateful for the opportunity to have participated in such a momentous day.

Kimberly Deverell
San Diego Music Studio



Step Six: (optional) Order Swag from The NAMM Foundation at nammfoundation.org/getinvolved

- Brochures** about the importance of music education
- SupportMusic** instrument case tags



Step Seven: Promote Your Event

- Tell** The NAMM Foundation that you're doing a Day of Service!
- Email** Claire Kreger-Boaz at ClaireK@namm.org.
- Contact** your local media.
- Issue** a press release.
- Post** an article about your event on your company website.
- Ask** the school to post about the event on their website.
- Share** photos on your social media accounts.
- Keep in touch** with the school district and attend board meetings.

Kris Connor/Getty Images for NAMM



Ways to Engage the Media

Hosting a Day of Service at a school provides an important opportunity to publicize your community's commitment to music education. Media coverage helps to boost local awareness of music education in your community, potentially increasing support for and awareness of music programs in schools.

Consider the following:

Create Connections:

- **Make the Media Part of Your Community:** Before your Day of Service, customize the media alert (page 9) to include details about the event. Be sure to list the type of visuals and interview opportunities that media can capture. If available, work with your district's communications office to send the media alert (or perhaps a press release) via email to local newspapers, TV and radio stations, blogs and community websites. Highlight what is unique or new about their music program, such as receiving a Best Communities for Music Education or SupportMusic Merit Award from The NAMM Foundation, music students' academic improvements, student or ensemble awards, recognition in county or state honors ensembles, and/or partnerships with local music establishments and/or community organizations. Be sure to note the number of students who participate in the music program and emphasize curriculum offerings that engage students. Also consider sending to your local elected officials.
 - **Invite Key Influencers to Attend or Participate:** Invite local media or other key community influencers to attend and photograph the Day of Service. Set up interviews with one or two students who exemplify the music program's goals and objectives.
 - **Enlist Students to Tell the Story:** Consider including a written quote in the media alert from a student or teacher about the impact that music has had in school and in their own lives. Remember that people are drawn to human interest stories. Also consider having an articulate student speak to the media about why music education is important to him or her. Ensure that your spokesperson is well prepared to answer questions.
 - **Get Media Savvy:** For any questions regarding media alerts or press releases, or to gain a broader perspective on the Day of Service program, contact Samantha Prince at samanthap@namm.org or call 760-304-5713.
 - **Add Visuals:** Definitely include the best digital photo(s) or a link to video(s) taken of your event. Be sure to check that district student photo releases are up-to-date.
- #### Utilize social media:
- Social media is a wonderful way to communicate the unique aspects of your program to your local community and beyond.
- **Announce the Day of Service:** A simple announcement about the event on a social media platform has the opportunity to be seen by thousands of people. Encourage your community and students to share the post(s).
 - **Post Photos:** Photos of the Day of Service activities, including student performances and musical events, have the chance to create excitement for student families and the local community. Consider multiple posts, spaced out, as to keep the Day of Service top-of-mind.
 - **Video:** Consider filming teachers, administrators and students talking about the impact of the Day of Service, what music means to them and/or what they like most about making music at school. It's best to post a series of short videos (30 seconds to 1-minute each).
 - **Ask Music Students to Participate:** See what creative, musical ideas can be shared through social media posts, videos and images.
- With all social media posts, please use the hashtag **#SUPPORTMUSIC**.
- #### Share media coverage with the community:
- **Share:** Media coverage via newsletters, district-affiliated websites and social media with parents, other teachers, administrators, local politicians and school board members.
 - **Frame:** News articles and display them prominently.



MEDIA ALERT

<https://www.dropbox.com/s/n0jzqeaz4d5uatb/MEDIA%20ALERT%20FOR%20DAY%20OF%20SERVICE.docx?dl=0>

[School Name] Receives Day of Service Music Making Opportunity

What: [Day of Service Event] for music making opportunities presented by [business name].

This event recognizes the commitment and dedication of [name of school or district] to music and the arts as innovative learning opportunities for a well-rounded education.

Who: [number] students from [name school or after-school program] [insert activity/visual] led by [business/facilitator's names].

When: [day, date and time]

Where: [location, address, city]

Why: [School/District] demonstrates an unwavering commitment to [beginning or expanding] music education for all students.

Opportunities for Media: [Interviews with business/administrators/faculty/staff/students/parents, etc., witness music program in action]

For more information, please contact [name and contact].

[About your business]

###



Fact Sheet: Benefits of Music Education

According to the Results of a July 2014 Harris Poll®:

- **Seven in ten Americans (71 percent)** say that the learning and habits from music education equip people to be better team players in their careers.
- **Two-thirds (66 percent) of Americans** say that music education prepares someone to manage the tasks of their job more successfully.
- **Three in five Americans (61 percent)** say music education provided a disciplined problem-solving approach, and 59 percent say it prepared people to manage tasks more successfully.
- **Four out of five Americans (80 percent)** believe their music education has contributed to their level of personal fulfillment.

Educational Benefits

- **87 percent of teachers and 79 percent of parents** strongly believe music education has a positive impact on overall academic performance and improves cognitive function. [Source: NAMM Foundation and Grunwald Associates, LLC, (2015), *Striking a Chord: The Public's Hopes and Beliefs for K-12 Music Education in the United States.*]
- A 2013 study published in *The Journal of Neuroscience* found that **adolescent-centered studies show that even very basic rhythm abilities, such as tapping to a beat, relate with reading skills.** [Source: White-Schwock, T.,K., Woodruff Carr, Anderson, S., Strait, D.L., Kraus, N., (2013), "Older adults benefit from music training early in life: Biological evidence for long-term training-driven plasticity," *The Journal of Neuroscience.*]
- According to Dr. Nina Kraus's work with the Harmony Project, **students who are involved in music are not only more likely to graduate high school, but also to attend college as well.** [Source: Kraus, N., Slater, J., Thompson, E.C., Hornickel, J., Strait, D.L., Nicol, T., White-Schwock, T., (2014), "Auditory learning through active engagement with sound: Biological impact of community music lessons in at-risk children," *Frontiers in Auditory Cognitive Neuroscience.*]

Cognitive Benefits

- **A few years of musical training early in life improves how the brain processes sound,** and the benefits of early exposure to music education last well into adulthood, years after the training has ceased. [Source: Strait, D.L., Kraus, N., (2014), "Biological impact of auditory expertise across the life span: Musicians as a model of auditory learning," *Hearing Research.*]
- According to research published in a 2014 article in *Parents* magazine, **learning how to play percussion instruments helps children develop coordination and motor skills** because they require movement of the hands, arms and feet. [Source: Kwan, A., (2013), "6 Benefits of Music Lessons," *Parents.*]

Social Benefits

- Taking music lessons offers a space where kids learn how to **accept and give constructive criticism,** according to research published in *The Wall Street Journal* in 2014. [Source: Lipman, J., (2014), "A Musical Fix for American Schools," *The Wall Street Journal.*]
- A 2014 Harris Poll® found that **music education lays the foundation for individual excellence in group settings, creative problem solving and flexibility in work situations.** [Source: The Harris Poll®, (2014).]

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