

BLACK FRIDAY. CYBER MONDAY.

#GIVINGTUESDAY

NOVEMBER 27, 2018

FOR IMMEDIATE RELEASE:

NABMSA Development Committee

[#NABMSAGivingTuesday](#) / [#NABMSA](#) / and, [#GivingTuesday](#)

<http://nabmsa.org/product-category/nabmsa-donations/>

The North American British Music Studies Association (NABMSA) Celebrates #GivingTuesday with a special giving campaign highlighted by the personal reflections of its members.

#GivingTuesday is a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. Following Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday, this year's #GivingTuesday will take place on November 27th and will kick off the giving season by inspiring people to collaborate and give back.

This is something that all NABMSA members can easily promote on our respective social media platforms. Many of us are at least semi-active on Facebook and Twitter... but we can also make use of all of the varied social media platforms.

Frequently donors to Giving Tuesday “buy in” and donate to not-for-profit organizations based on the description of the organization by individuals they care for or admire, organizations in which the donor may not otherwise have any other vested interest. Many individuals choose a preset sum of donation-allocated dollars each year to distribute among various nonprofits on Giving Tuesday.

One can imagine that people who care for Nicholas Temperley or Ruth Solie or Byron Adams or Diana McVeagh, for example, might each donate a portion of their Giving Tuesday dollars to a carefully-coordinated plea from these individuals. And that list of much-respected scholars and mentors in NABMSA could go on and on, as we each can attest. Indeed each member of NABMSA could post for this organizational endeavor.

Recipients of past student awards could also have very effective posts that could prompt \$5, \$10, \$20 donations among fellow students. Again, so many Giving Tuesday donors are “giving” based on the person making the plea, not necessarily the organization itself.

On November 27th, 2018, the **North American British Music Studies Association** is uniting with millions of others around the world in an endeavor of kindness and generosity. **#GivingTuesday** is a day to give back and to make a difference for NABMSA and our international academic British music family.

How can you take part? Consider personalizing elements from the below:

- It is crucial to share the donation link on the NABMSA webpage: <http://nabmsa.org/product-category/nabmsa-donations/>
- Make a gift on **#GivingTuesday** at <http://nabmsa.org/product-category/nabmsa-donations/>
- Help us spread the word! Share this message with friends and family and on your social media page!
- Take a photo or video of yourself that captures your love for NABMSA and spread that message on your social media!
- Share a memory about the individual who brought you into NABMSA, talk about the camaraderie that we all enjoy in NABMSA, tell your friends and colleagues why NABMSA means something to you — and consequently why it would be meaningful for them to allocate a portion of their **#GivingTuesday** resources to NABMSA.
- Use your post(s) to “state your passion” for the NABMSA, or to honor a mentor, a memory, or why/how research in British Music has changed your life. We could also “tag” individuals in our posts who may not yet be members of NABMSA.
- In each instance (or perhaps in most instances), it will be the personal element of the post that will endear a donation.
- Please use the three designated “hashtags” in your social media posts: **#NABMSAGivingTuesday** / **#NABMSA** / and, **#GivingTuesday**
- If you’re able, please make multiple posts about this **#GivingTuesday** drive throughout the day.
- Thoughtful posts can guarantee considerable increases in both our fundraising and our membership. (And a happy byproduct is increased awareness about NABMSA!)

You can also utilize the “Fundraisers” option through Facebook — which this year has a matching possibility by Facebook and PayPal — and select North American British Music Studies Association as the nonprofit. Facebook will prompt you with pre-scripted text, but you can change that and personalize it, per the information above.

The link: <http://nabmsa.org/product-category/nabmsa-donations/>

Our Purpose: The North American British Music Studies Association (NABMSA) aims to promote the study of British Music from all time periods on the North American Continent; to provide a collegial and supportive forum for discussion through electronic and other means; to provide a clearinghouse of information on the study of such music; and to foster regular meetings to discuss the same.