

THE SOUTH FLORIDA SYMPHONY ORCHESTRA'S 100 VIOLIN INITIATIVE

I love helping the kids, so I was pleased to contribute to the South Florida Symphony Orchestra's 100 Violin Initiative, a fundraising campaign designed to bring the joy of music education to underserved local students through free violin instruction and music-reading lessons.

My work included designing website graphics for implementation by their webmaster, creating a series of social media graphics and personalized postcards recognizing the campaign's initial donors.

Using limited photography and video footage, and a coworker's voice-over, I was able to create a heartwarming promotional video. Together, these creative assets helped raise awareness of the initiative, celebrate donor participation, and inspire the community to "Give Today!"

I believe it is important to help put the power of music into the hands of the next generation.

PROJECT: PRINT & DIGITAL CAMPAIGN
CLIENT: SOUTH FLORIDA SYMPHONY ORCHESTRA

The image is a collage of promotional materials for the South Florida Symphony Orchestra's 100 Violin Initiative. At the top, a website header features the orchestra's logo and navigation links: Home, About, Calendar, Concerts & Tickets, Artists, Special Events, and Donate. Below this is a large banner with the title "100 VIOLIN INITIATIVE" in white serif font, followed by the tagline "Giving the gift of music to local children" in a yellow script font. The banner also includes the South Florida Symphony Orchestra logo and the name of the Music Director, Sebrina Maria Alfonso. To the right of the banner are three small photos of children playing violins. Below the banner are three testimonial cards. The first card features a quote from Michael Goodman, Founder of Goodman Public Relations, who says, "I was fortunate to have played the clarinet in high school and now I am paying it forward with my donation to provide the same experience for young students." The second card features a quote from Rick and DeAnn Hazey, who say, "I was blessed to have played the violin for 18 years, an experience that began with early exposure to classical music in grade school. We support this initiative to ensure that children have the same opportunity to be inspired and transformed by music." The third card features a quote from Steven O. Evans, PhD, Publisher of OutClique Magazine, who says, "As a pianist, organist, and handbell ringer, I know music moves hearts and shapes lives, and I'm proud to invest in its future and in a better world for tomorrow." Below the testimonials is a photo of a young girl playing the violin, with the text "Be One in 100. Give the Joy of Music." to its right. At the bottom left is a photo of a violin ensemble performing on stage, with the title "100 VIOLIN INITIATIVE" and tagline "Giving the gift of music to local children" overlaid. At the bottom right is a large purple flyer with the title "100 VIOLIN INITIATIVE" and tagline "Giving the gift of music to local children". The flyer features a photo of Steven O. Evans, PhD, and a quote from him. It also includes the text "Be One in 100. Give the Joy of Music." and a description of the initiative: "South Florida Symphony Orchestra's 100-Violin Initiative is a movement to bring the joy of music into the lives of underserved students in local elementary and middle schools. Your support enables South Florida Symphony to provide an introductory music program — for FREE — that includes lessons in reading music, hands-on instruction and working as an ensemble, experiencing the power of playing together." The flyer also includes the South Florida Symphony Orchestra logo, the name of the Music Director, a QR code, and the website URL "southfloridasymphony.org/100violins".