

# FOSTER the Music

*benefitting*



## ABOUT FOSTER THE MUSIC

In honor of [National Foster Care Month](#) taking place every May, Kids in a New Groove (KING) is launching a month-long, public awareness campaign -- **Foster the Music**. Leading up to - and throughout the entire month of May - KING will work with local businesses to raise funds and awareness in support of Austin area youth in foster care.

## HOW YOU CAN GET INVOLVED

### IN STORE

We've developed two ways in which you can help: 1) contribute a percentage of opt-in sales or 2) ask customers to add a donation of anywhere from \$1-\$10 to their purchase during the month of May to benefit our cause. We will provide a brochure and table tent of information for shoppers to better understand where their money is going.

### ONLINE

Starting mid-April, we want to make sure your shoppers know Foster the Music is coming. Tweet and share your support and participation using **#fosterthemusic** to your social followers letting them know proceeds will benefit @kidsgroove. KING will engage in a robust social media campaign that thanks and promotes our partners before, during and after the month has passed.

Email us at [Laura@kidsinaneewgroove.com](mailto:Laura@kidsinaneewgroove.com) for more info on how to participate.

## BENEFITS OF PARTICIPATING

### REALLY GOOD KARMA

- Providing continuation of one-to-one music mentorship for students
- Increasing number of students able to benefit from this life-changing program
- Giving students the ability to increase autonomy and self confidence
- Improving the lives of youth in foster care, one music lesson at a time

### REALLY GOOD BRAND AWARENESS

- Landing page inclusion on [kidsinaneewgroove.com/fosterthemusic](http://kidsinaneewgroove.com/fosterthemusic)
- Social interaction and cross-posting
- Newsletter promotion to over 8,000
- Press release inclusion beginning in mid-April and throughout May
- Local media promotion from KUTX, Sun Radio, Tribeza Magazine and more

## ABOUT KING

KING provides Texas youth in foster care with a committed one-to-one mentoring relationship through weekly private music instruction, giving students the ability to build concrete strategies for life-long success. Visit [www.kidsinaneewgroove.org](http://www.kidsinaneewgroove.org) for more information.

Follow us at @kidsgroove | Using #fosterthemusic