

## The Song Room

### Email and Social Media posts

#### Rally your community!

Every beat counts — and so does every voice. By taking part in The Song Room's Drumathon Giving Day, you're giving children experiencing disadvantage the chance to thrive through music and the arts.

The more you share your journey, the more people will understand the impact of arts education and be inspired to support you. Whether it's through email, social media, or a quick message to friends and family, rallying your network is one of the most powerful ways you can make a difference.

To make it simple, we've created ready-to-use emails, posts, and social tiles below. Use them as they are, or personalise them to tell your own story — your passion and voice will spark others to get behind you.

Digital files of all images below can be downloaded from the links below. If you have any trouble please email [enquiries@songroom.org.au](mailto:enquiries@songroom.org.au). Don't forget to follow us on [Facebook](#), [Instagram](#), [LinkedIn](#) and [X](#), share using #TSRDrumathon and tag us @thesongroom.

Thank you!

#### Emails

Below you'll find ready-to-use templates for your first email and a reminder email. Make sure to personalise them with your own words, experiences, and reasons for being part of The Song Room Drumathon Giving Day. The more authentic your story, the more powerful your impact.

Every time you share an update, a practice session, or a milestone, you're helping people feel part of the story.

#### Subject line ideas:

- Big news: I'm joining The Song Room's Drumathon!
- Drum roll please... I've taken on a big challenge! 🥁
- Help me make some noise for kids who need it most
- One drumbeat at a time — will you support me?
- I'm drumming so kids can dream big — please join me!
- Kids + music = brighter futures. Let's make it happen!
- Join me in making arts education accessible for all kids 🎵
- Help me turn beats into opportunities for children

## TSR DRUMATHON GIVING DAY – EMAIL AND SOCIAL MEDIA ASSETS 2025

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### Body:

Hi [Name],

I've signed up to take part in The Song Room's Drumathon Giving Day. I'll be [share what you're doing – e.g., drumming every day, hosting a beat challenge, or taking part on Giving Day itself] and I'd love your support!

From now until 13 November I'm raising awareness and funds to help vulnerable children find their voice, connection and confidence through the arts. Then on 13 November The Song Room are hosting a 12-hour Giving Day from 8am-8pm to highlight the importance of music and arts education where they'll be sharing my efforts.

Every dollar raised goes to growing the impact of Arts Learning in Australia and supporting kids to learn, belong and thrive through the music and arts education. For example:

- \$75 provides instruments for children who may have never held an instrument before
- \$150 helps a child build confidence, connection and belonging in community engagement projects
- \$250 helps a child to participate in an arts and wellbeing program in their school for 10 weeks.

You can support me here: [insert team/individual fundraising page link]

[The Song Room](#) plays a vital role in helping young people experiencing disadvantage find their rhythm at school and in life. Their evidence-based arts learning programs help improve wellbeing, attendance and motivation, empowering students to reach their full potential.

Thank you for helping me make a difference. Together, we can give every child the chance to discover the power of music.

[Your Name]

Cont...

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## Reminder Email Template

### Subject line ideas:

- Still drumming for kids – I need your support!
- Every beat counts. Please join me!
- One week to go – help me keep the beat!

### Body:

Hi [Name],

Just a quick reminder – [Your event / Drumming activity] for **The Song Room's Drumathon** is almost here on **[Insert date]**!

I've been busy [share a quick update – e.g., practicing my beats, trying new rhythms, or getting ready for my challenge] and I'd love your support as I drum to raise funds for kids who deserve the chance to thrive at school and in life. Music and the arts education can help that happen.

### Here's why I'm getting involved:

[Insert your story here – e.g., "I believe every child should experience the joy and confidence that comes from music, no matter their background. The Song Room helps children who might otherwise miss out, and I want to be part of making that possible."]

Please support me here: [insert team/individual fundraising page link]

Thank you for being part of this journey – together, we're helping children discover the power of music, one beat at a time.

[Your Name]

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## TSR DRUMATHON GIVING DAY – EMAIL AND SOCIAL MEDIA ASSETS 2025

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### Social Media Tiles:



[Tile 1 Introduce The Song Room's Drumathon Education](#)



[Tile 2 TSR Drumathon - Celebrate Arts](#)



[Tile 3 TSR Drumathon - Share Your Journey](#)



[Tile 4 TSR Drumathon - Share Your Beat](#)

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# TSR DRUMATHON GIVING DAY – EMAIL AND SOCIAL MEDIA ASSETS 2025

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## Socials example message examples:

### Introduce The Song Room's Drumathon

**Copy:**

Big news! I've signed up for @thesongroom's Drumathon Giving Day. I'll be drumming to raise funds so kids experiencing disadvantage can access music and arts education — because every child deserves the chance to learn, belong and thrive.

Support me here: [link]

#TSRDrumathon #EveryBeatCounts

### Share Your Journey

**Copy:**

Every beat I play is for kids who deserve the joy of music. I've been [insert what you're doing — practicing my beats, hosting a challenge, or gearing up for the big day!] as part of @thesongroom's Drumathon, raising funds for arts and music education in schools that need it most. Join me and make a difference: [link]

#TSRDrumathon #DrummingForChange

### Celebrate Arts Education

**Copy:**

Music changes lives. It builds confidence, connection, and joy — and that's why I'm taking part in @thesongroom's Drumathon Giving Day. Together, we can turn beats into opportunities for kids across Australia.

Donate here: [link]

#TSRDrumathon #ArtsEducationMatters

### Share Your Beat

**Copy:**

I'm taking part in @thesongroom's Drumathon Giving Day — and I want YOU to join in!

Host a drumming challenge, share your own beat, or create an event with friends, family, or workmates. Every rhythm, no matter how big or small, helps raise awareness and funds so kids experiencing disadvantage can access life-changing arts and music education.

Together, we can make some noise for brighter futures!

Find out how to get involved at [charidy.com/songroom](http://charidy.com/songroom)

#TSRDrumathon #EveryBeatCounts #ShareYourBeat

### Cont...

# TSR DRUMATHON GIVING DAY – EMAIL AND SOCIAL MEDIA ASSETS 2025

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## Challenges

Show us your beat!

I'm drumming for @thesongroom's Drumathon Giving Day — and you can join in too.

Create a team at [Charidy.com/songroom](https://Charidy.com/songroom). Grab anything that makes a sound (pots, pens, claps, bins!) and share your rhythm. Tag me + @thesongroom #TSRDrumathon #EveryBeatCounts

## 🎵 YOUR TURN!

I've shared my beat for Drumathon Giving Day — now it's time for [ @Insert friends name] to jump in. Donate \$5/\$XX to my team page at [insert url]. Film your rhythm, post it, and tag @thesongroom and the next person to keep the beat. Let's make some noise for kids who need music most! 💙  
#TSRDrumathon #ShareYourBeat

**Thank you for taking part. Don't miss a beat and have fun!**

If you have any questions please email [enquiries@songroom.org.au](mailto:enquiries@songroom.org.au).

**The Song Room Team.**