



Calling all Rock Stars, Divas and Musical Prodigies: unite for a cause and get on board with Musical Mutiny.

Musical Mutiny; a battle of the bands with a social conscience.

We're looking for all musical talents and acts on campuses across Canada to throw one unreal gig.

Showcase your campus's talent by driving one single message home:
empower kids affected by war.

Use music to **shake things up** on campus

The winning bands will move on to regional finals where they will compete against other campus acts.

The finals, hosted in rocking local venues, will be judged by Canadian music industry insiders - all War Child supporters - giving your school profile and a platform to showcase it's talent.

PEACE FOR TOMORROW STARTS WITH ACTION TODAY.



MUSICAL MUTINY

Love music, hate war?
Use music as your weapon.
Mobilize a Musical Mutiny.

Organize a Musical Mutiny on campus for kids affected by war.

The Gods of rock and roll have used music as the catalyst for change for decades, here's your chance to get in on the action.

And if helping children who have been affected by war isn't enough, check this out: The winning band will receive free recording time with Canadian music powerhouse Greig Nori.

Get Going:

- Step 1:** Get a committee together.
- Step 2:** Pick a venue and choose a date.
- Step 3:** Register: www.warchild.ca/musicalmutiny
- Step 4:** Spread the word.
- Step 5:** Throw an amazing event for War Child.
- Step 6:** Count the cash and send in your donation.



Musical Mutiny

Musical Mutiny, War Child's signature campus fundraising event, is a battle of the bands with a social conscience.

These student initiated events will happen on campuses across the country culminating with regional rock offs. The catch? You can't win on talent alone; you have to raise the most cash to make the cut.

The regional finals will be judged by a star-studded panel of Canadian music heavyweights including, *Greig Nori*, acclaimed producer and Treble Charger front man.

Working with local campus communities across the country, War Child will provide all of the necessary tools to ensure your Musical Mutiny is a success.

War Child and Music

War Child has maintained a close connection with the Canadian music scene since its inception. Musicians and the music industry have lent their support for various benefit albums, such as the recently released "Heroes" and rocking charity concerts. Most recently, War Child has co hosted intimate evenings of music featuring – to name a few – Sarah Harmer and Kathleen Edwards. War Child's Heroes album, released in December 2008, featured such musical heavyweights as Elbow, TV on the Radio, Yeah, Yeah, Yeahs and more all nominated to take part by the musical legends of our generation.

War Child's Campus Presence

War Child brings socially engaged, music lovers together for a cause in support for our national and international programs. The War Child Canada Campus Outreach Program is designed with the primary goal of promoting our organization's mission through campus groups across the country.

War Child Canada is an organization that works with children whose lives have been devastated by war. Focusing on protecting children's rights, providing an education and teaching life skills for the future, War Child empowers these children to retake control of their lives. War Child works in some of the world's worst conflict areas including Afghanistan, Darfur, the Congo and northern Uganda.

www.warchild.ca

For more information about War Child on campus or Musical Mutiny contact:

Alyson Rowe/ Manager, Youth Outreach

Ph: (416) 971-7474 or 1-866-WAR-CHILD (927-2445)

alyson@warchild.ca



GETTING STARTED

To throw an amazing event, all your ducks need to be in a row.

Delegation

1. Outline the responsibilities involved
2. Are the resources necessary available?
3. Create a list of things to do (check out “Event Planning” template)
4. Assign action points

Communication

1. How will members communicate?
2. Are you going to schedule meetings or create on-line forum to discuss the event?
3. Create an easy way for everyone to stay informed and in the loop.
4. Share contact information

Sponsorship

1. Are outside businesses or other groups/associations donating gifts, money, resources?
2. Brainstorm a list of possible groups or associations in your community who may want to donate.
3. How are you going to approach businesses/associations for sponsorship?
4. Do you have contacts within the organization?

Marketing / Media

1. How are you going to get the word out?
2. What type of promo materials are you going to use? Be innovative.
3. How are you going to let the media know about your event?
4. Create a list of media to contact (consider listing deadlines)

Finance

1. What is your fundraising goal for the event?
2. What will your costs be?
3. Have you made a budget?



*please try to keep costs under 10% of your fundraising total to reflect War Child's commitment to donating 90% of all funds received to our international projects.

REGISTER

War Child can't help you if we don't know about it.
It's as easy as one, two, three:

1. **VISIT** www.warchild.ca/musicalmutiny
2. **REGISTER YOUR EVENT**
Plug in your details
3. **CUSTOMIZE YOUR EVENT**
4. **SEND THE EVITE OUT TO YOUR FRIENDS**
Inundate your online contacts

We will contact you after your event is registered.



FUNDRAISING 101

1. Set a fundraising goal.
2. Set the date: start planning your fundraiser at least one month in advance.
3. Be organized.
4. Delegate – make sure everyone on your team pulls their weight.
5. Create action points for each task.
6. Do something that works! What types of fundraisers have been successful at your school in the past?
7. Don't double book. Check your school's calendar to make sure no other big events are happening at the same time.
8. Sell tickets and collect donations in advance, so that people can donate even if they don't attend.
9. Reach out to family, friends and the community for donations through pledge sheets.
10. Hold small fundraisers to promote your main event.
11. Promote the heck out of it. Exhaust every opportunity to spread the word.
12. Track your success in a public space to remind everyone of the event-like the student centre or library
13. Use the cause to connect. You're raising cash for kids affected by war, who can argue that?



PROMOTIONS

Let's be serious, no one is going to give a hoot about your event if they don't know about it.

Online

- Campus list serves
- Relevant Department sites
- Student Association site
- Post on your school's calendar of events
- Community blogs
- Facebook: commit your FB profile to the event
- Post banners and links on your personal site

Word of mouth

- Talk it up, let all of your friends know
- Have your friends encourage people to come out

Hit up the community

- Take your event to the streets and go nuts
- Plaster posters around town like it's going out of style
- Take advantage of any and all community boards so you can post info about the event

Diversify to maximize

- The higher the number of pools you dip into, the better the reach you have in getting the word out
- A great place to start is by mixing up the networks your planning committee has access to
- Go through your academic networks, your extra curricular buddies, your brainy student pals and your loud party chums

Be new or be old

- Be different or be left behind



- Sandwich boards, illuminated billboards and the like are great places to start
- Do what the rugby team, glee club and drama troupe haven't to publicize your event

DONATING TO WAR CHILD

First thing's first...

Before preparing your donation make sure you check out our advice on how to **prepare your donation** in the tools section of this toolkit.

On-Line Donations:

Transfer all funds online by logging in to your event page (created during the initial event planning process).

If you did not register online but want to transfer your funds online, you can go directly to www.warchild.ca/donate and follow the instructions.

* For online donations you must use a credit card.

By Mail or Money Order:

Write us a check or money order and send it to our office:

War Child Canada

ATTN: MUSICAL MUTINY

401 Richmond Street, Suite 204

Toronto Ontario

M5V 3A8

NOTE: If your grand total is a combination of on-line donations, cash and cheques please create an electronic document (Word or Excel) with the names of each donor, the method of payment and their full address. *Check out the *Final donation template* in the **tools** section of this toolkit.

Tax Receipts

War Child Canada is a registered Canadian charity and is happy to provide tax receipts.

However, for individual donors to receive tax receipts the following information must be included:



1. Include ALL contact information including the donor's full address (including postal code) and name.
2. Clearly indicate the donation amount
3. Clearly indicate the method of payment