

**DAY 2 : TUES NOV 10**

**NOV 8-15**

# **LEVEL UP**

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

**NOTE FROM ROBERT**

**DETAILS + CHECKLIST**

**FUNDRAISING GOALS CHART**

**ANNOUNCEMENT 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

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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

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- 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

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- Decide what your show will include.**  
Put your plan in writing so it's official!

### DAY 2 : TUES NOV 10

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- 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

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## DAY 3 : WED NOV 11

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- 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

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- 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

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

# LEVEL UP

## CHECKLIST

DURING THE CHALLENGE

# NOV 8-15

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### DAY 6 : SAT NOV 14

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- 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

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- 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

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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

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

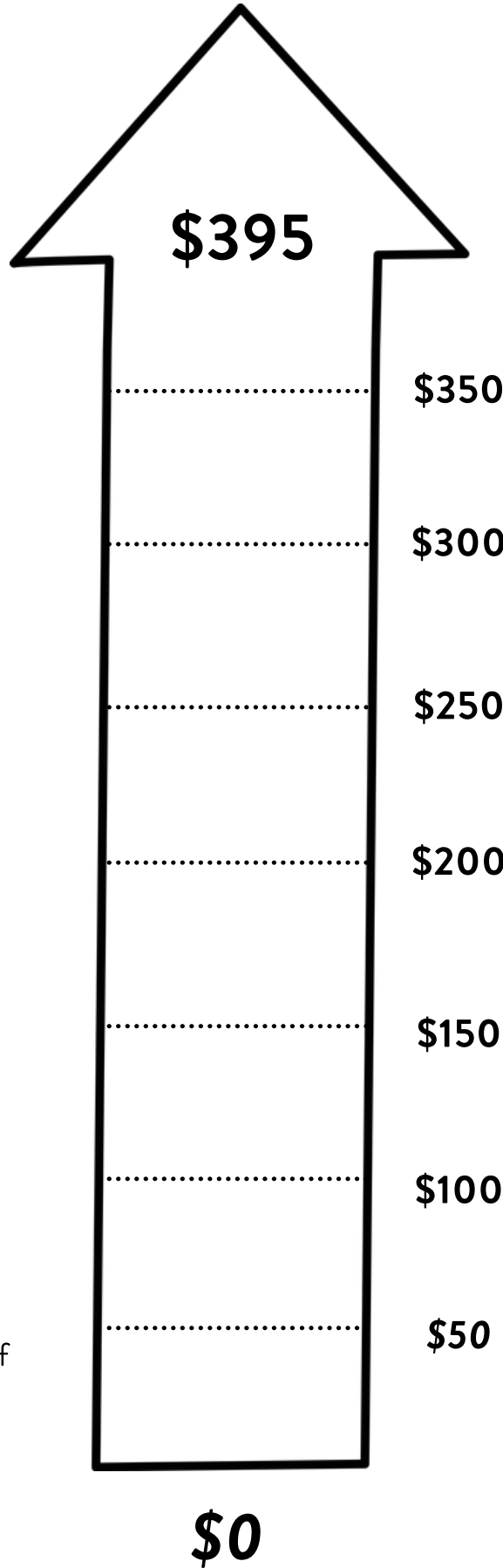
Be sure to enroll before November 20th @ 11:59 PM ET.

**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

## ANNOUNCEMENT TEMPLATE: DAY 2

Here is an example of how you can announce your show!  
Feel free to make this your own.

Hey everyone!

I'm doing a 15 minute solo musical theatre show this weekend. I'll be performing some of my favorite Broadway songs from composers like <Jorjah Kwamé and Murphy Taylor Smith>! I would love for you to come watch!

It's going to be so much fun. My goal is to bring some Broadway magic into your weekend, make you smile, and help you forget the stress of the world for a little while.

The show is happening LIVE online at <5 pm Eastern> on Saturday November 14, 2020. When it's time to watch, click this link: <put link to your Instagram, Zoom, Facebook Live, or wherever you plan to broadcast your show>

This is a fundraiser show. I'm raising money so I can pay for dance, voice, and acting training and continue my musical theatre education.

If you're able to donate, that would be amazing. Any amount (even just \$5) is hugely appreciated and helps so much! You can donate by sending \$ to me via Venmo. My Venmo name is: <username>.

However, if you're experiencing financial difficulties and can't donate right now, that's okay- please come to the show anyway! I would LOVE to have you there.

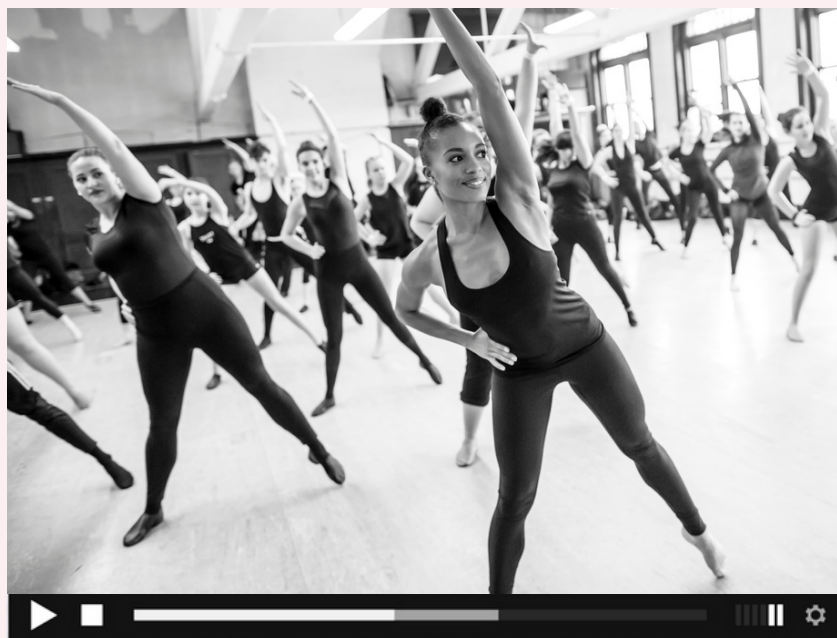
See you on Saturday!

And if you have a special song request for me, let me know! I will do my best to make it happen! :)

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!