

La Scena Musicale's Singing Valentines 2024

Guide for participants

Hello and thank you for your interest and your participation in La Scena Musicale's Singing Valentines.

This year, you will be mostly performing to seniors (65+). Additionally, for every Valentine specifically ordered for you, you will receive 50% of the proceeds.

Participation Requirement

To participate in the 2024 Singing Valentines, you agree to:

- offer 5-10 free serenades (for seniors and for promotional purposes)
 - **Note: La Scena Musicale will be actively fundraising to sponsor the free serenades. If we are success, you may be paid up to \$25 per serenade for seniors.**
- Method: Be able to make videos, or for live calls, you must have a land-line or FaceTime Video
- Availability:
 - Be available on Feb. 14, 2024 (Wed.). Please give us your availability for live calls
 - Be able to make videos in the days before Feb. 14
- Videos: you agree that we can use parts of the personalized videos you do for promotion purposes and for a compilation video / concert of the Singing Valentines 2024

La Scena will Provide

In return for your participation, La Scena will:

- add you name, picture and repertoire in the 2024 Singing Valentines web page
- create promotion images for you to promote
- Coordinate the orders:
 - send you the orders for the Singing Valentines
 - For videos, please send orders between February 7 and 13.
 - For live calls (telephone and Zoom)
 - On Feb. 13, evening, send you a list of orders for Feb. 14
 - On Feb. 14, send you any last minute orders

Details

This document has been created with the aim of giving you tips to get the best out of your experiences as an artist, and increase the funds raised for you and for *La Scena Musicale*.

Procedure:

Your Info: Fill out this google form: <https://forms.gle/kuspgZfphmyTbo2h6> We are asking for...

- **Your repertoire** (5 to 10 songs that have popular appeal). This is an important step. Think of what people want to send, not only what you want to sing. The goal is to get orders. **We suggest a few opera arias and art songs, some pop songs, and some traditional folk songs if you are from a cultural community.**
- **Photo:** a high resolution photo of yourself

- **Method:** Indicate if you have a Phone (landline), FaceTime, Video, Zoom (see below for more details)
- **Availability:** Give us the hours of availability on Feb. 14 and for the days before. It can be between February 10 and 14, 2024 inclusively between 8 a.m. and 10 p.m.
- **Deadline: February 3, 2024**

Methods:

a) **By telephone (Landline LIVE).** The best sound is using a Landline and not by cell phone because the sound is compressed. **If you do not have a landline, do not choose this option.** This is usually done on Feb. 14. On the two days before Feb. 14, we will send you an email with the list of orders: the song, telephone number, time of call, name of sender, and the name of the recipient. You make the call: introduce yourself and present the details of the offer (see script below). Note, use the phone like a microphone; just sing it with an easy voice, you don't have to sing it very loud. **After each song, please update your status on the google document.**

b) **By FaceTime (LIVE).** The sound quality of FaceTime video and audio is not compressed and is very good. We send you the information to contact the person, you proceed as in a).

c) **A Personalized Video (Recorded).** Same steps as a). The order will usually be sent to you in advance of Feb. 14. You record a video with the introduction (see script), then you sing the requested piece. You can use your cell phone to record yourself. Share the video by uploading it to the LSMSerenades_Youtube folder in our shared Google Drive. Here is the link:

<https://drive.google.com/drive/u/1/folders/1ZD1sO9WJXfiHfSEXPYWaWP38o1WgkQ9t>

(Note: If possible, please name/rename the file with info.

Example: Don Adriano sings Besame Mucho for Dora-Marie Goulet_from Sasha_Mother's Day 2023_IMG_2325)

We will upload this video to our YouTube channel. When time permits, we edit the videos with the information: name of the artist who sings and title of the piece in subtitles. For people who receive a Singing Valentine this way, the video remains available on Youtube from the link they receive by email. They can access it at their leisure. Orientation: please remember to record the video in Landscape mode and NOT in portrait format.

d) ****Via Zoom (LIVE).** This is usually done on Feb. 14. You will receive the same information as for a) and b); you will receive a link to connect to Zoom either from your phone or from your computer. You need to install the app on the device you will be using. From the link you will receive, you will arrive in a virtual room and you will have to wait for the "host" to let you in with the person receiving the Singing Valentine. Sometimes more than one person is present. Sometimes it's the family that participates in a virtual meal and you are invited to join them for a Singing Valentine.

******You are only expected to do Method D, for a personalized paid Singing Valentine.

Script:

Here is the script we suggest you deliver over the telephone:

- make sure you have the right person
- My name is XX and I'm calling on behalf of
La Scena Musicale:
-I have a special Valentine from YY
- You sing the aria or song

- After singing: The magazine La Scena Musicale and YY wish you a Happy Valentines Day.

Promoting Yourself:

- Produce a short video, with the tools at your disposal, telephone, camera, computer. This video, which will be useful to you, to appeal to your relatives and friends, to promote yourself on your social networks, your email contacts, by text message, Messenger, etc. With your agreement, we will use it to promote you with our media tools. It's about producing a 30 to 60 seconds video that you can post on your Facebook page. We can post your video on our YouTube channel and send you the link. By copying the YouTube or Facebook link address, you can include it in your emails, text messages and your social networks Facebook, Messenger, Twitter, LinkedIn, etc.
- Sample Script: See https://docs.google.com/document/d/1j0CXQi2XsG8iBJbe-rx_cj16LD9-6rCdLiyKQXEzPZw/edit
- The more you enjoy promoting yourself and participating, the more you increase your chances of getting orders from Singing Valentines, and the more you will receive **as you get 50% of your own shares!!**

Thank you! For more information, contact fundraising@lascena.org.