

DAY 0 : SUN NOV 8

NOV 8-15

LEVEL UP

***A Free 7-DAY CHALLENGE
FOR MUSICAL THEATRE TEENS***

NOTE FROM ROBERT

DETAILS + CHECKLIST

FUNDRAISING GOALS CHART

SAMPLE LETTER

LETTER TEMPLATE

HELLO BROADWAY LIVE

NOTE FROM ROBERT

As a musical theatre artist, what do you love more than anything?

You love to PERFORM.

You LIVE for the chance to be onstage, connect with an audience, and move people to gasp, laugh, cry, or burst into applause.

Right now, amidst the COVID-19 pandemic, many schools and theaters are closed. This means it's tough to find opportunities to perform in front of a live audience and do what you love most.

That's why my team and I decided to create The Level Up Challenge.

We want to help you produce a solo show that you can perform live. And we want you to work miracles and pull it all together...in just 1 week.

Will this be wild? Yes. Fast-paced? Oh yes. Will there be moments of absolute joy? Yes. And moments where you wonder, "Why did I sign up for this, what was I thinking?!" Probably!

But in the end, you will be so happy you said YES to this incredible experience. Because this is what you LOVE to do, boo. So let's do it.

Put on a show.

Perform for a live audience.

AND raise money for your dreams. All at once.

What is better than that?

My ALL,
-Robert



THE DETAILS

- Over the course of 7 days, you will create and star in your very own 15 minute musical theatre solo show.
- For your show, you can sing, dance, do a monologue, or do all three! We love a triple-threat performer!
- You will perform your show live—online—to an audience of your friends, family, classmates, teachers, mentors, neighbors, or anyone else you want to invite.
- You can broadcast your show on Zoom, Instagram, Facebook, YouTube, or any other platform that you want to use.
- The challenge begins on Sunday November 8. You'll do your show on Saturday November 14. The celebratory Moving Forward call is Sunday November 15 at 6 pm Eastern.
- The entire challenge happens online. No travel required!
- Each day of the challenge, we email you! Each email includes a short video + your action step of the day.
- We will help you plan, rehearse, and polish your solo show. It's going to be amazing!
- And this isn't just ANY show. It's a fundraiser show! You'll invite audience members to chip in—any amount—so you can raise money for your musical theatre education fund. We challenge you to raise \$395 by November 15.
- You can get this money through donations. Or you can sell clothes, mow lawns, walk dogs, do errands for neighbors, or something else! We'll share more money-making ideas with you during the challenge.
- Then, you can use that \$395 to enroll in Hello Broadway Live, where you'll get 30 days of dance, voice, and acting masterclasses led by award-winning Broadway artists. 30 days of Broadway magic that will change your life!

LEVEL UP

CHECKLIST

This checklist includes everything you need to do before the challenge, during the challenge, and after the challenge ends!

It may seem like a LOT of tasks. But most of these tasks are very quick and simple. Don't stress. You can totally do this.

Once you complete a task, check it off! Before you know it, you will be ALL DONE! #Winning

LEVEL UP

CHECKLIST

DURING THE CHALLENGE

NOV 8-15

It's go time! Be sure to plan ahead and set aside 30-60 minutes per day to complete your daily action steps.

DAY 0 : SUN NOV 8

Write down your #1 reason why you're doing the Level Up Challenge.

Why did you sign up? What are you hoping to gain from this experience?

Write a letter to your mom, dad, guardian, or another person who feels like a "parent" to you.

Tell them why you signed up for this challenge.

DAY 1 : MON NOV 9

Decide what your show will include.

Put your plan in writing so it's official!

DAY 2 : TUES NOV 10

Announce your show to 10 people. More if possible!

Send a handwritten note. Send a text. Send an email. Post an announcement on IG. Or anything else you want to do.

Rehearse for at least 15 minutes.

More if you want!

LEVEL UP CHECKLIST

DURING THE CHALLENGE

NOV 8-15

DAY 3 : WED NOV 11

- Set up your performance space!**
Sweep the floor. Declutter the background. Get your lighting just right.
- Rehearse for at least 15 minutes.**
More if you want!

DAY 4 : THURS NOV 12

- Get that money!**
Contact 10 more people today. Ask them to donate and come to your show. Or find another way to get the funds you need. Walk dogs. Mow lawns. Tutor the neighbors' kids. Sell clothes. Get creative and make it happen!
- Rehearse for at least 15 minutes.**
More if you want!

DAY 5 : FRI NOV 13

- Do a tech rehearsal.**
- Do a dress rehearsal.**
- Do a mental rehearsal (aka visualization).**

LEVEL UP CHECKLIST

DURING THE CHALLENGE

NOV 8-15

DAY 6 : SAT NOV 14

- One more final rehearsal (if you want)**
and then...it's show time!
- Do your show!**
Go FULL OUT and give 200%! Shine your light!!!
- Thank EVERYONE who attended your show, regardless of whether they donated or not.**
- Send an extra special thank you message to everyone who donated money.**
Send a text, an email, or (even better) a handwritten card. DO NOT skip this task. Gratitude is so important. :)

DAY 7 : SUN NOV 15

- Come to the Moving Forward Masterclass @ 6 PM ET.**
celebrate your epic week!
- Use the funds you raised or earned to enroll in...Hello Broadway Live!**
YESSSSSS! Victory is yours!

LEVEL UP CHECKLIST

AFTER THE CHALLENGE

NOV 16-18

Take the positive momentum you created during the challenge...and let's keep it going! Hit that NEXT level!

Your next move is to enroll in Hello Broadway Live!

Hello Broadway Live is 30 days of musical theatre training (dance, voice, acting, and audition skills) with masterclasses led by award-winning Broadway artists. Live. Online.

A month of Broadway magic that will change your life!

BEFORE NOV 20

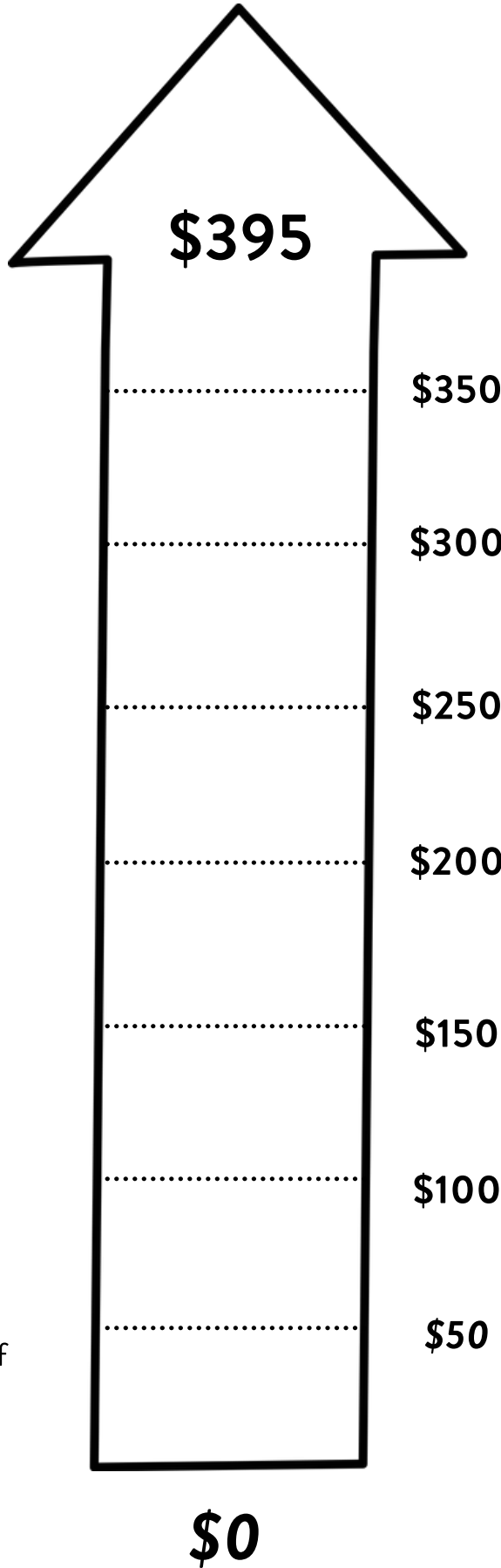
If you forgot to enroll in Hello Broadway Live yesterday after Moving Forward do that now!

Be sure to enroll before November 20th @ 11:59 PM ET.

If you forgot to send "thank you" notes to the generous people who donated to your education fund, do that now, too.

LEVEL UP

FUNDRAISING GOALS



Use this chart to keep track of your fundraising this week – shade it in as you go!

LEVEL UP

SAMPLE LETTER: DAY 0

Here is a sample letter explaining why you signed up for the Level Up Challenge, and why this challenge is important to you. Remember, this is just an example. Your actual letter might be very similar...or different!

Dear Mom and Dad,

I wanted to let you know that I signed up for a 7 day challenge called Level Up.

It's being presented by the Broadway Collective, a musical theatre education company based in NYC. It's an amazing company where you take dance, voice, and acting masterclasses taught by Broadway performers. Classes happen online, so you can attend from anywhere in the world.

During Level Up, they teach you how to create, produce, and star in your own 15 minute solo show. You have 7 days to create your entire show, from scratch, so it's fast-paced and really exciting. You learn how to focus and work under tight deadlines, just like a professional musical theatre artist.

I signed up for Level Up because I love musical theatre. I'm serious about pursuing a career in the arts. I want to be a Broadway performer when I grow up. I know it's a very competitive industry and it's tough to "make it." But I'm determined to work hard and be the absolute best I can be.

This is my dream. I hope you will support me as I pursue it. It's going to require a lot of commitment and determination, but I believe I can do it. Over the next week, I will spend at least 30 minutes per day working on my Level Up show. I will be working very hard to rehearse and get it done on time.

And, I would like to invite you to attend my 15 minute show which will be happening on Saturday November 14 at 5 pm! I will send you an official invitation soon.

Thank you for cheering me on as I go after my goals. I love you. You are amazing parents and I will do everything I can to make you proud.

If you want to learn more about the Broadway Collective, here are some links you can check out:

The Broadway Collective: <https://bwaycollective.com/>

Level Up (free 7 day challenge): www.bwaycollective.com/levelup

I love you! Thank you for reading this letter.

LEVEL UP

LETTER TEMPLATE: DAY 0

Here is a template with <blanks> you can fill in. Feel free to tweak this letter however you want so that it feels honest and authentic for you.

Dear <mom, dad, auntie, grandma, etc>,

I wanted to let you know that I signed up for a 7 day challenge called Level Up.

It's being presented by the Broadway Collective, a musical theatre education company based in NYC. It's an amazing company where you take dance, voice, and acting masterclasses taught by Broadway performers. Classes happen online, so you can attend from anywhere in the world.

During Level Up, they teach you how to create, produce, and star in your own 15 minute solo show. You have 7 days to create your entire show, from scratch, so it's fast-paced and really <exciting, inspiring, ferocious, choose your own word>. You learn how to focus and work under tight deadlines, just like a professional musical theatre artist.

I signed up for Level Up because I love musical theatre. I'm serious about pursuing a career in the arts. I want to <be a Broadway performer, write an original Broadway musical, work in Hollywood, describe your future goal> when I grow up. I know it's a very competitive industry and it's tough to "make it." But I'm determined to work hard and be the absolute best I can be.

This is my dream. I hope you will support me as I pursue it. It's going to require a lot of commitment and determination, but I believe I can do it. Over the next week, I will spend at least 30 minutes per day working on my Level Up show. I will be working very hard to rehearse and get it done on time.

And, I would like to invite you to attend my 15 minute show which will be happening on Saturday November 14 at <insert time of your show>! I will send you an official invitation soon.

Thank you for cheering me on as I go after my goals. I love you. You are amazing parents and I will do everything I can to make you proud. <Extra credit: share a few reasons why you appreciate your parents and all they do for you. "I really appreciate you because _____.">

If you want to learn more about the Broadway Collective, here are some links you can check out:

The Broadway Collective: <https://bwaycollective.com/>

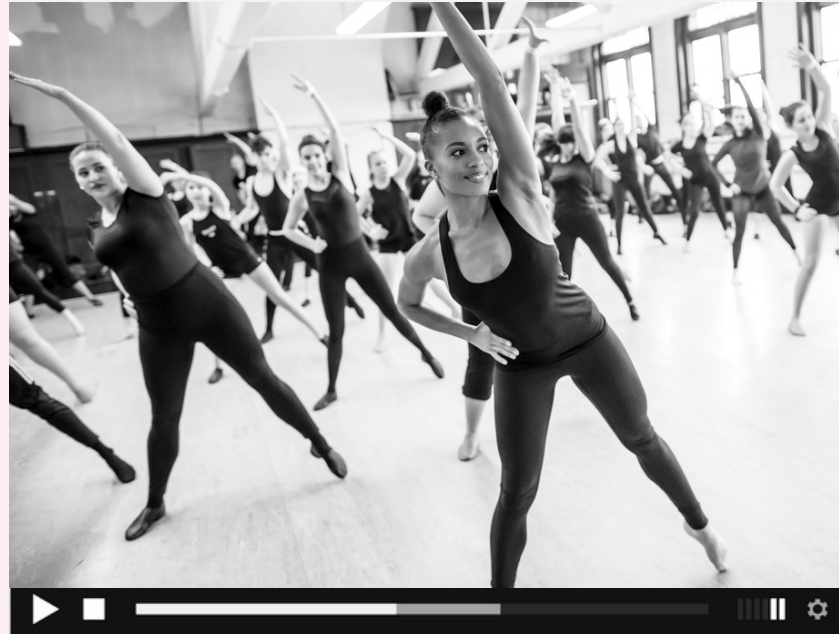
Level Up (free 7 day challenge): www.bwaycollective.com/levelup

I love you! Thank you for reading this letter.

ENROLLMENT OPENS AFTER THE MOVING FORWARD MASTERCLASS

HELLO BROADWAY LIVE 2021

FOR STUDENTS AGES 12-25



HELLO BROADWAY LIVE

WEEK 1	WEEK 2	WEEK 3	JANUARY 30 + 31
Vocal ONLINE	Dance ONLINE	Acting ONLINE	Live Weekend ONLINE



STREAMING WEEKLY MASTERCLASSES



SHEET MUSIC



REHEARSAL MP3 TRACKS



SWAG BOX

When you sign up for Hello Broadway Live, you get 30 days of Dance, Voice, and Acting training led by Broadway artists from hit shows like HAMILTON, HADESTOWN, and DEAR EVAN HANSEN. This is 30 days of Broadway magic that will change your life forever. The best part? No travel required! Attend classes, meet with your mentors, and get personalized feedback—all online. We deliver an experience that is above and beyond anything you've seen before.

**HELLO BROADWAY LIVE HAPPENS ONCE A YEAR.
IT ALL STARTS JANUARY 4, 2021.**

plus!

SAVE \$100 WHEN YOU SIGN UP BEFORE NOV 16!

Early enrollment opens after Moving Forward on Sunday, November 15th and you will save \$100 by registering before November 16th at 11:59 PM ET. There are limited spots available with this offer, so act fast after the masterclass!