

COLORADO GIVES DAY CAMPAIGN ETM-CO SUPPORTER TOOLKIT



A TEACHER IS MISSING

Help us bring music back to school!

**Every child deserves the chance to
discover their voice through music.**



Our Message — *A Teacher Is Missing*

Too many schools in Colorado have lost their music teachers — gone in the quiet aftermath of budget cuts. And with them went the tambourines, the ukuleles, and the laughter. **For children from marginalized communities, this silence only deepens the gap.** At Education Through Music–Colorado, we begin where it matters most — with the teacher. **We place extraordinary music educators in the schools with the greatest need, equip classrooms with instruments and inspiration, and offer students a joyful journey of confidence, creativity, and belonging.** When you help bring music back, you give children more than melodies — **you give them the courage to find their voice, the focus to learn, and the confidence to shine.**

About the Campaign

Our Colorado Gives Day campaign runs from **November 18 to December 31**, with its peak moment on **Colorado Gives Day: December 9** — one of the most meaningful giving days in the state. Thousands of Coloradans participate every year, and early supporters often inspire others to give.

This period is the **most powerful time of the year** to support ETM-CO because:

- **Statewide Incentive Fund.** Every donation made on the Colorado Gives Day platform receives an extra boost from a \$1M+ fund distributed across participating nonprofits.
 - **ETM-CO's Own Match Program.** Through the support of ETM-CO's institutional sponsors, a special match will be activated during the Colorado Gives Day giving window — doubling donations for as long as matching funds remain available. Early supporters help build momentum and ensure that every dollar goes even further.
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The Main Link

<https://www.coloradogives.org/organization/ETM-CO>

This is the core link of the entire campaign. It is the page supporters must use to make a donation and the link we should include in every post, email, message, and appeal.



Reshare Our Posts

Throughout the campaign, we'll share images, stories, and videos across our channels. Every repost helps us reach new supporters who may not know that so many Colorado schools no longer have a music teacher.

Follow & Share:

- [Instagram](#)
 - [Facebook](#)
 - [LinkedIn](#)
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Create Your Own Message

Personal messages are often the most compelling. Use your own voice together with our campaign visuals to share why this matters — on social media, in a group chat, or with a compelling email to friends and your network.

[Campaign Image & Video Folder](#)

Use any of these assets freely — they're designed to carry our message with clarity and impact.

In the following page, you'll find suggested messages you can use or adapt when sharing the campaign.

Always include our main link:

<https://www.coloradogives.org/organization/ETM-CO>



SUGGESTED MESSAGES

(Anytime before Colorado Gives Day — SHORT)

A teacher is missing. I'm supporting Education Through Music–Colorado to help bring music back into the classrooms where it's needed most.

<https://www.coloradogives.org/organization/ETM-CO>

(Anytime before Colorado Gives Day — LONG)

Too many schools in Colorado have lost their music teachers — gone in the quiet aftermath of budget cuts. And with them disappeared the tambourines, the ukuleles, and the laughter. For children from marginalized communities, this silence only widens the gap.

As Colorado Gives Day approaches, I'm supporting Education Through Music–Colorado to help bring those teachers back and give thousands of students the chance to learn, grow, and thrive through music.

Every donation made through the Colorado Gives Day platform receives an extra boost from a \$1M+ Incentive Fund that amplifies your generosity.

<https://www.coloradogives.org/organization/ETM-CO>

(Colorado Gives Day, Dec 9 — SHORT)

Today is Colorado Gives Day! Every donation to Education Through Music–Colorado is boosted by a \$1M+ Incentive Fund — helping bring music teachers back into the schools that need them most.

<https://www.coloradogives.org/organization/ETM-CO>

(Colorado Gives Day, Dec 9 — LONG)

Today is Colorado Gives Day — one of the most meaningful giving days in our state. Too many schools have lost their music teachers, leaving classrooms silent and children without the creativity, confidence, and connection that music brings.

Gifts made today through the Colorado Gives Day platform are boosted by a \$1M+ Incentive Fund — helping Education Through Music–Colorado reach more students with the teachers they deserve.

<https://www.coloradogives.org/organization/ETM-CO>



Start Your Own Fundraiser

Creating a personal fundraiser is one of the most powerful ways to support Education Through Music–Colorado during Colorado Gives Day. Your page can inspire friends, family, and colleagues to give — and every contribution made through your fundraiser will directly support our mission to bring music teachers back into under-resourced schools.

How It Works

1. **Visit our campaign page:**
<https://www.coloradogives.org/organization/ETM-CO>
2. Click **FUNDRAISE** and log in or create an account.
3. Select **GET STARTED** and use ETM-CO's template as your base.
4. **Set your goal** and choose your campaign's start and end dates.
5. **Customize the text** to make your page personal and meaningful.
6. Once approved, you'll receive a **unique fundraiser link** to share with your network.

Suggested Fundraising Goals

- \$250** — Provide a student with music education for 1 year
- \$500** — Support music teachers' professional development
- \$1,000** — Inspire students through an Artist Residency
- \$2,500** — Fully equip a classroom with instruments and supplies
- \$5,000** — Adopt an entire class of 25-30 students for a full year