



The 4th Annual Accelerator Awards Application Announcement Toolkit

This document serves as a toolkit to help you easily share this news across your various communications channels.

Request & Background

Please consider sharing our application announcement in your publications and on your social media to further our reach to creative youth development music organizations across the country who are eligible to apply.

[The Lewis Prize for Music](#) — a creative arts philanthropy that invests in youth music programs to facilitate positive community change— is opening the application for its annual Accelerator Awards on March 25, 2022. Multi-year awards of \$500,000 each will be awarded in January 2023. By applying for the Accelerator Awards, organizations are also eligible for funding ranging from \$15,000 to \$50,000.

The Lewis Prize for Music believes that music in the lives of young people is a catalytic force to drive positive change in our society. Accelerator Awards are open to Creative Youth Development (CYD) music organizations seeking to influence youth-serving systems so all young people have access to learning, creating, and performing experiences that reflect their culture and identity.

Finalists and Awardees are chosen through a rigorous and comprehensive process that incorporates evaluation and input from diverse leaders in the fields of music, education, policy, research, philanthropy and community organizing. This includes young adult alumni leaders from creative youth development programs.

The Accelerator Award application will open Friday, March 25, 2022. The deadline to submit an application is Friday, June 3, 2022. More information about the application process, guidelines and past Accelerator Awardees can be found at <https://www.thelewisprize.org>

About the Accelerator Awards

- Multi-year Accelerator Awards of \$500,000 will be awarded and announced in January 2023.
- Finalists are eligible to receive single-year awards of \$25,000-\$50,000.
- Semi-finalists receive single-year grants of \$15,000.
- The Accelerator Awards are open to Creative Youth Development music organizations seeking to influence youth-serving systems so all young people have equitable access to resources for them to thrive.
- Accelerator Awards Application live webinars are scheduled March 30, April 12, and May 3.
- The award application opens Friday, March 25, 2022. The deadline to submit an application is Friday, June 3, 2022. More information can be found at <https://www.thelewisprize.org>.

Toolkit Contents

- **The Lewis Prize Social Media Handles**
 - Please follow The Lewis Prize on social media at these handles and use the hashtags listed here
- **Sample Social Media Post Copy**
 - Use this copy to spread the news about the *4th Annual Accelerator Awards Application* across your individual and organizational social media channels (Twitter, Facebook, Instagram). When the social media platform allows, make sure to link to The Lewis Prize for Music website in your post: www.thelewisprize.org
- **Draft Copy for Newsletters**
 - Use the draft language in this section to share the news through your organizational newsletter or those of your close partners.
- **Folder with Graphics**
 - The linked folder contains an image pertaining to the *4th Annual Accelerator Awards Application*. Please use these assets to add a visual element to your social media posts and newsletter.
- **Press Release**
 - Feel free to reference and share the official press release, including additional information surrounding the *4th Annual Accelerator Awards Application* with your internal and external networks.

The Lewis Prize Social Media Handles and Website

These are The Lewis Prize for Music's official social media channels and website. These are the primary hashtags we use. Please tag or link to these handles and hashtags when posting announcements about the 4th Annual Accelerator Awards Application

Instagram: @LewisPrizeForMusic

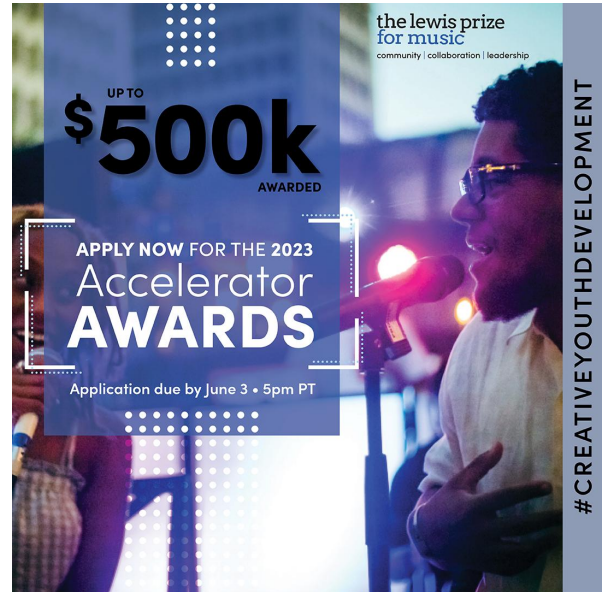
Facebook: The Lewis Prize

Twitter: @TheLewisPrize

LinkedIn: "The Lewis Prize for Music" and "Dalouge Smith"

Hashtags: #YouthMusic
#TheLewisPrize
#AcceleratorAward
#CreativeYouthDevelopment
#MusicEd (Twitter)
#MusicEducation (Instagram)

Website: www.thelewisprize.org



Sample Social Media Post Copy (March 25 through June 3, 2022)

Here are sample posts for you to use or modify as you choose.

Post 1

@TheLewisPrize for Music has opened its application for the 4th Annual Accelerator Awards! This award and partnership is designed for music programs who are working to influence youth-serving systems so all young people thrive. Awards range from \$15,000 to \$500,000. Learn more: <https://www.thelewisprize.org>

Post 2

@TheLewisPrize for Music's Accelerator Award supports #CreativeYouthDevelopment music organizations that seek to give young people access to learning and creative experiences that help them thrive. Awards range from \$15,000 to \$500,000. Deadline: June 3rd
<https://www.thelewisprize.org>

Draft Copy for Newsletter

Click the link below to access the graphic images to use on social media or in newsletters when sharing The Lewis Prize 4th Annual Accelerator Awards Application:

Long Copy

Please use the paragraph copy listed above in the “Request and Background” section or the press release provided below.

Short Copy

The Lewis Prize for Music’s 4th annual Accelerator Awards is currently accepting applications. Three multi-year awards of \$500,000 each will be awarded in January 2023. By applying, organizations are also eligible to receive support ranging from \$15,000 to \$50,000. Accelerator Awards are open to Creative Youth Development (CYD) music organizations seeking to influence youth-serving systems so all young people have access to learning, creating, and performing experiences that reflect their culture and identity. The deadline to submit an application is Friday, June 3. More information about the application process, guidelines, and past Accelerator Awardees can be found at

<https://www.thelewisprize.org>.

Folder with Graphics

Click the link below to access the images to use on social media or in newsletters when sharing:

[4th Annual Accelerator Awards Graphics](#)

[Press Release](#)