

# Our society has been on a path of isolation long before the pandemic. Now is our moment to #RediscoverHarmony.

A project of Chorus America:



## BACKGROUND

The past year has tested you, the choral community, like never before. You responded with resilience, hope, and a determination to return to singing together.

In partnership with choruses, choirs, and singing groups across North America, Chorus America is launching #RediscoverHarmony, a campaign to fuel excitement for the return of in-person choral music-making, drive awareness for the value choruses bring to our communities, and spark curiosity among those who appreciate the arts but are not yet involved as singers, donors, or audience members.

At the core of the campaign is an interactive web experience that empowers visitors to create their own vocal harmonies, discover and engage with their local choruses, and find materials to share their support of the choral arts.

We invite you to explore [rediscoverharmony.com](https://rediscoverharmony.com) and participate in the campaign by getting creative and sharing it with your singers, audiences, and supporters. The more we share it and find our own connection to the message, the more impact we can make.

## HOW IT WORKS

Here's how you can get involved and use #RediscoverHarmony to spotlight your organization:

### INVOLVE YOUR SINGERS

- **Ask your singers to help spread the word.** Tell them your chorus is participating in a national campaign and share a link to the campaign via email or in your weekly chorus announcements or newsletter.



- **Invite singers to play with the Harmonizer** and share their creations on Facebook, TikTok, or their favorite social media platform. Create a chorus contest to see who can build the most interesting sequence.
- **Share the Facebook Profile Frame image** with your singers.
- **Consider using the campaign to inspire an internal conversation** about how your organization and your singers are rediscovering harmony with each other and in your community.

## ENGAGE YOUR AUDIENCE

- **Send an email.** Include a link to the campaign in your next email to supporters. A story about your chorus participating in this national campaign is a great way to tell your fans how your group is rediscovering harmony. You can also share the fun of the Harmonizer. We've provided some sample email copy below to get you started
- **Post on your social media — more than once.** If you need some help getting started, below you'll find copy and images for social posts you can share with your own network. One post a week over the next four weeks would be a great starting point.
- **Build a chord using the Harmonizer.** Compose your own chord then share it on social and encourage others to build their own. Ask your Artistic Director to build and save a chord and share their creation. Remember to include the hashtag #RediscoverHarmony!
- **Relate the campaign to your upcoming performances.** If you are working towards a performance, incorporate #RediscoverHarmony materials and messaging into your concert story and promotional efforts.

Choruses are strongly encouraged to share content on their organization's platforms and on personal profiles if comfortable doing so. Materials and sample posts have been provided below. If you choose to create your own posts, please keep the following in mind:

When posting on social platforms, be sure that each post includes a visual element of some kind (video, infographic, photo, or other image) and the hashtag #RediscoverHarmony.

With your participation, we can drive awareness for the value choruses bring to our communities!

## THE HARMONIZER

The Harmonizer tool lets you bring together the voices of real choral singers to create your own harmonies. This unique digital experience gives you the ability to play chords through keyboard and mouse clicks, layering voices from videos



submitted by a diverse array of choral singers. Once you like your creation, hit record and you can share your choral masterpiece with your friends and on social media.

This experience is designed to give audiences a new perspective on choral music. We hope the creativity it inspires carries over into a deeper appreciation for the choral arts and broader support for the community.

## VISUAL ASSETS

[Download the Logo File](#)

[Download the Facebook Profile Frame](#)

[Download Social Graphics](#)

[Download Social Cover Photos](#)

[Download Graphic for Email](#)

## SAMPLE EMAIL COPY

SUBJECT:  
Let's #RediscoverHarmony

BODY:  
We are joining forces with choruses across North America to #RediscoverHarmony. Choruses, choirs, and singing groups bring harmony to our communities in a way that is more important now than ever before. Our society has been on a path of isolation long before the pandemic — singing together has the power to bring us together.

In partnership with Chorus America, we invite you to create your own harmony using the voices of real choral singers, discover other choral organizations in your area, and share your support for this movement. Finally, please consider donating to us [[hyperlink to your organization's donation page](#)].

As we rediscover the joy and connection of singing together in person again, we invite you to #RediscoverHarmony.

## SAMPLE SOCIAL POSTS

- We are joining forces with choruses across North America to #RediscoverHarmony. Our society has been on a path of isolation long before



the pandemic — music has the power to bring us together again. See how: [RediscoverHarmony.com](https://RediscoverHarmony.com)

- Create your own vocal harmonies with the voices of real choral singers. Play with the interactive tool at [RediscoverHarmony.com](https://RediscoverHarmony.com) and discover how choral music brings communities together. #RediscoverHarmony
- Choral music has the power to bring us together again. But we need your help to keep our voices soaring. Consider giving today so together we can #RediscoverHarmony: [[hyperlink to your organization's donation page](#)]
- How do you #RediscoverHarmony? Perhaps it's through listening to a beautiful piece of music, attending a performance, singing with others, or another activity. Let us know in the comments!

**THANK YOU FOR YOUR SUPPORT AND PARTICIPATION.**

This campaign was produced by [BRINK](#). If you have questions or would like to discuss other ways to get involved, please reach out to us.

Liza Beth  
Vice President of Communications and Membership  
Chorus America  
[liza@chorusamerica.org](mailto:liza@chorusamerica.org)

