

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 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
- 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 for more information.

Follow us at @kidsgroove | Using #fosterthemusic