Music in Our Schools Month (March 2018)

Frequently Asked Questions

What is Music in Our Schools Month?
An annual celebration, Music in Our Schools Month® (MIOSM) engages music educators, students and communities from around the country in promoting the benefits of high-quality music education programs in schools. Music in Our Schools Month began as a single statewide advocacy day and celebration in New York in 1973, but it grew to become a month-long celebration of school music, starting in March 1985.

Who organizes MIOSM?
This celebration is a National Association for Music Education (NAfME) event.

How does Heid Music celebrate MIOSM?
Heid Music coordinates two programs each March: The Music Matters Initiative and the Big10+ Contest.

Can I enter both Music Matters and Big10+?
Yes. Please note that Music Matters is a district-level campaign open to everyone’s participation and donations, whereas Big10+ is a school-level contest for formal public or private schools, K-12, within our footprint, designed to engage directors and their students (with final voting open to everyone).

The Music Matters Initiative

When can I donate?
Music Matters is open during Music in Our Schools Month, March 1-31, 2018. If you are not able to make it to a Heid Music location by March 31 and want to support your school, please call a Heid Music location or contact us via Marketing@HeidMusic.com

Who can donate?
Music Matters is open to everyone, including directors, parents, family members, friends and advocates. Furthermore, anyone from your community can make a difference-making donation.

I want to donate, but I don’t have a student in my household. Can I specify a district?
Yes, you may indicate which district your funds go toward; however, please note that donations will be dispersed at the district level (not directly to individual schools).

Will my donation be published?
When you donate, you will have the option to complete a small card that we will display throughout our stores. It’s our way of showing everyone who enters through our doors how much music education matters and how engaged our communities are in making music possible.

May I donate anonymously?
Yes, you may remain anonymous. Or disclose as much information as you want. Simply specify your wish at the time of making your donation in-store.

Is my donation tax deductible?
Yes, all donations to Music Matters are able to be deducted from your taxes.

Will Heid Music provide a form for tax purposes?
When you make a donation at a Heid Music store, you will be provided with a receipt that includes the necessary information for your tax purposes. Please retain this receipt as proof for your tax documentation.

Is there a minimum donation amount?
Yes, Heid Music can accept donations of $5 or more.
Do you accept donations other than cash?
No, this initiative is designed to raise monetary donations only at this time.

How can I donate?
We can accept donations via cash, check or credit card at any Heid Music location.

If you have special circumstances such as difficulty making it into a Heid Music store, please contact Marketing@HeidMusic.com to make alternative arrangements.

Can I donate online?
Unfortunately, Music Matters is not set up to accept online donations at this time.

How much will Heid Music match?
We will match up to $500 per school district with in-store credit; however, all monetary funds raised will be donated back to the districts as cash value.

When will school districts get their funds?
All districts will be notified by April 13. Please note that funds are distributed at the district level for music education initiatives. For example, if an elementary and a high school within a district both raise donations separately, Heid Music will include those schools together and issue one check back to the district.

How can I raise funds?
Schools are encouraged to be active and get creative. In the past, we have seen schools spread the word about this important initiative in unique ways. Some have “passed a hat” at school concerts, theatre productions and other events. Directors and parents might also consider getting involved at school activities, such as bake sales and play-a-thons, or even coordinate call campaigns. Whatever you decide, the sky is the limit on how far your message can resonate and how much money you can raise.

Are donation totals made public?
Heid Music will release district-level results at the end of the campaign. Stay tuned to our social channels and HeidMusic.com for overall totals. In addition, we will notify each district of its total.

Big10+ Contest

What does Big10+ mean?
Initially called the Big 6, with six amazing prizes awarded to six schools participating, the contest has grown. Now fondly known as the Big10+ Contest, we include more than 25 prize packages from our partners. And that means 25+ schools can win!

When does this contest run?
Like Music in Our Schools Month, the Big10+ Contest runs March 1-31, 2018.

How can I enter?
Visit HeidMusic.com/Big10Music, and complete the step-by-step instructions. Or post a photo to your personal or school’s social account, using @HeidMusic and #Big10Music (remember to include your school’s name and location); this will automatically submit your photo into the contest. Please be mindful that you may only post on behalf of a formal public or private school, K-12, within Northeastern, Central and South Central Wisconsin and the Upper Peninsula of Michigan.

Which social media sites can I use to submit a photo?
The contest will accept photos posted on Facebook, Twitter and Instagram that caption their photo with their school name and #Big10Music.

What types of photos can I submit?
This contest is designed to be fun and engaging. We’re looking for you to truly capture the essence of music education and why it is important.
For example, include your students in a creative group photo, or encourage your students and their families to snap a unique photo of music practice at home. Both group photos and individual pics/selfies are welcome! We ask that at least one music educator or student is present in your photo. Please do not reuse photos that you have entered in previous Big10+ Contests with Heid Music. (Remember: There are no limits on the number of photos your school submits.)

Finally, we shouldn’t have to say it, but remember to use good taste (photos that violate our contest terms are subject to be removed/disqualified).

Are we allowed to enter videos?

Unfortunately, at this time, this contest is set up to only accept photo-file uploads; however, we are considering video options for the future.

Who should enter (students, parents, directors and/or supporters and advocates)?

We want to hear from everyone. The value of music education has many perspectives, a variety of voices and a multitude of meanings. Each photo submitted will showcase something unique. The only rule we have in place is that each photo should include a music director and/or a music student.

How many times can I enter?

There is no limit! Schools, directors and students may enter as many times as they wish (remember to include your school’s name and location, as well as #Big10Music and @HeidMusic when entering/posting on social media). In the end, the contest will come down to the most votes, so plan accordingly when considering the number of photos to submit.

Can we enter as a district?

Participation in Big10+ is open to all schools within the markets we serve (Northeastern, Central and South Central Wisconsin and the Upper Peninsula of Michigan). When you enter the contest, please specify the name of your school and its location.

While entries by school and by district are welcome, please keep in mind that only one prize per school will be awarded. If a district submits a collective photo and wins, then it is up to each district’s discretion as to how it will distribute the prize among the elementary, middle and high schools.

When should I submit photos?

You are encouraged to submit photos early and often. Because the contest is based on collective votes, you want to position yourself with enough time left in the month to collect votes. Waiting until March 28, for example, will put you at a disadvantage.

Does a person have to be in the picture?

Yes, while abstract photos are fun, we are looking for human faces. But feel free to incorporate objects, pets, instruments and more as part of your photo.

Is anyone allowed to be in the photos?

Anyone is allowed to be in the photos, including parents and friends; however, a minimum of one student or educator must be featured. In addition, the value of the photo must properly depict music education and what it means to you.

When does voting take place?

Voting is going on now! That means your photos can start accumulating votes as soon as they’re submitted and added to our contest page at HeidMusic.com/Big10Music and Facebook.com/HeidMusic. The earlier you enter the contest, the better your chances of winning because you’ll allow yourself more time to collect the votes necessary to win.

How can I get more votes on my photos?

Votes are important, so tell everyone! Some creative ideas include grassroots efforts within your school, such as announcements in parent newsletters and school signs, at parent
meetings, and even on your personal and school’s social media. You might also consider a creative use of upcoming music concerts (for example, project your pictures on a screen before, during and after the performance). Stories have been shared about students getting extra credit for participation as well as schools hosting creative contests for best picture.

**What if I don’t have social media/Facebook?**
That’s OK. You can still submit photos and vote by visiting HeidMusic.com/Big10Music. Having social media, however, can help your message spread more broadly and quickly.

**How many times can I vote?**
Voting is limited to one per person per day.

**What can schools win?**
We have collected 27 prize packages from our musical partners. For a complete list of prizes, click here.

**Can our school win multiple times?**
A school may only win once per year in the Big10+ Contest; however, as an example, a high school and an elementary school within a district can each win once (unless they’ve entered collectively as one; see “Can we enter as a district?” response).

**How will winners be notified?**
Heid Music will reach out to each winner as well as feature all winners on HeidMusic.com and our social channels.