



# #ROCKYOURROLE TODAY!

## ABOUT THE CAMPAIGN

**#RockYourRole** highlights the importance of mentorship for youth and encourages participants to honor the mentors in their own lives.

Proceeds benefit Music Forward’s career development programs that connect youth to industry professionals and help them on their path toward their dream career.

*Campaign ends September 18th*

## HOW YOU CAN HELP

**START YOUR FUNDRAISER TODAY!** Create your page and get your friends, family, and others to help Music Forward transform passions into professions.

**Follow the instructions below to get involved!**

### 1. CREATE

- ▶ Visit [Crowdrise.com/RockYourRole](https://www.crowdrise.com/RockYourRole) to start your page!
- ▶ Click “Fundraise for this Campaign” and follow the steps.
- ▶ Click “Edit Fundraiser” to personalize your page!

### 2. SHARE

- ▶ Email and post to social to rally support from friends and family.
- ▶ Don’t forget to include the link to your fundraising page!
- ▶ Tag us @hobmusicforward and #RockYourRole

### 3. SUPPORT

- ▶ Make your first gift in honor of the mentor/s in your life.
- ▶ Challenge others to do the same! Proceeds benefit Music Forward’s career programs that transform passions into professions.

## MEDIA TOOLS

**TAG US!**



**@HOBMUSICFORWARD**

### SAMPLE POSTS:

- ▶ Help me #RockMyRole! Support my fundraiser benefiting @hobmusicforward [Fundraising Link]
- ▶ #RockYourRole– visit [Fundraising Link] to help transform passions into professions!
- ▶ @hobmusicforward honors mentors who make career-prep programs possible. Visit [Fundraising Link] to thank your mentor with a donation today! #RockYourRole
- ▶ 75% of execs say a mentor was crucial to their success. Support the next gen of professionals with a donation to Music Forward [Fundraising Link] #RockYourRole

For more info, please contact:  
**Hayley Bowyer, Development Project Manager**  
HBowyer@hobmusicforward.org | 213.739.4613

**Music Forward** accelerates career skills for youth in underserved communities, using music as the bridge to success. Our programs inspire the next generation of music industry leaders through hands-on career exploration. **Learn more at [www.hobmusicforward.org](http://www.hobmusicforward.org).**