

EBB

*The Comfort  
Story*

When words fail,  
music speaks



## WHAT IS THE COMFORT STORY?

The Comfort Story is about students finding a voice regarding mental health. We often struggle to put how we're feeling into words but sometimes there is a song that describes the feelings perfectly. Music is powerful and helps us to feel more connected to the world. Comfort story is going to combine music's power with physical comfort. A playlist of music and a pyjama party to help discover ways to voice our feelings.

# WHAT ARE THE AIMS OF THE COMFORT STORY?

The Comfort Story has three main aims:

1. To produce/create an accessible playlist of songs that bring people comfort that can be shared with students
2. To help students find their voices about mental health and the support they need
3. To raise awareness and money for both ongoing and future mental health programmes

# HOW WILL THE PLAYLIST WORK?

My vision for the playlist:

1. People donate to add a song to the playlist (they tell us what song they want and it is added)
2. The playlist itself is freely accessible for anybody to listen to (possibly a YouTube playlist)
3. There will be different donation levels so people can get different types of rewards for suggesting a song for the playlist

# HOW WILL THE PJ PARTY WORK?

My vision for the pyjama party:

1. People buy a ticket to the pyjama party
2. There will be a few smaller parties leading up to a larger event
3. Parties will include some songs from the playlist, possibly some karaoke, games, speakers and more...

## PROMOTION AND MARKETING

EBB are able to promote the fundraiser across a range of social media: Instagram, Facebook, Twitter, TikTok, LinkedIn and have a variety of methods available to contact people.