

COME
TOGETHER
SHARE
YOUR
VOICE &

LISTEN UP!

CAMPAIGN TOOLKIT

LISTEN UP! CAMPAIGN TOOLKIT

Sing Together! – launched in 2022, was developed as a means to building communities that are characterized by respectful inclusion and honouring diversity. It was widely used and now it is time to launch a new song-based campaign. This one builds on and extends the message conveyed by Sing Together! This campaign is called **Listen Up!** It was created by Nico Rhodes, the same songwriter who gave us Sing Together!

LISTEN UP!

A tribute to the power of sharing and singing together!

The **Listen Up!** campaign stresses the importance of listening and illustrates the power of our voices. As an instrument to help us to both express ourselves and be heard, the voice is our key. We live in an era where people speak but often do not feel heard. Choral singing is a platform for exploring the benefits of using our voices to share a full range of emotions from love and excitement to worry and fear. It provides the opportunity to share thoughts and feelings in an atmosphere of trust and acceptance. Singing with others builds community, creates hope and resilience and empowers people to make the world a better place.

This toolkit is provided to advance understanding of the message behind this campaign as well as to fuel interest and support involvement in it.



RESOURCES

Campaign materials are provided courtesy of the British Columbia Choral Federation and are available on the BCCF's website, BCCHORALFED.COM/LISTENUP. They include:

- An overview of project (Nico's vision)

SCORES

Downloadable PDF scores of the Listen Up! song in a variety of voicings and formats:

- 2-Part: lead sheet; lead sheet with piano; high-voice version; low-voice version
- SAB: individual S, A & B parts; full SAB score with piano
- SATB: individual S, A, T & B parts; full SATB score with piano

AUDIO

- Nico demonstrating Listen Up! (MP3)
- Piano accompaniment track (MP3)
- Learning tracks for all voicings & versions of Listen Up!

VIDEO

Three videos featuring groups singing Listen Up!:

- Mixed-voice group working with Nico — filmed in Nanaimo
- Children's choir — filmed in Nanaimo
- Adult group — filmed in Williams Lake

GRAPHICS

- Two downloadable & printable posters

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HEAR THE MUSIC
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GET THE MUSIC
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bcchoralfed.com
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MUSIC SCORES // LEARNING SUPPORTS
VIDEOS // POSTERS & GRAPHICS
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NOW IT'S OUR TURN TO LISTEN!

We invite individuals, small groups, full choirs, directors and music teacher to use these materials creatively and share what they produce to inspire others to get involved.

Here are some suggestions and ideas for using the **Listen Up!** materials:

IDEAS FOR CHOIRS

- Tell your singers what the campaign is about in an email or newsletter
- Share the link to the campaign materials
- Ask them to share the campaign with friends, family, acquaintances
- Use the materials with full choir. Make a recording (audio or video)
- Encourage individuals or small groups to explore the materials and create their own presentations
- Produce some choreography
- Invent some instrumental accompaniment other than piano
- Add some percussion
- Develop a concert program on the Listen Up! theme
- Craft a slide show to illustrate the Listen Up! theme
- Design a poster to illustrate the intention of the campaign
- Use ASL (American Sign Language) with the song
- Use closed captions with videos of the song
- Share the campaign with groups that are not part of the choral community (i.e. early childhood groups, senior groups, residents in long term care, etc.)





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IDEAS FOR MUSIC TEACHERS

- Develop lesson plans around the Listen Up! materials
- Sing the song
- Record a video of the music being performed by students
- Use rhythm instruments with the song
- Use other instruments to accompany (i.e. ukulele, guitar, Orff, etc.)
- Interpret the music using movement
- Collaborate with classroom teachers to integrate the Listen Up! materials (and message) with the language arts, social studies/history, art, drama and other subjects
- Design assembly or concert programs using the Listen Up! materials

IDEAS FOR AUDIENCE MEMBERS

- Share the materials with your audience base. Tell the about the campaign, what the message is and how you are using the materials
- Post the materials on your website and/or social media
- Encourage individuals to build their own audio/video creations. Share them with others.

WHAT ARE

you

SINGING?