

# Cello Steps

## Dancemob Tips!

### Partnerships

Don't do this alone! Pair up with an organization or an individual who can help.



For example, pairing Cello Steps with a local festival can give you an instant audience, coverage under their insurance policy, publicity, and other valuable infrastructure.

Teaming up with local music and dance schools gets you connected to the community of passionate participants to dance in your Cello Steps Dancemob!

**IF YOU ARE A CELLIST** and you need dancers, the easiest place to look is at your local dance schools! Make contact with as many movers-and-shakers of the dance community in your area and invite them to be a part of Cello Steps. In addition to getting in touch with dancers, you can also ask about dance schools hosting Cello Steps open rehearsals. Perhaps the instructors at the dance school would even lead rehearsals for you!

**IF YOU ARE A DANCER** and you need a cellist, contact your local symphony orchestra or music school! The music for Cello Steps is JS Bach's "Prelude" from Cello Suite No. 1 in G major. This is currently listed as a Grade 8 level by the Royal Conservatory of Music. Any cellist of RCM grade 8 level or higher is likely to be familiar with this piece of music.

Corral some **volunteers** to help!

Check out the **CHECKLIST** and assign people jobs. Volunteers like it when they know exactly what's expected of them - make sure they know their "what, when, where, how, and why" points! Ask family and friends, colleagues, audience members. Start asking early on. Keep a list of people who have said yes. Make sure you have a way of contacting them efficiently.

# Fundraising

Many resources for Cello Steps are **FREE**: the website, tutorial videos, performance videos, etc. However, it is inevitable that you will encounter other important costs along the way. Here are some fundraising tips to get you started!



## SPONSORSHIPS & DONATIONS

The best way to get a large donation is by approaching a local business about sponsorship. Many businesses in your city are interested in doing something for their community. They benefit by having greater visibility, publicity, and being seen as a company that cares about more than just making a buck. Here are some tips to remember when approaching a prospective sponsor:

### Be Prepared

Know how much money you are asking for. Be able to tell them what it will be used for. Tell them why it is a good idea for **THEM** to be involved and how they will be recognized for their donation.

### Be Passionate

Make sure that you are infecting them with your enthusiasm and excitement about the project. This will make them excited to be a part of something special, and *happy* to give!

### Know Them

Make sure you know what their business is all about. Visit their website. Visit their storefront. Familiarize yourself with their mission statement. Know the name(s) of the people to whom you are speaking, and memorize them. Make a personal connection by telling them how you or your friends have used their business.

## GRANTS & PUBLIC FUNDING

Most communities have arts funding streams at every level - municipal (city funding), provincial, and federal. Research into what funding streams are available in your area! (Remember that you need to apply **in advance** for these funding streams.)

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## Ethics

If you are asking professional dancers, cellists, or other artists to be a part of Cello Steps, **please pay them** for their services. If budgeting is a concern, check out some the suggestions about fundraising tips!

Note: The professional artist may indeed offer their services for free, but it is impolite and unprofessional of you to ask them to donate their time.

Thank and **recognize your volunteers**. When people give their time and resources, it is essential to make them feel that it was worthwhile. A little appreciation goes a long way!

Recognition to Cello Steps is important. A lot of hardwork, time, effort, and creativity went into creating Cello Steps. Please make sure to **acknowledge Cello Steps** in your printed material, and verbally in announcements and interviews. Include the Cello Steps website: [www.celosteps.com](http://www.celosteps.com)

## Share

Please, **SHARE** your event with Cello Steps on Facebook. Let us know the **WHO, WHEN, and WHERE** of any Cello Steps performances.

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## Dancemob Checklist

### Checklist

Who are your artists:

Musician \_\_\_\_\_ Lead dancer \_\_\_\_\_

When & Where:

Date \_\_\_\_\_ Time \_\_\_\_\_ Location \_\_\_\_\_

- Prepare a timeline - goals for when to do what
- Prepare a budget - what do you think you'll need to pay for? (i.e. Musician fee, Lead dancer fee, Venue rentals, Printed publicity)
- Prepare fundraising goals to match your budget - where will the money come from? (ie donors, private funding, out of pocket, public funding, business sponsors)
- Prepare your "elevator talk" - a 1-minute summary of who you are and what you are doing, such as you would be able to tell someone that you might meet in an elevator
- Confirm your team: Musician, Lead Dancer, organizers, volunteers
- Confirm all dates and times and locations: for live practices and performances
- Make sure your Lead Dancer knows the choreography and can lead the classes
- Prepare press release
  - Include a concise description of your project (similar to your "elevator talk")
  - Include clear directions to [www.celosteps.com](http://www.celosteps.com) so that the public can find the free online tutorial videos, or links to the Cello Steps tutorials on youtube
  - Include all dates and times and locations (for live practices and performances)
  - Your name, and a contact phone and/or email address
  - Good photos of yourself, your Musician and Lead Dancer
- Distribute press release to:
  - radio
  - TV
  - newspapers
  - local event calendars
- Recruit dancemob dancers!  
(Contact local dance studios, music schools, get word out to public via press release, etc. But, remember, the most persuasive is *word of mouth!*)