



Toolkit for Social Media Ambassadors

What do Act for Art gifts support?

Gifts to Interlochen during Act for Art will provide scholarships for students, ensuring that motivated young artists from all backgrounds can make their way to Interlochen. Working together, we can make sure no young artist has to pass up the chance to come here because of a financial barrier. Once they're here, students in every arts division benefit from the experiences the Annual Fund provides, from supplies to costumes to music scores to technology to guest artists.

What is the goal?

On May 1-3 we will call upon our Interlochen community to support our Act for Art Giving Days and help us reach 400 donors. Every gift will be matched by our generous challenge donors during Act for Art. What matters is that you decide to play your part, and give the amount that's right for you.

Post ideas



FACEBOOK FOCUS

This week, Interlochen's Act for Art Giving Days are happening to support young artists. Interlochen is important to me because [your story]. Interlochen ignited [my, or my family member's] passion for the arts and gave me a community of acceptance and exploration - a place to flourish. I made my gift already -- I'd love for you to join me! #actforart interlochen.org/afa24



ONEINTERLOCHEN

Interlochen's Act for Art Giving Days are happening this week! As an alumni, I know how important it is for young artists to experience Interlochen and I'm paying it forward! Join me in making a gift during Act for Art. [include link to Act for Art webpage; see instructions above] #actforart interlochen.org/afa24



INSTAGRAM FOCUS (REQUIRES PHOTO)

Now is the time to #actforart and support young artists. I made my gift already - join me! interlochen.org/afa24



X FOCUS

Join me in support of @InterlochenCenterfortheArts Act for Art Giving Days! This special place profoundly impacted [my life/my daughter/my son]. I'm so grateful and want to pay it forward. #actforart interlochen.org/afa24



LINKEDIN

Interlochen's Act for Art Giving Days are happening this week! I support Interlochen because [your story]. [I, or my family member] have made [my/their] way to a fulfilling career because of the support and guidance [I/they] received at Interlochen. Getting young artists to Interlochen is important: artists and creative thinkers help make the world better! Join me in making a gift during Act for Art. #actforart interlochen.org/afa24

Post ideas for any platform

The majority of students rely on financial aid to get to Interlochen. I'm proud to give during Interlochen's Act for Art Giving Days to help students grow and flourish as artists. Join me! interlochen.org/afa24

Join me in supporting Interlochen during Act for Art Giving Days, happening now! Your gift will directly impact the lives of young artists and ensure the future of the arts. #actforart interlochen.org/afa24

It's @InterlochenCenterfortheArts Giving Days, Act for Art. Join me in helping to provide a life-changing arts education for the young artists & creative changemakers of today and tomorrow. #actforart interlochen.org/afa24

This year during Act for Art will you join me in making a gift to support the students of @InterlochenCenterfortheArts? #ActForArt to make sure young artists from all backgrounds can get to Interlochen! interlochen.org/afa24

Posting tips

Share posts from Interlochen's social pages

Add a personal message to the shared post about why supporting this cause is important to you. Your story is powerful.

Be yourself!

The ideas below are a starting point, not a script. Put your own spin on them and just tell your friends and family why Interlochen matters to you - and invite them to join in supporting Interlochen during Act for Art.

Use pictures to tell a story

Photos are key on social media! Dig out photos or videos of you or someone you love at Interlochen and add them to your post to boost views.

Use #actforart on all of your posts

Always link to the Act for Art page

If you're posting on a platform not mentioned below, use interlochen.org/afa24

NEED HELP? WE'RE HERE FOR YOU!

Email us at actforart@interlochen.org

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