

# ROCK AND ROLL SOCIETY OF EDMONTON GUIDE FOR COMMUNITY FUNDRAISING EVENTS

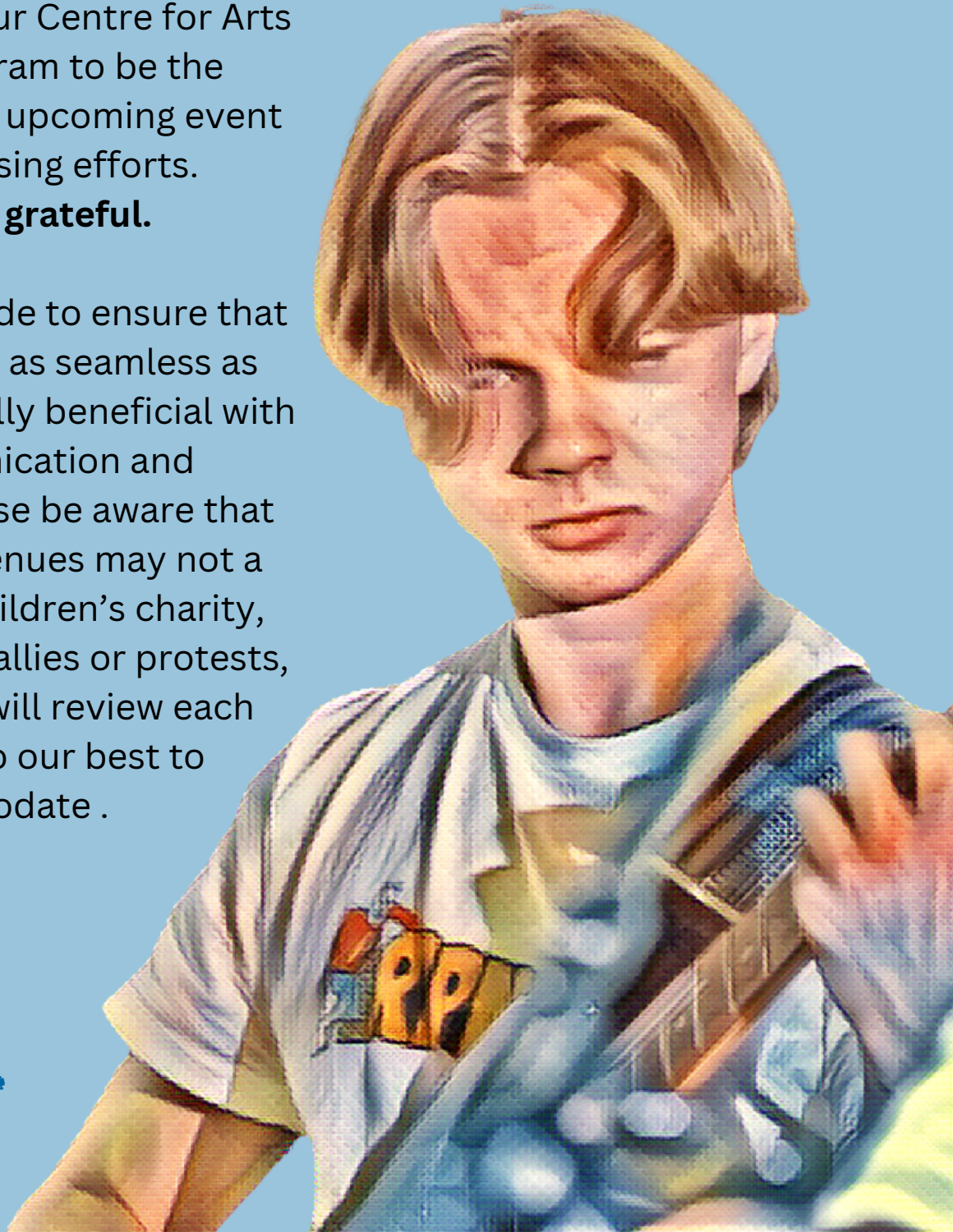


# ROCK AND ROLL SOCIETY OF EDMONTON GUIDE FOR COMMUNITY FUNDRAISING EVENTS

Thank you so much for generously considering the Rock and Roll Society of Edmonton and our Centre for Arts and Music Program to be the beneficiary of your upcoming event and its fundraising efforts.

**We are truly grateful.**

We created this guide to ensure that your event will be as seamless as possible and mutually beneficial with clear communication and expectations. Please be aware that some events or venues may not be a good fit for our children's charity, such as political rallies or protests, for example. We will review each request and do our best to accommodate.



# ROCK AND ROLL SOCIETY OF EDMONTON

## GUIDE FOR COMMUNITY FUNDRAISING EVENTS

### Typical types of events

#### Live music events

These are typically held at local pubs and bars, or community league halls. A musician or establishment will host an evening of live music and there will be other fundraising activities that take place at, and during the event.

#### 50/50 draws

This can be done using a QR code or doing it old-school with actual paper tickets. We can secure a AGLC license for raffles.

#### Silent Auction

Usually small items are provided by the community fundraiser, displayed, and successful bids awarded at the event.

#### Live Auction

Large and/or unique items are provided by the community fundraiser and an experienced auctioneer auctions off the items to the largest bidder and awarded on the spot.

#### Other raffle items

This could include a booze raffle, lottery scratch tickets, or other prize draw. We can secure an AGLC license for these raffles.

Typically, a combination of one or more of these take place at a community fundraising event, however we are open to your ideas and suggestions!



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## Logo usage



We'd like you to use our logos in your promotional materials, if possible, once the event has been accepted and approved.



We can provide you with the Rock and Roll Society of Edmonton logo and the CAM Program logo.

## Messaging about the Rock and Roll Society of Edmonton and the CAM Program

We strive for consistent messaging regarding our organization and our programs. Therefore, we'd appreciate if you would use information from this guidebook when referring to our programs.

We may create our own graphics related to your event and would be pleased if you'd like to use these for your promotions. Alternatively, we may use yours.



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Information for use in your promotion and communications.



### Centre for Arts and Music (CAM) Program

The CAM Program is a unique program, operated by the Rock and Roll Society of Edmonton. Working with schools that local districts identify as “vulnerable”, we reach out to children and youth who may not otherwise have opportunities to participate in the arts.

Studies confirm the importance of keeping youth engaged in the critical after-school hours between 3:00 PM to 7:00 PM so our goal is to reach them during this time. We also remove barriers by going to where the youth are – in the schools. As soon as the bell rings to end the school day, students need only to go to the music room down the hall and the CAM Program begins. We also provide a small snack to help with those after-school munchies.

In the CAM Program, youth learn how to write songs, play instruments, sing and perform together on stage. Many of these students have never sung in front of others, or even held a musical instrument, before attending CAM, and to have these students become part of a band that will perform for hundreds of people, at least twice through the school year is an amazing and inspiring transformation to witness. It is indescribable.

\*Please note - we **do not** refer to CAM students as "at-risk youth" or "underprivileged"



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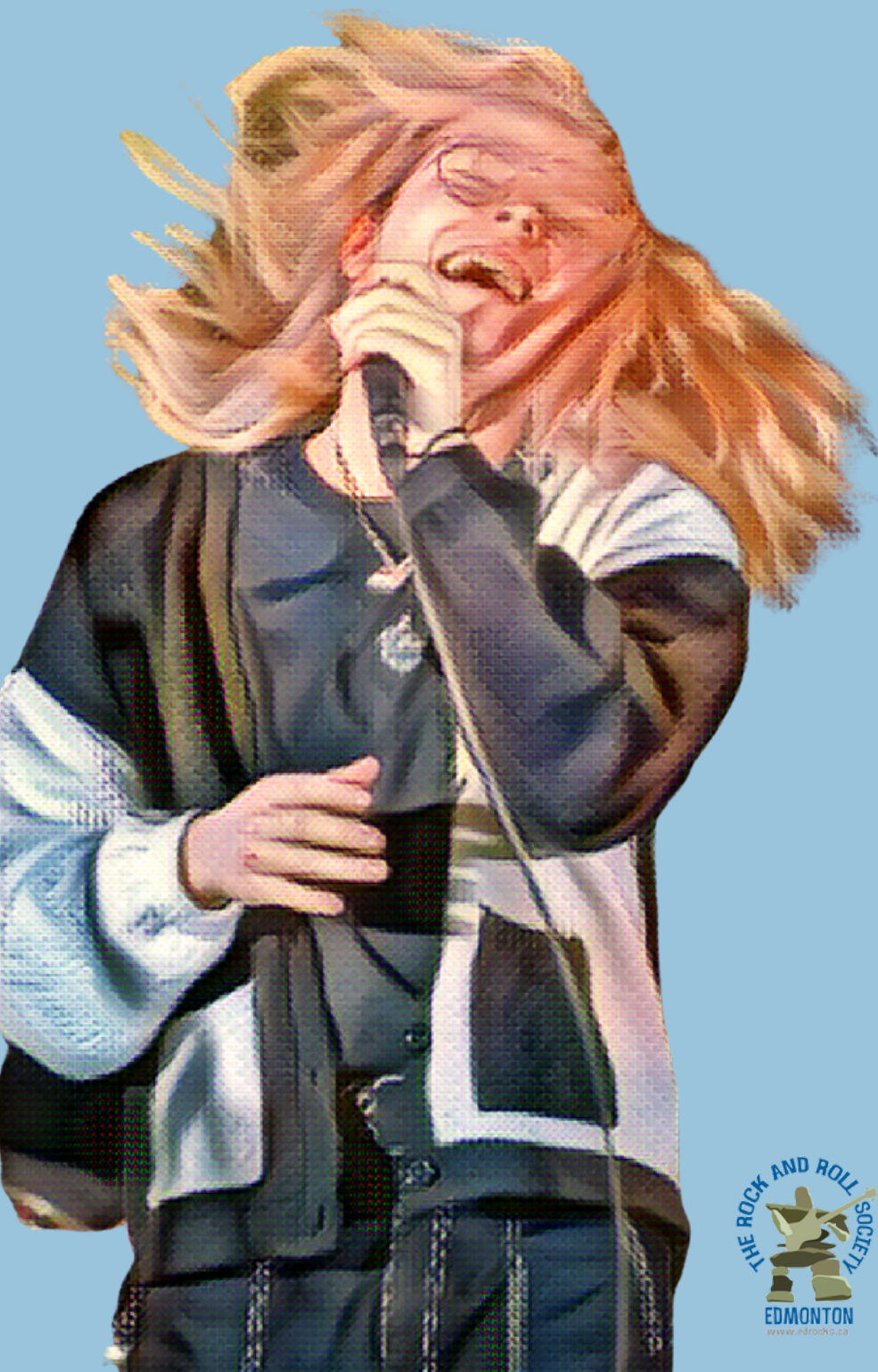
### Rock and Roll Society of Edmonton

#### Our Mission

The Rock and Roll Society of Edmonton is a charitable organization that runs the CAM (Centre for Arts & Music) Program which provides music programs for vulnerable youth in the Edmonton area by organizing music events and other fundraisers in the community.

#### Our Vision

A healthy, vibrant, community through music.



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## Promotion before the event

### Social media

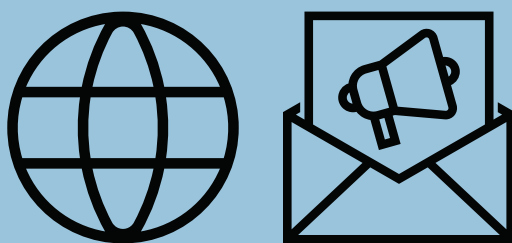
We are currently active on 3 social platforms:

Facebook, Instagram, and Twitter for a combined 8000+ followers. We will share a post regarding your event as soon as details are finalized and then another reminder post closer to the event (if applicable). We may also create an event on our Facebook page.



### Other promotion

We can also include your event in newsletters we send to our audience and possibly include the event on our website on our events page.



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### During the event

#### Volunteers

We can provide volunteers at your event to work admission, sell 50/50 or raffle tickets, help with a silent auction, live auction or other fundraising activity you have planned. It's important to determine the number of volunteers you need early so that we have ample time to recruit. A discussion with our Volunteer Coordinator will be useful to both us and you.

#### Signage

If possible, we'd like to provide signage to be displayed at the event so guests know who they are supporting. We have 18 X 24 free standing posters about the CAM Program, and 8.5 X 11 tabletop free standing small posters as well. We'd be happy to discuss what works for your event and your venue. Arrangements must be made to pick up and return signage following the event. NOTE: It may be possible for a volunteer to bring and return signage.

#### Roll and Roll Society of Edmonton representation

Depending on the scope of your event and availability, we may be able to provide someone (a member of our Board of Directors) to be at the event to make a speech or receive a donation onstage.

#### Photos and promotion during the event.

We may want to take photos and post on social media during the event.





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## Follow up

We may post photos from your event and a thank you message on social media, our website and/or in our newsletters and email communications.

Funds raised may be sent to Rock and Roll Society of Edmonton via Etransfer, cheque or cash.

## Thank you

We are truly grateful that you're considering us as the recipients of your fundraising efforts. We rely on community and corporate donations and want you to know that the money you raise will be put to good use in our CAM Program!

We are happy to discuss your event with you and to answer questions you may have!



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