

Karen Cueva, Play USA

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<https://www.carnegiehall.org/Education/Programs/PlayUSA>

- Funded by Fund2 program
- Supports a national dialogue on professional development & exchanging best practices amongst community music education programs
- Some of the programs are sistema based
- First year granting awarded plus two additional years of support

Resources for ethically sourced

- See [this link](#) and [this link](#)
- How do we talk about the individuals we are raising money for? See resource for ways to tell stories ethically [at this link](#).
- Donors are generally well intentioned, but not always well informed - it's our responsibility as fundraisers to

How can we ensure the stories we share are positive?

- Having students give tours of the programs rather than teachers &/or devo
- Bringing students and parents an eye into development & storytelling
- How to best contextualize student speakers at gala's - making sure parents and students can access the gala
- Setting expiration dates with students so that you know when you need to stop using a quote, or a story
 - A general rule of thumb that 3 years is the appropriate assumed time for media permission, unless it is retracted or renewed,
- Do we really need to be telling these types of stories to raise money? Why not let the intentionality and level of the music making do the talking?
 - What if instead of telling stories of students who have been traumatized
 - In Baltimore we try to tell our complex stories through creating new music and the "story" comes out in the way the students intend it to
- Our stories should be of success
- Thinking more about organizational storytelling

How can we be supportive to other nonprofit organizations

- Collective organizing

What's one strategy for change you would like to take back for your organization

- Putting out an open call for stories
- It should be in students' voices - not hand picked



- Love the idea of empowering students to lead in fundraising and showing the organization
- Concept of broken systems not broken people, use this more
- We liked the ideas of sharing and being partners in helping each other

Action Items for Fundraising

- Gala – give parents and students tickets and seats– don't put them in the back room.
- Bring parents and students into the development process. Pull back the curtain. Let them make decisions. Let them see the annual appeal letter and contribute.
- Students give tours of the program.
- Expiration dates for quote and photos: if you get permission from a student or parent to use a quote or photo, think about how long you can use it for before asking again.
- Do we really need to be telling these types of stories to raise money? Why not let the intentionality and level of the music making do the talking?
- Emphasize group storytelling vs. individual story telling.
- Use language that points to broken systems, not broken people.