



### Scope of Programming

Determining what type of programming your Blues Society will be conducting on a local level.

*Some of the programs listed below are trademarked by The Blues Foundation but can be pulled through at the local level with different names. Some programming is easier to execute for newer affiliates, while other programs can develop over time. It's up to your leadership, resources, and volunteers to decide which ones fit your organization. You can look on The Blues Foundation website ([blues.org](http://blues.org)) for more in-depth descriptions of these various programs. Here are a few examples of how it might look on the local level.*

- **Society sponsored events/fundraisers** – these are the easiest types of programs to put together to raise awareness and donations for your Blues Society's mission within your community. Partnering with local music clubs to co-sponsor blues shows (local/regional/national), setting up a table and actively engaging your audience leads to new members and donations that support your other programs.
- **International Blues Challenge (IBCs)** As an official Blues Foundation affiliate it is your right to conduct a local challenge and then send bands/solo-duo acts to the IBCs in Memphis each year. This is a huge time commitment and takes a dedicated team to execute. Some societies don't send acts each year or at all, while for others this is the reason they primarily exist.
- **Blues In The Schools (BITS)** One of the most rewarding programs your Blues Society can be involved with is getting blues music/history into your schools. This program takes financial resources, a dedicated group of musician/educators and time to develop. Local/national grants can also be obtained to support the programming. You can even bring regional/national BITS instructors to your community to conduct these programs in your schools, as well as conducting 'train the trainer' programs with your local musicians/educators. Local arts groups and foundations are very supportive of these program and it really helps bring visibility to your organization.
- **Youth Scholarship Grants** – patterned after the Blues Foundation's Generation Blues program (trademarked). Here you might conduct fundraisers and other events to raise funds to provide scholarships to deserving kids to attend blues music camps or schools.
- **Musician's Assistance Fund** – patterned after the Blues Foundation's HART. Fund (trademarked) This is a fund that your Blues Society could put together (through fundraisers/events) to help local musicians in need or touring musicians that come through your town and run into financial hardships.
- **Blues Festivals** – You may or may not decide to have a Blues festival that is affiliated with your Blues Society. They can be a source of funding for the programs above, as well as celebrating blues music/heritage within your community. They take a lot of experience, a dedicated group of tenured staff/volunteers and a substantial financial commitment to conduct.