

GIVE THE GIFT OF

MUSIC



**Media and
Marketing
Toolkit**

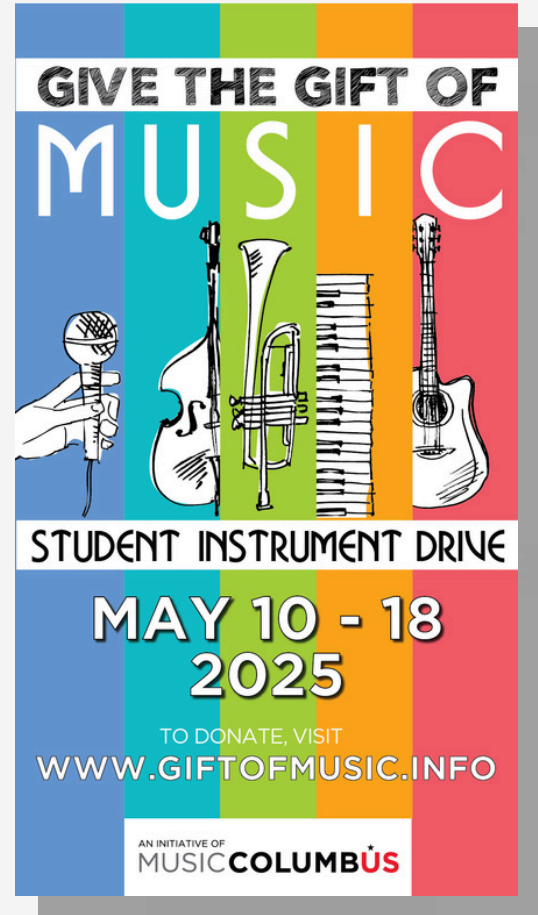


Dear Gift of Music partner,

Thank you for helping to promote this incredibly important initiative. With the help of yourself and the community, we'll be able to get hundreds of instruments into the hands of children and others in need throughout central Ohio.

Providing access to musical instruments and education nurtures intellectual and emotional development, socialization skills, self-esteem, and much more. Thanks in advance for helping to make a life-changing impact for children in our community.

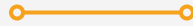
This kit contains various assets and scripts to support the 2025 Gift of Music Instrument Drive marketing and media communications to amplify to your various audiences.



About Music Columbus

Music Columbus is 501 (c) (3) non-profit organization whose mission is to nurture a community where people can prosper in the business of music while contributing to Columbus' overall cultural and economic growth. We are dedicated to the belief that through the support of music, we can create richer, happier, more vibrant lives and economy for the people of Columbus.

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About The Gift of Music

The Gift of Music is Music Columbus' annual instrument drive that benefits students at schools across Columbus as well as after-school programs. Since 2019, we've collected and redistributed over 3,800 instruments with an estimated value of \$482,000. This year's drive will run May 10th-18th with convenient drop-off locations around Columbus.

New or gently used musical instruments of all sizes, amplifiers, strings, electric keyboards and accessories will be gladly accepted, as well as cash donations all through May via [our Givebutter](#). All donations are tax deductible.



giftofmusic.info

Please reach out to Hope Selah Tye with any questions.
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Connect with our Social Media



@music_columbus



@music_columbus1



@musiccolumbus614



@Music Columbus



Newsletters, Blogs, & Internal Communications

Copy and paste the following script:

This May, we are partnering with Music Columbus to help promote the 7th annual Gift of Music student instrument drive and encourage everyone we know to come together and support this movement!

The Gift of Music is a Music Columbus initiative that collects gently used musical instruments and accessories for local city and charter school students. The campaign ensures students' access to music education and early childhood development. No instrument? No problem! You can make a donation to help purchase new ones. Just visit the [Gift of Music Givebutter page](#).

Collection dates span from May 10th to May 18th. Donations can be made by visiting one of the drop-off locations around central Ohio, which can be found [HERE](#) (www.giftofmusic.info)!



On-Air Promo Script



Speak naturally and “in your own voice.” Feel free to ad lib.

If you have a musical instrument that’s been sitting in your garage or attic collecting dust, now’s the time you can put it to better use and place it in the hands of a deserving youngster! Music Columbus’s *Gift of Music* student instrument drive is back and the need for instruments in schools is greater than ever.

Your donated instrument will ensure access to music education, development of STEM skills, and improve the lives of many students.

The Gift of Music instrument drive spans from May 10th to May 18th, but you can make a cash donation all throughout the month of May. For hours and drop-off locations visit **giftofmusic.info**

ALL Donations are tax-deductible.



Social Media Graphics & Captions

Leading up to and during the drive, we will be posting the following graphics to our social media pages. Please use these graphics for any and all promotion and follow this schedule as a loose guide on when to post each one. Captions for these posts are also provided.

High-resolution versions of all of the following images can be found in [this folder](#).

April 10th: One Month Away

“It’s that time of the year again... the Gift of Music Instrument Drive begins in one month!”

All donations to the drive will be gifted to Columbus City Schools, after-school programs, and other affiliate non-profits.

Visit giftofmusic.info to learn more!”



April 26th: Two Weeks Away

“The Gift of Music Instrument Drive starts in only two short weeks - meaning it’s time to dust off those old instruments! Check out giftofmusic.info to find the collection point closest to you.

All donations to the drive will be gifted to Columbus City Schools, after-school programs, and other affiliate non-profits.”



May 1st: Make a Monetary Donation

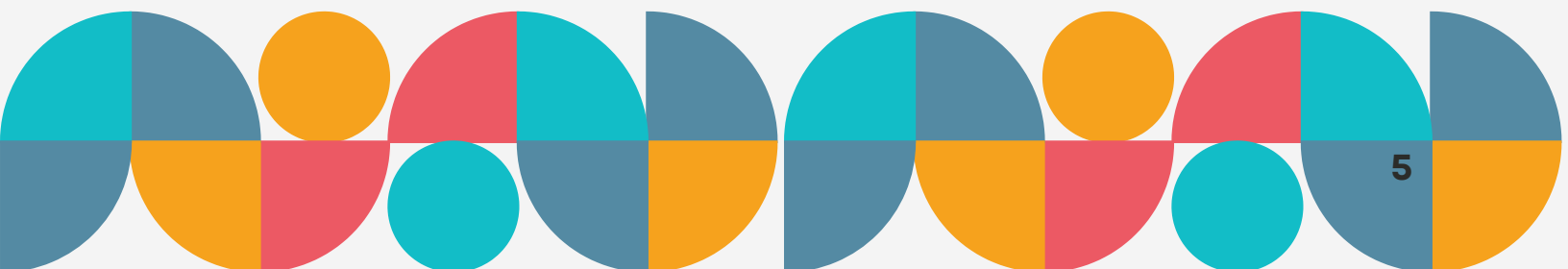
“Did you know that you can donate to the Gift of Music Instrument Drive, even if you don’t have an instrument? All through May, you can make a cash donation through Music Columbus’ Gift of Music Givebutter page.

Oftentimes, organizations and schools are in need of instruments or accessories that are not donated to the drive. Your monetary gift will directly support this program and help us fill these gaps! Check out givebutter.com/giftofmusic2025 or the link in our bio to learn more.

May 7th: List of Drop-off Locations

“This year, we’re partnering with Music Go Round, Musicologie, Music Royale, School of Rock, Shadowbox Live, WCBE, and more to provide several drop-off points around the city. Scroll to find out the closest collection location to donate your old or unused instruments for the drive!

Starting in only three days, Gift of Music will benefit students from Columbus City Schools, after-school programs, and other affiliate non-profits. Visit giftofmusic.info to learn more!”





May 10th: The Gift of Music Starts Today

“The Gift of Music Instrument Drive has officially begun! Close out your spring cleaning season by donating any old instruments or accessories hiding away at home.

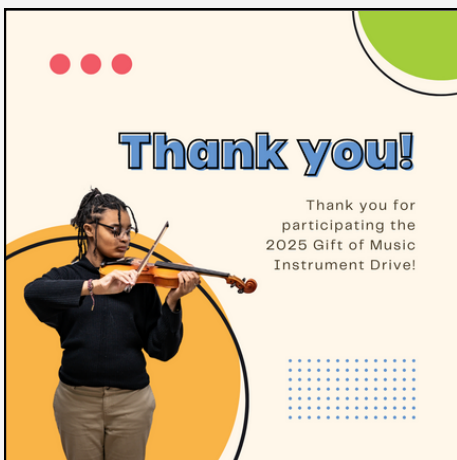
Find out where the closest collection point is to you or make a monetary donation at [giftofmusic.info!](http://giftofmusic.info)”

During the Drive: Collection Points, Staff, or Donors with Donated Instruments

“A recap of the drive so far! From guitars to drum sets, these donations will provide central Ohio students with the instruments they need to achieve their musical ambitions.

The Gift of Music Instrument Drive will be accepting donations through May 18th, and monetary donations all through this month.”

Image of your staff, collection point, or donors with instruments - from your location or from [THIS folder](#) (will be added after first weekend of drive)



May 18th: Thank You!

“To our donors, drop-off locations, marketing partners, staff, and volunteers: thank you to all who participated in the drive this year. We could not have done it without you!

We can’t wait to see these instruments in the hands of Columbus youth. If you would like to donate or be involved next year, email admin@musiccolumbus.com.”

Additional Promotional Photos



For additional promotional needs, see [this folder](#) for photos from our past drives.