



Digital Fundraising Messaging Guide

Levitt Foundation Grantees

Framing Principles

Levitt concerts are free, so your communications should reflect that this is a community-supported endeavor, one where donors are active participants in something larger than themselves. Center the shared experience and collective ownership of free, live music.

Anchor your messaging in three principles:

- Community
- Joy
- Music

Core message: *"Support the music that brings our community together."*

By Audience

Individual Donors Consider what motivates individual donors to support your concerts, a sense of belonging, pride, and joy. Appeal to their motivations, helping them to feel like part of a community through your messaging. For example,

- *"Be part of making Levitt possible for our community. Donate today."*
- *"Your donation keeps the free music playing for all to enjoy."*
- *"Concerts where everyone is welcome, supported by the community — that's what your gift makes possible."*
- *"Join our [Music Circle] with [\$XX]/month to keep concerts free all summer." (Recurring ask framed as membership)*
- *"Any amount helps keep the free concerts playing and brings the joy of amazing performances to our community." (Low-barrier, soft ask)*
- *Post-event: "Look what we made happen together — [X] nights of free, live music, [X] people on the lawn celebrating the best of [CITY]. Thank you."*

Corporate Sponsors Corporate sponsors are motivated by visibility, community association, and employee engagement. Lead with the value exchange.

- *"Join us as a community sponsor and put your brand at the heart of [City]'s beloved free outdoor music scene."*
- *"Our sponsors make free, live music accessible to everyone in [City] — and we, and the community, are so grateful for our sponsors and their support."*
- *"Sponsorship opportunities include stage recognition, social media features, and on-site visibility across [X] concerts reaching [#] of attendees."*

Institutional Funders Institutional funders are motivated by alignment with their priorities and demonstrated outcomes. Highlight outcomes, reach, access.

- *"Levitt [City] presents [X] free outdoor concerts each season, drawing [X] people of all ages and backgrounds and expanding access to high-caliber live music for the entire community."*
- *"Our programming is designed to foster joy, reflect the cultural diversity of [City] and lower barriers to arts participation across income levels."*
- *"Levitt concerts strengthen the social fabric of our community by bringing people together for a shared experience through free, live music."*
- *"The social and economic impact of the Levitt concert series is exponential — elevating the overall well-being of our city by strengthening community connection, fostering belonging, contributing to economic vitality, and creating a vibrant destination where all are welcome and community pride thrives."*

By Campaign

Pre-Season Launch

- Email subject: *"Music, community, and connection – launching our upcoming concert season with your support!"*
- Body: *"We're gearing up for another season of free, live music on the [venue] lawn — and we need your support to make it happen. Be part of making Levitt concerts possible for our community. Donate today! [Link to donate]"*

During Concert Season

- Social: *"Another incredible night at Levitt [City]. Community-supported and community-loved. [Link to donate]"*
- In-person stage ask (warm, brief): *"If you love Levitt concerts, please consider supporting this series. There are QR codes on your programs, and we'll be passing the bucket tonight. Every contribution, big or small, helps us to keep bringing together the joy of free, live music and community."*
- Post-event email (within 48 hours): *"What a night! [Artist] lifted our spirits through song and dance. If you'd like to help nights like this keep happening, we'd love your support. [Donate today!]"*

Year-End / GivingTuesday

- *"This is the season of giving — and this year, we're asking you to give the gift of music to our community. Your gift before December 31st makes next summer's free concert season possible."*
- *"Because of supporters like you, [X] people of all ages and backgrounds experienced the joy of free, live music this year. Let's make it happen again next year! Donate today."*

Stewardship (no ask)

- *"This is what you made possible: [X] concerts, [X] nights, [X] artists, [X] people on the lawn. Thank you for being part of Levitt [City]."*
- Monthly off-season email: share a community story, a photo from the season, or a behind-the-scenes look at planning. No ask — just connection.