

RECORD STORE DAY CANADA



MUSICOUNTS FUNDRAISING TOOLKIT

THANK YOU!

Thank you for thinking of MusiCounts and hosting a fundraising initiative/event in your community! We are touched that you want to help ensure that children in Canada will have access to a music program through their school or community. This toolkit will provide guidance during the planning and execution of your Record Store Day fundraiser to help make it the best it can be!

ABOUT MUSICOUNTS:

MusiCounts, Canada's music education charity associated with The Canadian Academy of Recording Arts and Sciences (CARAS) and the JUNO Awards, is keeping music alive in schools and communities across Canada. MusiCounts' mission is to ensure that children in Canada have access to a music program through their school or community. MusiCounts achieves its mission via our Band Aid Program, the MusiCounts TD Community Music Program, the MusiCounts Teacher of the Year Award, the Fred Sherratt Awards, Scholarships, and other music education initiatives.



HOW TO SET UP YOUR RECORD STORE DAY CANADA FUNDRAISER:

STEP ONE:

Develop your fundraising plan!

STEP TWO:

Read expectations for Record Store Day Canada participation (below).

Read our Fundraising Toolkit and Guidelines for Fundraising in Support of MusiCounts.

STEP THREE:

Fill out our [Letter of Agreement](#) with details regarding your event and wait 1-2 days for approval from the MusiCounts team.

Once we have approved this Letter of Agreement, send us any print or online materials that contain the MusiCounts logo for approval.

STEP FOUR:

Market your fundraising initiative/event!



MUSICOUNTS EXPECTATIONS:

Welcome on board! We are thrilled to welcome you to MusiCounts and would like to say THANK YOU for helping us spread the word about the importance of music education across Canada. All funds raised will be helping put instruments into the hands of kids who need them most.

If your Record Store would like to sign up to fundraise on behalf of MusiCounts, we expect a minimum commitment of choosing one of our Top 2 Options!

1) **Donate \$1 from the sale of each new vinyl record sold in store on Record Store Day Canada.***

OR

2) **Have a table of \$1-\$5 records with all proceeds going to MusiCounts.***

We also have fundraising ideas that we invite all Record Stores to consider adding in conjunction with an option above. These being*:

- 3) Have a jar/box near the cash register for customers to donate.
- 4) Donate 5-10% of each purchase order on Record Store Day Canada.
- 5) Print & pass out pamphlets to help spread the word about MusiCounts.
- 6) Host a bake sale with all proceeds going to MusiCounts.
- 7) Run a concert in your store to promote more foot traffic and to raise awareness of MusiCounts.

***If you have any questions about the following or would like to suggest a method of fundraising not listed, please contact Olivia Cummings at 647 362 4499 or olivia@musicounts.ca**



RECORD STORE SUCCESS STORY:

Record Store: Alleycats Music and Art, Orillia, ON. April 22, 2016

Initiatives:

- Donated \$1 from the sale of each new vinyl record sold in store on RSD.
- Had a donation box near the till
- Set up a table of records for sale with all proceeds going to MusiCounts
- Held concerts in store to increase audience/customers
- Partnered with a local festival, and sold records at the festival
- Handed out pamphlets about MusiCounts for the community

Raised: \$526 in one day for MusiCounts!

Outcome: The customers appreciated that they were giving back to the community and were interested in learning more about what MusiCounts does. The media liked the charitable angle.

"This was a lot of fun for us and our customers also enjoyed the event and were happy to learn about the MusiCounts charity." - Mike from *Alleycats*

Press and Social Mention Snapshot: link [here](#).



RECORD STORE DAY, APRIL 22, 2017

By Michael Rowland - April 19, 2017



Record Store Day takes place this Saturday, April 22nd. RSD is an annual celebration of independent Record Stores. Alleycats Music is participating by offering special RSD titles and running a sale on new and used vinyl.

This year Record Store Day coincides with the Roots North Music Festival and we are featuring 2 live acts during the afternoon: (Beth Maloney, Sarah Howes)

We are excited to be fundraising for MusiCounts this year and will be donating \$1 from each record sold on April 22nd to MusiCounts (Canadian music education charity). MusiCounts puts instruments into the hands of children who need them the most.

Alleycats Music & Art shared a post.
Apr 22, 2017

Beth and Sarah looked out today! What a great week-end of music in Orillia!



Instagram post by Alleycats Music • Apr 22, 2017 at 5:18pm UTC
3 Likes, 1 Comment - Alleycats Music (@alleycatsmusic) on Instagram: "📸 Beth Maloney playing the acoustic stage @rootsnorthmusic"

MusiCounts shared a post.
Apr 22, 2017

It's Record Store Day! Celebrate by adding MusiCounts Music & Art who is donating \$1 to MusiCounts for every record sold!



Orillia Today - Alleycats Music & Art had raised more than \$500 for MusiCounts today while on Record Store Day! We were happy to have the 'Indie' record store day in Orillia!



Member: Glenn, Lacey, Lori, Vanessa, Beth and 3 others
View as web page



HOW TO TALK ABOUT MUSICOUNTS

What is going to MusiCounts	Then use....
If all the money that is collected is going to MusiCounts	Proceeds benefit MusiCounts
If all the money minus your expenses are going to MusiCounts	A portion of the proceeds benefit MusiCounts <i>or</i> Net proceeds to benefit MusiCounts
If a specific dollar amount in the purchase of a product is going to MusiCounts	You must state the dollar amount. For example, for every hat sold, \$15 will go to MusiCounts
If a percentage of the proceeds are going to benefit MusiCounts	You must state what percentage of the proceeds will benefit MusiCounts. For example, 20% of the proceeds will benefit MusiCounts

MORE FUNDRAISING IDEAS:

Bake Sales: Bake sales are a great way to include your community and staff members! Make sure you have:

- Volunteers to stand/sit at the booth as well as assist with setup and teardown.
- Volunteers to bake a variety of different options
- Advertise the bake sale as far in advance as you can
- Set up and sell goods in a good, high traffic area

Charitable Performances: Host a Battle of the Bands, musical, talent show, concert, play, or fashion show!

Corporate Responsibility: Many companies have philanthropic giving programs, so investigate corporate sponsorship or community grants.

Service Activities: Host a yard sale, dog wash, or car wash! These activities will connect your community members together no matter what age! Lemonade stands are also welcome!

Silent/Live Auction: Many people combine auctions with events. Most of the work is done before the event in securing donated items from your community. Make sure to secure items as far in advance as possible so the event goes smoothly.

