



ORCHESTRA KENTUCKY 20TH ANNIVERSARY AMBASSADOR GUIDE

Help us celebrate Orchestra Kentucky's 20th Anniversary by becoming an Anniversary Ambassador!

What – Enjoy special Orchestra Kentucky content online, share with your friends, colleagues, and family on social media, and give a gift online to help OK reach its Giving Day goals. Your help as an OK 20th Anniversary Ambassador will be invaluable!

When – July 16 – July 31, 2020

Where – The Orchestra Kentucky 20th Anniversary Celebration website (OrchestraKentucky.com/Celebrate)

How to Help:

1. Share our celebration with your friends, colleagues, and family

Enjoy special Orchestra Kentucky online content and let others know about it. Watch your inbox on July 16 – July 31 and forward our emails!

2. Engage with Orchestra Kentucky 20th Anniversary social media

Follow Orchestra Kentucky on Facebook ([/orchestrakentucky](https://www.facebook.com/orchestrakentucky)) and Instagram ([@orchestrakentucky](https://www.instagram.com/orchestrakentucky)). Then, when you see OK's posts, (1) like the post, (2) share the post, (3) and comment on the post! Use OK's hashtags in your own posts: #20YearsStrong #OneNoteAtATime

3. Make a Gift

There are many ways to give and no matter what size, your gift will make an impact! Watch the Giving Day thermometer rise (OrchestraKentucky.com/Celebrate)!

4. Set up a matching funds challenge

Matching fund challenges will help us meet our Orchestra Kentucky's 20th Anniversary and Giving Day goals. Will you provide a match? Contact Jennay Keelin to set up a matching pledge: JKeelin@orchestrakentucky.com

Want more specifics on how to be an Orchestra Kentucky 20th Anniversary Ambassador?

The OK 20th Anniversary Ambassador Guide on the following pages will tell you how with a suggested timeline for OK 20th Anniversary Ambassador activity, information on how to make a social media post that brings attention to the OK 20th Anniversary Celebration and Giving Day, and sample social media posts for you to copy.

Orchestra Kentucky 20th Anniversary Ambassador Activity Timeline

Today — Get Ready to Celebrate!

- Follow OK on Facebook and Instagram:

<https://www.facebook.com/orchestrakentucky>

<https://www.instagram.com/orchestrakentucky/>

- Announce your support for Orchestra Kentucky using one of the sample social media posts below or by sharing one of Orchestra Kentucky's social media posts about the 20th Anniversary Celebration and Giving Day.
- Be on the lookout! Take a “selfie” photo in front of our 20th Anniversary billboards, SKyPAC and Capitol Arts marquees, and electronic signs. Use these for social media posts later!
- Watch your inbox and forward Orchestra Kentucky emails to friends, family, and colleagues!

July 16 – 31 — OK 20th Anniversary Celebration and Giving Day

- Visit the OK 20th Anniversary Celebration webpage (OrchestraKentucky.com/Celebrate) and share the link with friends, family, and colleagues.
- Watch your email inbox and forward the OK 20th Anniversary Celebration and Giving Day email you receive to friends, family, and colleagues.
- Make a social media post letting your followers know about the OK 20th Anniversary Celebration and Giving Day and how their gifts will make a difference! Sample posts are below.
- Like OK's social media posts about the 20th Anniversary Celebration and Giving Day.
- Comment on OK 20th Anniversary Celebration and Giving Day social media posts—tell the world why you support OK!
- Share OK's social media posts about the OK 20th Anniversary Celebration and Giving Day with your followers.
- Watch OK 20th Anniversary Celebration special web content at www.orchestrakentucky.com/celebrate.

July 31— OK 20th Anniversary Giving Day

- This is the day! If you haven't done so already, make your gift at www.OrchestraKentucky/Giving-Day!
- Watch your email inbox for updates and forward the emails to friends, family, and colleagues.
- Post several times during the day about the OK 20th Anniversary Celebration and Giving Day. (Sample posts are below). Tag your friends and challenge them to make their own gift in support of OK! Thank friends you know have given.
- Share, "like," and comment on OK's social media posts—these will have updates on goals reached, special web content announcements, and more!

August 1 — Thanks to All!

- Make a social media post thanking your followers for participating in the OK 20th Anniversary Celebration and Giving Day and remind them they can still give if they missed giving yesterday.
- Forward OK's "Thank you!" email to friend, family, and colleagues—this email will include reports on goals reached!

How to Make Social Media Posts

Here's how to make your own Orchestra Kentucky 20th Anniversary Celebration and Giving Day social media posts that help OK:

1. Log in to Facebook or Instagram.
2. Write your own text or copy one of the sample posts below into the post or caption field.
3. Use our official hashtags in the text of your post: #20YearsStrong #OneNoteAtATime
4. Add one of the photos you took with Orchestra Kentucky Happy Anniversary billboards, marquees, or electric signs or another photo of you participating in an Orchestra Kentucky event
5. Tag Orchestra Kentucky in your photo or post so we can see and share what you have to say! @orchestrakym @orchestrakentucky
6. Press "post" or "share" to spread the word with your followers!

When making Facebook posts, please do not say "yes" when Facebook asks if you are asking for donations! OK cannot track Facebook fundraisers, and they will not count toward our Giving Day goals. All gifts should be made through the Orchestra Kentucky 20 Anniversary Celebration Giving Day website: <https://www.OrchestraKentucky/Giving-Day>.

Sample Facebook Posts

Before the OK 20th Anniversary Celebration and Giving Day

I hope you'll join me on July 16 - 31 for the @orchestraky 20th Anniversary Celebration and Giving Day. #20YearsStrong #OneNoteAtATime when we celebrate the past 20 years of Orchestra Kentucky and support its next 20 years! This event is a chance for people who love orchestral music and our very own Orchestra Kentucky to come together and provide essential support for the orchestra. This celebration and giving day can make a lasting impact on the next 20 years of Orchestra Kentucky! Mark your calendar for July 16 – 31, 2020 and join me in celebrating and giving at <http://OrchestraKentucky.com/Celebrate> and <http://OrchestraKentucky.com/Giving-Day!>

During the OK 20th Anniversary Celebration and Giving Day, July 16 - 31, 2020

Post a selfie with a caption of you doing something related to Orchestra Kentucky (e.g., a photo with Orchestra Kentucky 20th Anniversary signage, a photo at an OK performance or event, or a photo of you holding an OK program book, etc.) or simply post your choice of text below:

I'm helping @orchestraky reach its fundraising goals during the OK 20th Anniversary Celebration and Giving Day! Will you help by making your own gift at <https://www.OrchestraKentucky.com/Giving-Day?>

Donations make @orchestraky music education possible—programs like the Bowling Green Youth Orchestra! Give for music education on Giving Day at <https://www.OrchestraKentucky.com/Giving-Day> and help OK reach its 20th Anniversary Celebration Giving Day goals! I've made my gift! #20YearsStrong #OneNoteAtATime

The @orchestraky is special to me because _____. I'm supporting what I love about OK on the OK 20th Anniversary Celebration Giving Day —won't you join me by making your own gift? Help OK reach its fundraising goals and watch the giving thermometer rise! <https://www.OrchestraKentucky.com/Giving-Day> #20YearsStrong #OneNoteAtATime

Did you know that @OrchestraKy is launching a new program, Arts Access for All, to provide free tickets for children and senior adults in our community? Join me in supporting Arts Access for All by giving for the OK 20th Anniversary Celebration and Giving Day: <https://www.OrchestraKentucky.com/Giving-Day> I've made my gift! #20YearsStrong #OneNoteAtATime

After the OK 20th Anniversary Celebration and Giving Day

Thanks to everyone who participated with me in the OK 20th Anniversary Celebration and Giving Day! Because of support from people like you, @orchestraky is able to provide stellar performances to our community and reach more than 1500 Kentucky children

through educational and outreach programs each year! Giving is still open, and special web content is still available at <https://www.OrchestraKentucky.com/Celebrate> #20YearsStrong #OneNoteAtATime

Sample Instagram Posts

Post selfies or other OK photos with captions similar to those below, or post as a short video

Before the OK 20th Anniversary Celebration and Giving Day

Post a selfie of you doing something related to Orchestra Kentucky, such as a photo with Orchestra Kentucky 20th Anniversary signage, or a photo at an OK performance or event, or a photo of you holding an OK program book, etc. with something like the text below

I hope you'll join me on July 16 - 31 for the OK 20th Anniversary Celebration and Giving Day, a time to celebrate and support the @orchestrakentucky! Visit @orchestrakentucky's bio for the link to give! #20YearsStrong #OneNoteAtATime

During the OK 20th Anniversary Celebration and Giving Day, July 16 - 31, 2020

Post a selfie from an OK performance or event, or video of you talking about OK Giving Day with one of the messages below.

I'm supporting @orchestrakentucky for the OK 20th Anniversary and Giving Day—won't you join me by making your own gift? Visit @orchestrakentucky's bio for the link to give! #20YearsStrong #OneNoteAtATime

I've made my gift for the OK 20th Anniversary Giving Day, and a dollar-for-dollar match makes it go further! Make your gift now to help @orchestrakentucky make the giving thermometer rise! Visit @orchestrakentucky's bio for the link to give! #20YearsStrong #OneNoteAtATime

After the OK 20th Anniversary Celebration and Giving Day

Post a selfie or a "thank you" video.

Thanks to everyone who participated with me in the OK 20th Anniversary Celebration and Giving Day! Because of support from people like you, @orchestrakentucky is able to provide stellar performances to our community and reach more than 1500 Kentucky children through education and outreach programs each year! Giving is still open, and special web content is still available at <https://www.OrchestraKentucky.com/Celebrate> #20YearsStrong #OneNoteAtATime