

Tips To Market Your Program

Marketing To Teachers and Administrators

- Get the word out by publicizing what's happening in your classroom
- Arts are important on their own – it's important to create well rounded citizens who can appreciate culture
- Promote the academic benefits but also promote those benefits that can't be measured on a test like teamwork, self esteem, problem solving
- Tell stories of student successes
- Even in the face of adversity in your school, your program and your classroom – it is important to stay relentlessly positive to those you tell about your program

Marketing To Parents

- COMMUNICATE!
- Send home or email a newsletter detailing what's happening in your class
- Include facts about the value of arts education
- Invite their participation in your events

Marketing Your Program To Everyone

- Use school bulletin boards
- Use school newspapers
- Use school and district newsletters
- Use PTA announcements
- Use direct communication by phone, fax and e-mail
- Use concert programs
- Use school announcements
- Enlist the help of other teachers/departments
- Enlist the help of your district PR department

A great tool to use is PMEA's [*How Has Music Education Impacted Your Life?*](#) book. Ask your students to answer that question or a similar question. Not only will you receive valuable feedback on your program, you'll get to know your students better and have a new advocacy tool.

Consider this marketing brochure put together by the Carmel High School Marching Band in Indiana. The trifold tells the story of joining the band program from a student perspective. Prospective students get to understand what it's like to be in the Carmel Band. Parents get to learn the same thing, but also learn about what their experience will be like. The letter on the right is directed to parents.



I'm Cami and I Love My Family...

I have a pretty big one too – I have 35 cousins!

How about YOUR family?... I know not every situation is the same.



Right now in my life when I think about family I also include the marching band.

On and off the field. Morning or night. In the freezing cold or the blazing heat. We spend hours together.



We laugh together, we celebrate and enjoy experiences together.

We fight like brothers and sisters... and we make up.

We cry together... We support each other through unimaginably difficult situations.



Yes... the marching band is definitely a family. Some of our best friends are in this band while even more of our friends are watching and cheering us on.



This sense of family didn't begin with us though. It began decades ago and has grown stronger with every new Freshman class.



The people that came before us are the groups that made it possible for us to be where we are today. They started the tradition of excellence and didn't give up. They made this band a family like none other.



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But this family is more than just the students on the field. Our family is the staff and instructors too.



The volunteers who are at every show and work almost every day, even during the summer, to make our dream achievable.



The parents who bring us to rehearsals. Our school administrators who provide undying support. Our teachers who are understanding. Our friends who are used to us saying "I can't. I have band".



As the 2016 season came to an end with a tremendous win at the Grand National Championships, we took a moment to appreciate all the alumni (both students and parents) who paved the way for our success. We continue to stand on your shoulders and the view is awesome!



I am Carmel Bands.



You'll love it too!



Dear Mom & Dad,

I've got a lot on my mind these days. The teenage years always come with their own kind of pressure but these days... technology makes information so much more available – and connections to my friends so much more possible – but it also puts more pressure on me to know more, to accomplish more, to become more – all in a world that has become more competitive than ever. I have more choices than ever before, but, thanks to you, I also have more opportunities.

You've chosen a great school for me, you've accepted my friends, and supported my dreams.

And when I've wanted to give up on myself too quickly, you've been there with an encouraging word, a gentle nudge or advice to NEVER quit. When the rehearsals are long, the demands are unrelenting, and I just can't seem to get everything right, you still believe in me and in what we in this band are trying to accomplish.

*You remember what I sometimes forget: someday, what I am learning here this day and every day will make me **better** and **stronger** and more ready for challenges in my life and in my future. Although I don't often acknowledge it, I **know** that you are doing a juggling act, also – balancing work and home life with "helping out" in a zillion ways. Who would drive to more than fifty rehearsals and eight or ten competitions?*

Who would make sure we get to school before the sun rises and get home after it has set?



Who would help organize Community Night, Car Raffles, and mattress sales... and chapter one trips near and far? Who would remember my water, sunscreen, and the Gatorade – and constantly remind me about my "blacks" and shoes? Who would design, build, and assemble the props? Who would cook food to feed a dozen hungry kids so that football pitch-ins would be a success – and pack and unpack and repack instruments and uniforms from trucks endless times? And who would prepare spirit bags with sweet treats for bus rides? Who would practice ALL YEAR so that the parent pep band can send us off with joyous sounds?

Who would put this much time, this much effort, this much personal sweat and selfless dedication into their lives of their children and their closest friends?

*Who else but **you**, Mom and Dad?*

And so, when you see me in my uniform all dressed up and serious – and I see you somewhere out there... cheering me on – know this: In my heart, I know the sacrifices you are making so I can make memories that will last forever. I don't often say it, but I always know it: You are making an extraordinary difference in my life. I could never, ever do this on my own.

Thanks Mom. Thanks Dad. I love you.



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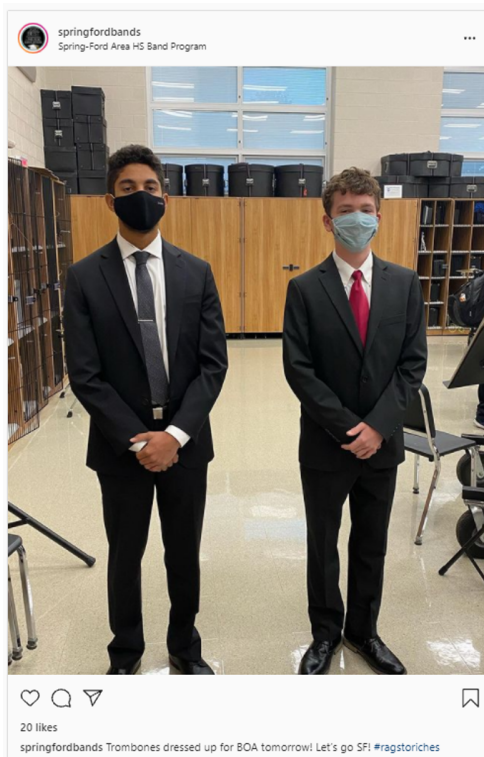
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Carmel took things one step further and made a video out of the *Dear Mom and Dad*, letter: ["Dear Mom and Dad," \(Carmel Marching Band Video Series 2016 #2\)](#)

Using Social Media

- ✓ Communication of news/events
- ✓ Sharing variety of media
- ✓ Content should be engaging
- ✓ Include those links on everything
- ✓ Always check with district for clearances to use photos/videos

Social Media Examples



Promote an upcoming event while also showcasing students.



Show your students in action in the community.



Have fun with memes while also telling something about your program.



Highlight facts or music history.



Use social media for fundraising.



Showcase students preparing for an upcoming event or performance.

How do you design this stuff?

- iPhone
- Talk to your visual art teachers
- What students are interested in helping?
- Canva
- Free stock photos, clip art, and videos – Unsplash

Websites

- Frequent Updates/Current Information
- Featured Stories
- Contact Information
- Can be housed on your school website or on places like Google Sites or Wordpress.

Website Examples

Home

Information On Renting An Instrument And Purchasing Materials For Band

Supply Orders From Local Music Stores

EF Elementary Band Practice Guide

The Band Solar System

Elementary Band Syllabus

Join The Elizabeth Forward Elementary School Band - Paper

Links

Putting Together The Bells

Search

Q

Elizabeth Forward School District

Elementary Band Page

Home of the Central, Mount Vernon, and William Penn Elementary School Bands

Band Teacher: Mr. Cook

Phone Number: (412) 896-2300 Ext. 7500

Email Address: bcook@efsd.net

Twitter: EF Elementary Band (@band_ef)

Avonworth Elementary Band

Welcome! Practicing Listening Lab FAQs Join The Band Summer Band Equipment About Mr. Ziccardi

Avonworth Elementary Band

Welcome to the Avonworth School District Elementary Band Website!

Parents/guardians and students will find valuable information contained on this website for 4th-6th grade elementary band including FAQ's, recommended equipment, practice resources, games, listening examples, and more.

Teacher's Name: Mr. Ronnie Ziccardi

Email: RZiccardi@avonworth.k12.pa.us

Building Phone: 412-366-7170 x3162

Follow @Mr. Ziccardi on Twitter

Subscribe to Mr. Ziccardi on YouTube

UPCOMING REMINDERS:

Friday, October 8th:

Music Special - Day 3

5th Grade Band Focus Period

IMPORTANT DATES TO REMEMBER:

5th-6th Grade Band Winter Concert:

Tuesday, December 7th, 2021, 7:00pm

4th-6th Grade Band Spring Concert:

Wednesday, May 18th, 2022, 7:00pm

"In a world in which everything is becoming standardized, the arts allow children to remain individuals."






- Rafe Esquith

Provide contact information and important links.

Media

The audio files below are from various performances over the years. They can be streamed by clicking the play button or downloaded as .mp3 files for listening on a portable audio device such as an iPod. For more information about the event that produced the recordings, please see the Reference Information section at the bottom of the page.

Link to YouTube Channel: https://www.youtube.com/channel/UCByyMTAYhg_6PC5yDEVjpkA

Wind Symphony at Music Hall (Jan 27, 2015) Wind Symphony - 2016 Midwest Band & Orchestra Clinic Orchestra Hall - Chicago Concert (2012) Sudler Flag of Honor Award Ceremony & Concert National Concert Band Festival (2009) Dixie Classic The Midwest Clinic National Concert Band Festival (2004) Additional Wind Symphony Recordings Selected Video...	DATE	TITLE	PLAYER	DOWNLOAD
	05-21-2015	Whirr, Whirr, Whirr!!! (Ralph Hultgren)	 -- --	Download
	05-21-2015	O Magnum Mysterium (Morten Lauridsen/Reynolds)	 -- --	Download
	05-21-2015	Symphony in Bb Movement I (Paul Hindemith)	 -- --	Download
	05-21-2015	Tico Tico (Zequina Abreu/Iwai)	 -- --	Download
	05-21-2015	The Frozen Cathedral (John Mackey)	 -- --	Download

Listening links and other course information for all of your ensembles are important to include.

- Determine what works best for you and your program.
- Consider the audience, which is likely multiple audiences
- Do you want to do social media or a website or both? Consider the time factor in your decision.