



Red Cross Rocks: Battle of the Bands

What it is Red Cross Rocks: Battle of the Bands is a contest where several musical acts compete for the title of best band. The event is a great way to raise money to support the Red Cross's lifesaving mission to respond to major disasters, collect lifesaving blood, teach skills that can save a life and much more. This guide is inspired by the RedRockKC concert that was organized by youth in Kansas City to benefit the Greater Kansas City Red Cross Chapter.

How it helps The Red Cross responds to nearly 70,000 disasters a year, and your local chapter plays a vital role in this, but they cannot continue to do so without financial support. This event will help raise much needed funds to provide food, shelter, health services, and more.

Get started Before beginning, contact your local Red Cross chapter for assistance. You can search for your local chapter by zip code on redcross.org—when you call the chapter, ask to speak to someone who works in volunteer services. They will be able to guide you to available resources that can make this an impactful and successful event. Once you have established contact with your chapter, here are three steps to get the event planning started:

- 1. Form a committee** – Form a strong executive committee of three or four people to work closely with you. Ask people you can trust and count on to stay committed to planning and executing the show. View the timeline resource for suggestions on how far in advance to form this committee.
- 2. Host the event at school** – Hold a meeting with your executive committee to develop a plan on how to ask the school about using the school auditorium or gym to host the event.
- 3. Find bands** – Create a list of bands and performers you know to contact. Remember to think about your friends that attend other schools and contact them as well.

Want more information?
Email us!

youthinvolvement@redcross.org



DID YOU KNOW?

The American Red Cross responds to nearly 70,000 disasters a year.



What's Next?

Find more information and details about planning in the Timeline resource.

▪ Logistics before the show:

- Establish a main point of contact at the chapter, and schedule a planning meeting.
- Work with the chapter contact to set a fundraising goal.
- Recruit friends, classmates, and family to help plan the event. Use the timeline resource for information on how far in advance to create committees.
- Ask local businesses for donations to give as prizes to the winning bands.

▪ Promoting the show:

- Create promotional materials. Ask one of your friends to design an event logo and use it on flyers, posters, and tickets. Just make sure to get the logo approved by your chapter contact.
- Promote and think big. Make an announcement during the school news and ask community blogs/websites to share information. Use the timeline resource for more ideas for promotion.
- Frequently remind potential attendees how the money will be used to support the Red Cross in helping people in the community.

▪ Prep for show day:

- Get materials from your local Red Cross to share with attendees. Invite as many Red Cross employees as possible to speak to people before the show, or set up a table for people to visit.
- Showtime! Remember to invite local media to cover the event, and share ways for people to support the Red Cross chapter after the event.

Conclusion

Battle of the Bands was a success, now its time to reflect with volunteers on what worked well and what you can improve. Write down the feedback and save for reference during future events. Remember to host a celebration to recognize the volunteers that helped—ask local businesses for food donations for the celebration. Share how much money the group raised and how their hard work supported the Red Cross in helping the community—invite Red Cross chapter employees as well! Also, work with your chapter to send thank you notes to all event sponsors. Check out other activity guides on redcrossyouth.org.

This guide was inspired by RedRockKC, a Red Cross fundraising event started by youth volunteer Max McCallister.

Before beginning, contact your local Red Cross chapter for assistance. You can find chapter information at **redcross.org**.

Shake it up!

- » Invite local celebrities to be judges and ask for comments American Idol or X Factor style.
- » Teachers have bands too! Ask faculty and staff if they would like to join the battle.

Show and tell

- » Share pictures and videos of the show by sending them to **youthinvolvement@redcross.org**.
- » Share pictures and videos on Instagram, Twitter, Facebook, Tumblr, and your other social media channels. Remember to use a hashtag!

Resources

- » Sample Planning Timeline
- » Media release template