



Advocacy Now | Music for All Testimonials Project

Testimonials are powerful tools to recruit new students and to help state the value of a music program. Below are some prompts to help students and alumni get started writing or recording testimonials of their own, and instructions for what to do with them!

INSTRUCTIONS:

1. Decide whether to make a video or written testimonial (bonus points if you do both, but these instructions focus on video creation). But for the camera shy, a written testimonial can still be very valuable and shared widely.
2. Choose one of two of the prompts. For social media sharing, you'll want to keep your video under 60 seconds.
3. Plan your best answer and the important points to make.
4. If video, choose a location where ambient sound or your background won't distract the viewer. Bonus points for choosing a background/props that illustrate your experience (shoot in your rehearsal room, hold your instrument, wear your ensemble tee shirt, hang your medals and certificates behind you)
5. Consider whether to shoot horizontally or vertically.
6. Introduce yourself, including the school you attend(ed) school, instrument/section, and current position/role
 - a. Example: My name is Kate Smith, and I recently graduated from Norwin High School, where I played the baritone saxophone. I'm currently a sophomore at the Indiana University, where I play alto in the marching band.
7. Answer the prompt, repeating the question in your answer so that the viewer understands your full message.

8. End with a call to action, encouraging the viewer to take an action that will benefit your music program
 - a. Examples: Enroll in music class, contact your administration or school board, donate to the music boosters, write a letter to the editor, share a social media graphic
9. Save your video. Share on your social network(s) of choice using the hashtag #AdvocacyNow. Make sure to tag your music program and school district. Challenge your friends to do the same!

TESTIMONIAL PROMPTS:

STUDENTS:

- What would you tell a student about joining beginning band/orchestra/choir?
- What would you tell a student about continuing band/orchestra/choir in middle school?
- What would you tell a student about continuing band/orchestra/choir in high school?
- What would you tell a school board member or administrator about your experience in this music class?
- Why did you choose your instrument?
- What is your favorite thing about music? Why?
- How is your music class different from other classes you take? Why is this difference important?
- Imagine music was going to be eliminated in your school next year. What would be your response to this decision?
- How has music helped you during the pandemic?
- Music brings people together. Tell us about a friend who you'd never have met if not for music.
- Why is it important to learn music in school?
- What is your favorite music class memory? Why? (Be specific! If it was a trip, where did you go? Why was that moment your favorite?)

ALUMNI

- How has your experience in a music classroom helped prepare you for your current level of success?
- What is it like to work with colleagues who also learned music, as compared to other co-workers?
- Do/Will your children learn music? Why?
- Do you still support music, even if you no longer perform? How? Why?
- What would you tell a parent about enrolling their child in band/orchestra/choir?