

Mission Statement

Rock the Cause is a non-profit organization working to create a positive, life-changing experience through the power of music and community.

We partner with local and national non-profits who make an immediate and measurable impact on the community.

We are a resource of awareness for young people to help discover the opportunities available to them to make an impact on the causes that matter to them.

Vision

- Rock the Cause will become the chosen non-profit of the current generation. We will be the national front runner in creating fun and exciting concerts for young people to become introduced to philanthropy.
- We will be a sought after Umbrella for the non-profit community. We will be a forum for them to communicate their voice and their needs to the public in an emotionally engaging way. We will help raise money and awareness in a partnership with them. We will partner with the non-profit community to help guide us and inspire us.
- We will be a unifying voice of community. We will partner with business leaders and institutions who desire to reach the younger generation.
- We will partner with young artists who are the voice of the generation. We will instill a confidence in them that they can continue to create art that inspires. We will become role models to the young artists so that they have the clarity to demand that the music industry treat them with dignity and respect.
- We will build a future generation of giving through music, education and awareness.

Strategy

Key competitive capabilities

- Rock The Cause consists of a significant group of talent; from artists, to marketers, to web designers, to legal personnel
- Our cost ratio is considerably lower than the majority of charitable causes
- We have a strong network of corporate sponsors throughout the Twin Cities including
 - Kingsley Bergling Risk Management (security)
 - Ordway Center for the Performing Arts
 - Summit Brewing Company
 - Jungle Red
 - The Onion
- We have a unique approach to targeting youth through the use of social networking.
- We succeed in keeping event attendees in touch after an event is over

- We have the full support of the non-profit community

Key competitive weaknesses

- Like most socially conscious non-profits, Rock The Cause is short staffed
- We are not yet reaching the critical mass of individuals needed to become fully sustainable
 - Critical mass would permit sufficient residuals from 20% expense ratio to operate continually instead of per event
 - The expense and time involved with creating and putting on an event can consume every bit of the 20% ratio

Key competitive opportunities

- Artists and consumers support the production of a CD for charity
- Reaching a young audience who are passionate about a cause
- Being the first to tap into this type of non-profit – rock and roll and awareness for many other non-profit organizations

Key competitive threats

- Changing population of donors and volunteers (see Market Analysis)
- Entertainment dollars of the population can be used in many other ways

Strategic priorities

- Leadership
 - Shifting some control to the executive board (associate director, event, public relations, and volunteer coordinators)
- Financing and budgeting
 - Seeking grants, sponsors for venues, etc.
 - Knowing how much money is available and budgeting it correctly
 - Allocations of revenues to office, legal, events, marketing, insurance, subscriptions, and accounting
 - Reviewing applications

- Organizing and structuring the Rock the Cause event process
 - Interviewing the non-profit cause → approving the non-profit cause → creating the concert concept → booking bands → booking a venue → planning the event → promoting the event → day of the event → rock hard → pay the non-profit cause → post mortem
 - Creating cross-functional teams, as well as new project teams for continual event planning
 - Keeping in constant contact with non-profit cause being supported by the event
 - Continued social networking through MySpace, Zude, Facebook, Social Fly, band email lists, etc to engage young people as well as promote events

- Providing systems to support organization

Today's young people are networked and socially connected. They just do it differently than the previous generation! To provide the online presence expected by this generation, Rock the Cause will create:

 - Rock the Cause Profiles for Users
 - Non-Profit Profiles
 - Networking Online and Off
 - Band/Celebrity Profiles
 - Music Downloads
 - Volunteer Calendars
 - Campaign Drives
 - Karma Points for community involvement used for concert tickets, t shirts, downloads
 - Music Downloads with contributions to causes
 - New Release Promotions
 - Videos
 - On Line Concerts
 - Sponsor Support

- Shaping culture
 - Keeping a positive culture through organizational changes and leadership
 - Leaders at Rock the Cause strive to be role models to other philanthropists
 - Roadblocks are removed in terms of policy and organizational structure changes

- Reviewing and rewriting policy
 - Continue revisiting application process for non-profit causes
 - Review processes in an event constantly
 - Clarify job descriptions
- Continually assessing and improving
 - Conducting process evaluations
 - Benchmarking against other non-profits

Milestones

2007:

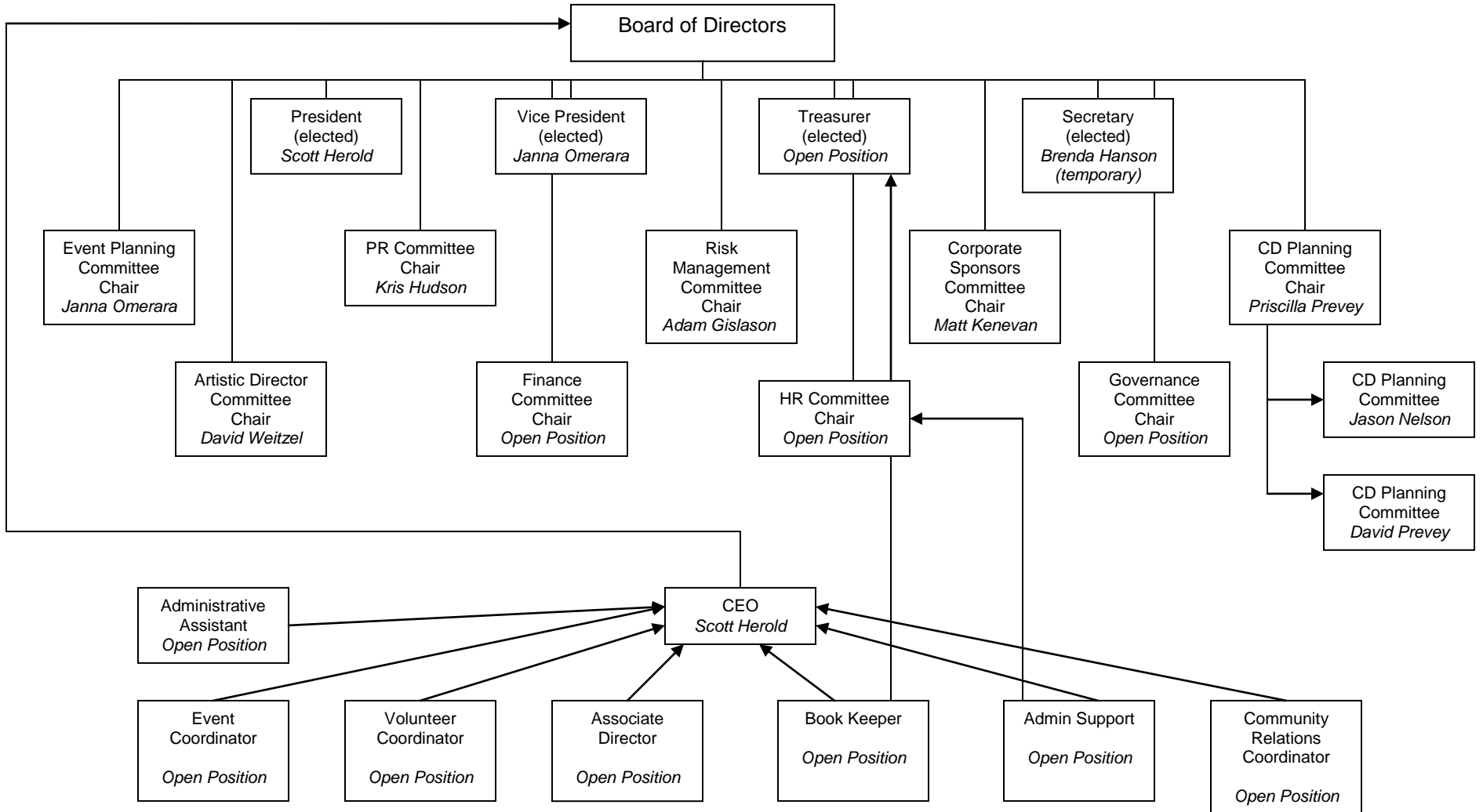
- Hosted 6 events
- Raised \$36,000 of which \$29,000 was given to non-profit partners
- Reached 30,000 people through marketing efforts such as The Onion and social networking
- In early 2007 RTC worked with students at Watershed High School to create a concert fundraiser that caught the attention of the Star Tribune, MPR and the MN Dept of Education. The results included significant new funds for the school and the students continue to organize an annual benefit concert for their school
- Partnered with the Bridge for Runaway Youth to help them exceed their capital campaign for 2007. Over 50 local and national artists showed up at this event.
- Created Glitter Ball event, which resulted in over 500 attendees. It supported Minnesota Aids Project and Clare Housing. These non-profits received significant new awareness and financial support as a result of the event.

Future:

- In two to three years we will organize our first large scale outdoor concert event. We will model this event after Live Aid and Live 8. It will be a festival to celebrate the non-profits who work to make our local and global communities stronger.
- In two to three years we will have a small full time staff that includes a paid executive director, development director, and IT staff.
- In two to three years we will launch Rock the Cause Records. A label featuring the best emerging talent with all proceeds going into a Rock the Cause community fund.
- In two to three years we will create an online community that unifies young people with great causes, and provides resources for impacting their world. We will introduce them to music, culture and art. We will make it educational and entertaining.
- In 3 to 5 years we will establish a grant or scholarship fund to help young people set up non-profits if they desire. We will provide launch and feasibility assistance if needed.

Rock The Cause Organization

Modified 5/8/2008



Market Analysis

Introduction

- According to the Bridgespan Group's report, [The Nonprofit Sector's Leadership Deficit](#), "from 2007-2016, nonprofits will need to attract and develop some 640,000 new senior leaders - the equivalent of 2.4 times the number currently employed". This statistic creates more impact on non-profits as baby boomers prepare for retirement in the next few years.
- The age group being called upon to fill this leadership gap will be people 21 to 40, however non-profits are struggling to develop marketing that will attract young people to their causes.
- The 21-40 age group represents more than 70 million consumers in the United States. They earn a total annual income of about \$211 billion spend approximately \$172 billion per year and considerably influence many adult consumer buying choices.
- Several non-profit online communities currently exist in an attempt to get young people to become community activists including ThinkMTV, Dosomething.org, Myspace Impact and Youth Noise. However, none of these organize concert promotions to energize this demographic on the local level.
- In fact, there are no organizations currently registered with the IRS like Rock the Cause that are in the concert business and provide multiple non-profits with the services that we do.

Changes in the market

Negative:

- By 2015, one in every five Americans will be over the age of 65. The fastest growing portion of the population will be the "oldest old"; the number of Americans over the age of 85 will nearly double between now and 2025. The vast majority of the aging middle class population will be saving money rather than spending it on consumer goods and charitable causes.
- What does this all mean for philanthropy and nonprofits?
 - The demand for private and public money to support the quality of life for the aging population will increase. The expansion of philanthropic programs to support the elderly will increase as a result.
 - As the population ages the number of volunteers will also decrease. The number of Americans over 40 who currently volunteer on a regular basis is 44%. The number of persons under the age of 30 who volunteer is 27%! As the population ages, it will result in significantly lower numbers of volunteers over the next two decades.

Positive:

- Our younger generation is more socially networked, has more disposable income, and is more socially aware. Individuals want to be involved with something and help others.
- More corporations are engaged in corporate giving pour billions more dollars into attracting the next generation of consumers.

RTC Target Market Segmentation

- Ages 13 to 20 commonly referred to as Gen Y or Millennial. They are not a targeted resource for donations, however, they have time to volunteer. They are very affective at networking in school and via the web. They love merchandise that associates them with a cause! All ages concerts are very strong. In fact the Twin Cities Market is the number two market in the nation for all age concert goers. They are a fabulous demographic to be mentored on how to put on a concert fundraiser. They take direction easily.
- 21 to 25 also referred to as Gen Y and Gen X. They are a great target audience for concert revenues and private giving. A recent study conducted by the charities review council showed that 19% of Minnesota's giving comes from this demographic. 54% of this demographic stated that they give based on the mission of the organization. They are a strong networking community via the Internet or in social clubs or groups. It is estimated that 2.4 Million people over the age of 18 volunteer in Minnesota. Statistically 26% surveyed stated that they learn about charitable giving via the internet and 29% learn through direct mail. The Median income of this demographic is below \$24,000 a year.
- 25 to 40 also referred to as Gen X. This group represents 21% of all giving in Minnesota. 82% stated that Financial Reasons stop them from Giving. 80% also stated that they give money to charitable causes. While 50% stated they volunteer. The Median household income of this demographic in Minnesota is \$59,427. They are a strong networking community via the Internet or in social groups.

RTC Youth Market Aggregate

- The younger generation has an incredible opportunity to direct money towards their causes. They simply need the forum and the voice to do so. A recent study performed by www.dosomething.org (an online site dedicated to creating opportunities for young people to volunteer) showed that 99% of all young people surveyed cared about their community. Additionally 94% believe they can make a difference. Only 68% reported that they actually completed their goal of doing anything at all. That means that 30% surveyed want to do something but they don't know how. They are not given the forum to make an impact.
- So, they need to understand that they have the ability to educate the aging population on their favorite causes.
 - However, this generation does not share the passion for altruism (or the patience) that the aging population does. They need to see an immediate impact from their contributions – as a result we have been witnessing the rise of the 'cause' driven volunteer and donor.
 - This generation wants a rewarding, adventurous, exciting volunteer experience. They are more selective about who they give their resources to. It must be cool, empowering and fun. They want a big bang for their buck. They want to know that they are contributing in a way that is about activism or becoming a global citizen.
 - Due to the emphasis on teamwork that has been taught in their schools, this generation prefers to contribute in social settings or in teams.
- A few of the causes that appeal to young people are:
 - Child Abuse
 - Environmental Causes
 - Homeless Youth
 - AIDS/HIV
 - Teen Suicide

- Human Rights
 - Arts Education
 - Literacy
 - Voting Rights
 - Inner City Programs
 - Racism
 - Gay Rights
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- Some target partners in MN who support these causes include:
 - Free Arts MN
 - Opportunity Partners
 - Bridge for Runaway Youth
 - Rock and Roll Forever Foundation
 - Bolder Options

Operations

Event Process

- Interview cause
- Approve cause
- Create concert concept
- Book bands
- Book venue
- Plan event
- Promote event
- Day of event

- Rock hard
- Pay cause
- Post mortem

Key personnel (See Appendix 1 – RTC Organization Chart)

Board Member Position Descriptions

President:

- The President will:
 - Be an elected board member
 - Oversee all board and executive committee meetings
 - Ensures that the BOD and its members are aware of and fulfill their governance responsibilities, and comply with applicable laws and by-laws
 - Propose policies, practices and the creation of committees
 - Conduct board business effectively and efficiently.
 - **Serve as Governance & HR Committee Chair**
 - Periodically consult with board members on their roles and help them assess their performance
 - Lend services to recruiting new board members and provide new board member orientation
 - Partner with the chief executive to make sure board resolutions are carried out and that the Rock the Cause mission is being fulfilled
 - Promote the development of short and long-term goals for RTC that are clear, measurable, and attainable
 - Coordinate chief executive's performance evaluation on an annual basis, overseeing searches for executive-level hiring.
 - Call meetings as special needs would dictate
 - Performs other duties as the need arises and/or as defined in the bylaws.

Vice President:

- The Vice President will:
 - Be an elected board member and member of the executive committee
 - Attend all board meetings and keep abreast of all major RTC initiatives
 - Understand the responsibilities of the board president and be able to stand in for the president in the event that the president should be absent

- Ensure that the president delegates when necessary to avoid an excessive workload
- Lead and/or carry out special assignments upon the request of the president
- **Connect local businesses to RTC and serve as Chair of Corporate Sponsorship Committee**
- At times, may be required to sign contracts or other documents on behalf of the organization

Treasurer:

- The Treasurer will:
 - Be an elected board member
 - Manage Rock the Cause's finances by
 - Overseeing the annual budgeting process, supplying and soliciting board approval for proposed budget items.
 - Ensuring financial records are filed according to standard 501c3 practice
 - Distributing annual reports to Board members
 - At times, may be required to sign checks
 - **Serve as Chair of Finance Committee**
 - Administrate any additional fiscal matters that may surface

Secretary:

- The Secretary is:
 - An elected board member
 - Administers board communications by:
 - Coordinating the scheduling and venue of all board meetings
 - Sending out written agendas prior to meetings
 - Maintaining minutes of meetings which are to include an accurate recollection of all board decisions
 - Gaining approval for, filing and providing approved minutes for all stakeholders
 - Providing current copy of the bylaws at all meetings
 - Maintains board membership records
 - Ensures that documentation meets legal requirements
 - In the absence of the President and Vice-President, the Secretary calls the meeting to order, presiding until a temporary chairperson is elected.

- At times, may be required to sign correspondence, applications, reports or other documents on behalf of the organization

Board Committee Chair Descriptions

Public Relations Chair:

- An appointed board member
- Responds and directs responses to requests for specific information from external agencies
- Keep board abreast of, and maintains RTC compliance with, all public policies related to:
 - Freedom of Information Act (FOIA)
 - Open Meetings Act
 - IRS Non-profit statutes
 - Secretary of State and Attorney General statutes
 - Any other public statutes, laws, and policies related to intellectual property, copyright, and trademarks
- Establishes organizational standards and practices for maintaining confidentiality related to all RTC documents, data, policies and records, developing confidentiality protocol for all senior leadership with access to highly confidential information
- Oversees and approves the content of all RTC materials for public distribution –marketing, public relations pieces and advertising materials as developed by Associate Director -- Communications, external vendors and other personnel.
- Other related duties as assigned.

Event Planning & Management Chair:

- An appointed board member
- Arranges and manages on-site and off-site events by:
 - Demonstrating and sharing knowledge of event content
 - Negotiating with vendors
 - Organizing hotels, sponsors, speakers, attendees and exhibitors
 - Communicating with sponsors, speakers and participants regarding logistics, benefits, deadlines, etc
 - Collecting ads and table top requirements **for use by Associate Director – Communications and Artistic Committee Chair**
 - Advising all event endorsers of ad material specs, deadlines and shipping addresses
 - Participating in conference calls to discuss upcoming event with clients and internal staff, including sales team and producers
 - Overseeing shipping of all materials to events

- Manages the event operations staff
- Gathers attendee and revenue data for **entry by Administrative Assistant**
- Works in tandem with Artistic Committee Chair and Associate Director – Communications

Artistic Committee Chair:

- An appointed board member
- Provides both creative oversight and consistent image for all RTC communications – in hard copy, live presentation/production and web-based formats.
- Oversees the graphic design and edits for items including:
 - RTC logo
 - Brochures
 - Event signage
 - Year round marketing pieces
 - Web banners
 - Other special projects

Charity/Cause Partnership Review Chair

- An appointed board member
- Responsible for building charity/cause awareness of RTC
- Oversees the screening of charities and causes that apply for RTC partnership
- (This description needs some help!)

CD Committee Chair:

- An appointed board member
- Develops and maintains relationships with partner recording studios and replication providers, distributors, etc.
- Oversees the screening and selection of artists for inclusion on CD

- (This description needs some help!)

Technology Committee Chair

- An appointed board member
- Manages web presence – from the specification and ongoing development of RTC’s interactive site to its maintenance
- Directs placement of additional web content for maximum exposure and impact on RTC’s target markets and causes
- Advises on the development of reliable RTC administrative technology
- (This description needs some help!)

Risk Management Committee Chair:

- An appointed board member
- The Risk Management Committee protects RTC, charitable partner, sponsor, volunteer and attendee interests by:
 - Ensuring that all appropriate contracts with sponsors, charities, artists and third-party vendors are completed prior to any event
 - Developing and informing all parties involved in an event about crisis procedures and who to call in case of an emergency
 - Informing event staff and volunteers of who should and should not be giving out information in the event of an emergency
 - If there is potential risk involved in any event, working with the legal counsel to construct a waiver for participants to sign
 - Making sure that venue is carding/wrist banding at the door and NOT serving alcohol to the under-aged
 - Enlisting security personnel as needed

Administrative and Staff Member Position Descriptions

CEO:

- All staff members report to the CEO
- The CEO is:
 - Hired or appointed by the Board
 - In charge of hiring, maintaining and directing all staff
 - Accountable for ensuring the organization and its programs, products and services are consistent with RTC's mission and presented in a strong, positive image to relevant stakeholders
 - Responsible for the planning and implementation of all fundraising activities, including identifying resource requirements, researching funding sources, establishing strategies to approach funders, submitting proposals and administrating funding records and documentation
 - Responsible for recommending yearly budget for Board approval and prudently managing RTC's resources within those budget guidelines according to current laws and regulations
 - Oversees design, marketing, promotion, delivery and quality of programs, products and services
 - Ensures that daily operations of the business are sound, organized, accountable and meet all reporting guidelines

Associate Director – Finance & Operations:

- Reports to the CEO of Rock the Cause
- Helps the CEO in the following areas:
 - Operational planning and priority setting
 - Board reporting and relationships
 - Office management, staff and volunteer development
- **Collaborates with Board Treasurer** in budgeting, funding and financing activities
- Establishes and oversees a reporting system and process to ensure proper stewardship of donations and volunteer resources
- Analyzes operating practices and procedures to include personnel, record keeping, performance standards, workflow, and cost reduction, equipment and supply utilization, etc., to ensure smooth and efficient office operation.
- Models standards of behavior

Associate Director – Communications:

- Reports to the CEO of Rock the Cause
- Manages and promotes Rock the Cause, its mission and its events.
 - Works with local and national media to secure high-visibility coverage of Rock the Cause and its events
 - Prepares and distributes communications and publications, both on the Web and in print **in cooperation with PR Chair and Artistic Director**
 - Writes copy for updates, sponsorship and event logistics and other correspondence
- Develops and maintains ongoing marketing partnerships with sponsors and charities
 - **Collaborates with board VP, PR Chair and Artistic Director** in writing sponsorship marketing campaigns
 - Serves as liaison to sponsors and charities, providing a direct and dedicated link to the organization
 - Develops and delivers sponsorship/donor appreciation programs
- Models standards of behavior

Administrative Assistant:

- Works under the direction of the CEO
- Administers and maintains systems, procedures and methods for:
 - Personnel and volunteer files
 - Financial reporting (insuring that accurate codes and charges for all encumbrances and disbursements are utilized).
 - Administrative, archival, other records
- Interacts with vendors, member agencies and public to answer questions and to resolve account and billing discrepancies.
- Obtains, organizes and drafts technical and administrative materials for public information or organizational use.
- Provides accurate information and guidance to officials, employees and general public on organizational and administrative matters.
- Provides a variety of support services for board committees.
- May supervise volunteers and other support personnel.
- Performs other related duties as required.

Product/service delivery

- Programs and Services are delivered to meet specific needs

- Goals that cover output and outcome are set for every program/service
- Individuals from all levels of the organization participate in planning process
- Service users are involved in all planning process
- All programs are created through a formal process to measure feasibility and financial impact on the organization
- Programs are culturally accessible
- Every program is evaluated for its output and input annually
- Program evaluations are compiled and published annually
- The results of evaluations are used in planning
- Service users are also involved in evaluations

Human resources plan

- Compensation for work:
 - CEO
 - Associate Director
 - Event Coordinator
 - PR Coordinator
 - Volunteer Coordinator
 - Administrative assistant
- These policies have been drafted and are awaiting final approval from the board as of 5/8/2008:
 - Volunteer
 - Equal opportunity
 - Sexual harassment

Customer service/support

- Will be addressed in the future once electronic downloads are being sold via the website

Facilities

- Currently no permanent location
- Will have an office once there is enough support for one

Risk management

- All staff volunteers who are in contact with minors must complete background check
- Sexual harassment and EEO practice policies have been drafted and are awaiting board approval
- Rock the Cause carries Directors and Operators insurance
- Rock the Cause carries a minimum of \$2 Million in liability insurance
- All fundraising follows Federal and State Guidelines

Competitive Analysis

Industry Overview

Rock the Cause has many competitors but few direct competitors; Individual person, for-profit organizations, or non-profit organizations throw benefit concerts. This would be the biggest competitor that Rock the Cause has.

Nature of Competition & Primary Competitors

Rock the Cause supports many small charities in gaining awareness and fund raising by throwing concerts. Our goal is to build public awareness for Rock the Cause and thus competing through our reputation.

Currently there are no organizations registered with the IRS that are in the concert business and provide non-profits the services like Rock the Cause does. Therefore, Rock the Cause is competing with the individual person, for-profit, and non-profit organizations that throw events, specifically concerts for the younger generations such as:

- Cities97 benefit concert/ Sampler
- Basilica Block Part
- Tribute to the Troop
- Hairball
- Live Aid

Cities97

In 2007 the Cities97 sampler earned \$600,000. Cities97 puts together a sampler CD which is produced and recorded in the KTCZ studio. The CD is, then, distributed to the local Target stores. 95 percent of the revenue earned goes to the charities that Cities97 chooses yearly.

Camp Heartland throws a concert every year that Cities97 helps promote. According to Cities97, Camp Heartland uses the profits they receive from the Sampler CD to throw this concert. Cities97 helps promote the concerts through PSA's and other forms of advertising.

Camp Heartland's Programs and Expenses (2007)

"Camp Heartland's current 990 lists its programs generally; "Promote the well being of the community through basic social service as well as providing residential camping opportunities for children affected and infected with AIDS/HIV." : \$1,864,158.00"

3-Year Average Charity Expenses	% of total expenses
Program Services: \$1,332,839	79.3%
Management: \$63,311	3.8%
Fundraising: \$284,141	16.9%

(Information gathered from the Better Business Bureau)

Tribute to the Troops

Tribute to the Troops throws benefits concerts for the Troops among other events. Tribute to the Troops is funded by sponsors which covers all of their admin costs. The concerts and motorcycling events are thrown and the proceeds are given back to the charities as follows:

Walter Reed Army Medical Center/Chaplains Fund	\$5,000
Minnesota Military Family Foundation	\$3,000
Minnesotan's Military Appreciation Fund	\$1,000
Operation Uplink	\$1,000
Operation Minnesota Nice	\$1,000
Freedom Calls Foundation	\$300
Give 2 The Troops	\$300

(Information gathered from www.tributetothetroops.org)

Rock the Cure

Blue Jeanne Inc. annually throws an event called "Rock the Cure" which raises money for the Susan G. Komen fund. Rock the Cure raises money by charging \$10 for tickets, \$10 to request a song, and \$50 for an audience member to play with the onstage musician. So far Blue Jeanne Inc. has given \$72,000 to the Susan G. Komen fund, Twin Cities, and Chicagoland affiliates. (Information gathered from www.rockthecure.org)

[3-Year Average Charity Expenses](#)

91.4% Programs

8.6% Other = (8.6% management + 0% fundraising)

(Information gathered from the Better Business Bureau)

Organizations Dedicated to Developing Young Philanthropists

Name	Non-Profit	Online Community	Offers Grants	Support of C3 community	Raises Funds for Causes	Music Events
Youth Noise.org	yes	yes	yes	yes	no	no
Myspace Impact	No	yes	no	no	no	no
Rock the Cause	yes	yes	no	yes	yes	yes
ThinkMTV	yes	yes	yes	no	yes	yes
Do-something.org	yes	yes	yes	yes	no	no

Competitive Products and Services

Rock the Cause is highly skilled in organizing concerts for smaller charities, and compilation CD. Most of the revenue earned from the concerts and the CD goes directly to the charity. Also, Rock the Cause has great relationships with several bands that believe in Rock the Cause thus allowing for higher percentage of the revenue to go towards the charity. In the future Rock the Cause would like our reputation to be highly competitive.

Strength <ul style="list-style-type: none">• Good relationships with bands• Non-profit standing• Skill level for throwing concerts	Weakness <ul style="list-style-type: none">• Man power• Competition
Opportunity <ul style="list-style-type: none">• Throwing benefit concerts as a non-profit organization is a untapped market• There is a lot of room for growth	Threats <ul style="list-style-type: none">• Funding• Donors

Potential Business Partners

	Cities97	Tribute to the Troops	Rock the Cure	Rock the Cause
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Non-Profit:

Charities and Causes that appeal to issues that is important to the current generation. They must be fully vetted by the IRS, and reviewed by a charities review council. They must also be able to demonstrate why they want a relationship with Rock the Cause and why they will be a valuable strategic partner and asset to our mission.

For Profit:

Businesses Partners must demonstrate they are in good standing with the business community, i.e., a positive record with the BBB, and the Attorney General. They must have a sincere interest in developing a youthful audience, i.e. supports a community youth program, has a corporate work environment that supports the growth of young people, offers a unique and socially aware product that appeals to youth minded people.

How much was raised in 2007?	\$600,000	Not Available	Not Available	\$6,014
How much was given in 2007?	\$600,000	\$11,600	Not Available	\$6,014
Key Benefactors?	<ul style="list-style-type: none"> • Camp Heartland • Make-a-wish Foundation of Minnesota • Animal Humane Society • Bridging Inc • Tubman Family Alliances • Greater MPLS Crisis Nursery • Habitat for Humanity • Common Bond Communities • ARC • Angel Foundation • Alzheimer's Association • Seniors Program in St. Louis Park • Second Harvest • Corner House • Emergency Food Shelf Network • Senior Community Services • University Pediatrics Foundation • Opportunity Partners • Autism Society • Breast Cancer 3-Day / Susan G Komen Foundation • Hope Chest • Helping Paws • River Valley Riders • Pay It Forward • Cheerful Givers • YMCA • Wildcat Sanctuary 	<ul style="list-style-type: none"> • Walter Reed Army Medical Center/ • Chaplains Fund • Minnesota Military Family Foundation • Minnesotan's Military Appreciation Fund • Operation Uplink • Operation Minnesota Nice • Freedom Calls Foundation • Give 2 The Troops 	<ul style="list-style-type: none"> • Susan G. Komen Cancer Foundation • Twin Cities and Chicagoland affiliates 	<ul style="list-style-type: none"> • MN Aids Project
Key Sponsors?	<ul style="list-style-type: none"> • The Community • Target 	<ul style="list-style-type: none"> • Black Water Choppers • Rocky Mountain Choppers • River Rider Chapter • Military Salute Project • Lift Stak Stor • Patrick McGovern's Pub & Restaurant 	<ul style="list-style-type: none"> • Willie's American Guitars • St Paul Corner Drug • Winthrop Weinstein • School of Rock Music • RI • Minnesota Thunder • Bailey Nurseries 	<ul style="list-style-type: none"> • The Onion • Sac ray blue wine • Miller beer • Stella Fish Café

		<ul style="list-style-type: none"> • State Farm Ins. • Era Muske Company • Lubrication Technologies • Main Street Bank • Crow River Harley Davidson • Chisago Lakes Distributing Co., Inc. • National Association of Air Traffic Controllers • Dave Evans Transports 	<ul style="list-style-type: none"> • Stoyles Graphic Services • Rolling Rock • Warners Stellian • The CW • Central Pediatrics • United Hospital • O'Gara's Bar and Grill • Abbott Northwestern Hospital • Wewerka Photography • Piper Breast Cancer 	
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Marketing and Sales

Marketing Strategy

Rock the Cause is marketing towards young people who enjoy doing things in groups. The internet has created an entirely new way for young people to get together. Rock the Cause uses sites like MySpace, Zude, and Facebook to engage young people. Currently we are using the internet and posters as our only form of advertisement. However, in the future we plan to expand into other forms or advertisement.

Advertising

Currently

We are advertising on websites such as MySpace, Zude and Facebook. Since our major niche market is the 20-30 year old we feel that these sites will reach the most amount of people. We promote our events, sell tickets and take donations by using MySpace. We also expose young people to new bands and great causes through our weekly bulletins, and our blogs.

Future

We would like to expand into other forms of advertising such as;

- Trade shows
 - NACA (National Association for College Activities)
 - Is a trade show for college student who are on program boards to go to and become familiar with the bands, agents, variety acts, speakers, and promoters who cater towards the university student.
- PSA's
 - We will record 30 to 60 seconds for the PSA's quarterly for release to the following stations. Each will focus on societal issues and finish with the event announcement.
 - On Campuses
 - Through the campus radio
 - General public- Local radio stations

- Younger Generations
 - KDWB
 - B96
 - Jack FM
 - KS95
 - Cities97
 - The Current
- Older Generations
 - KOOL 108
 - FM107

	KDWB	Jack FM	93X	KS95	Cities97	KOOL 108	B96	FM107
Age	18-49	25-44	18-34	20-50	25-54	40-60	25-35	35-54
Type of Music	Pop	Alternative	Rock	Variety	Variety	Oldies	Pop	Talk for women

- News stories
 - Every news station does stories about new and exciting things that go on in the Twin Cities. Rock the Cause will send press releases to the following stations announcing all upcoming events:
 - WCCO
 - KARE11
 - KMSP
 - KSTP
 - Twin Cities Live
 - A local TV show dedicated to keeping the community informed about what is happening in the Twin Cities.
- Monthly press releases
 - These will keep the donors and the community informed with what is going on with Rock the Cause.
 - Rock the Cause will write and send event related press releases to the following publications:
 - Pioneer Press
 - Star Tribune
 - MSP Magazine
 - The Onion
 - City Pages
 - The Villager
 - The Aquin – University of St Thomas
 - The Minnesota Daily – University of Minnesota Twin Cities
 - The Oracle – Hamlin University
 - The Mac Weekly – The Mac Weekly
 - The Sword – Concordia University
 - Bethel News – Bethel University
 - The Echo – Augsburg University