



**Music
Beats
Mines**

Fundraising Kit and Survival Guide

Together helping MAG rid the world of the deadly remnants of war




FundRaising
Standards Board

MAG
saves lives builds futures
Registered charity no 1083008



Dear Music Beats Mines Fundraiser!

Thank you for taking part in Music Beats Mines for MAG. The aim of MBM is to bring together a shared passion for 'the arts' whilst helping to raise vital funds for MAG's life saving work across the world. Whatever your style, be it a gig, a piano concerto or a ceilidh, with some careful planning and expert help from the team here at MAG your fundraising event will be a great triumph. You'll be joining scores of others nationwide helping MAG rid the world of the deadly remnants of war.

MAG's 20 year history has seen operations in more than 35 countries clearing the remnants of conflict for the benefit of local communities. In 1997 MAG was co-laureate of the Nobel Peace Prize for recognition of its work in the International Campaign to Ban Landmines. MAG relies entirely on contributions to fund its life saving work and is proud of the fact that more than 90 per cent of its income is spent directly on the field. You can rest assured whatever you raise from your Music Beats Mines it will be put to use helping to create a more sustainable future for generations to come.

We believe music has a powerful message and there's nothing better than getting a group of like minded individuals together to celebrate and be entertained whilst raising funds for a great cause. So, we're asking people all across the country to hold their own event as part of the Music Beats Mines festival. You can hold any kind of fundraising event you fancy and no matter how small or ambitious you choose to be, all money raised will go a long way towards helping a conflict-affected community get back on it's feet. We'll provide you with materials, inspiration and support and even a dedicated section on our website to advertise your goings-on. We envisage a world where theatres, living rooms and village halls everywhere are filled with the raucous pleasure of MBM followers each taking steps to help MAG to enable recovery and development of conflict affected communities.

Remember, be realistic. Small events often raise more money than large, high maintenance ones. But still remember to aim high and ask for help. Call the fundraising team for help, advice, or just a chat on 0161 236 4311.

Once again many thanks for your interest in MAG. Your support will help MAG to continue saving lives and building futures.

Bye for now,

A handwritten signature in black ink, appearing to read "Cat Smith".

Cat Smith
Public Fundraising Officer





How will you join in and help MAG rid the world of the deadly remnants of war



Music Beats Mines is a seasonal carnival running until the end of 2009 when we'll be looking back at the amazing ways in which people like you have come together to help communities affected by war. We'll only stop when we see the world rid of landmines and unexploded ordnance.

MAG Factor!

Recitals

Cabaret

Poetry Night

World Music Party (pick a country where MAG is working)

Church Choir

Music Quiz

Musical

Dance-off

Ceilidh

Disco

Lunchtime Gig in the Office

Sponsored Busk

Open Mike Night

Acoustic Gig

Themed Night

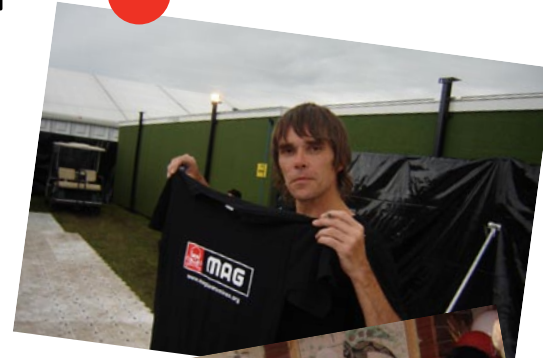
Battle of the Bands

Medieval Banquet

Folk/Jazz Evening

Living Room Gig

School Choir





The ingredients for mine-blowing success!

Be prepared...

Decide what kind of event you'd like to hold. Take a look at the list we've cobbled together for some inspiration; remember even the smallest of ideas can turn into brilliant money spinners. It's important to manage expectations but don't be afraid to try out new ideas for events. There really is no limit to what you can make out of Music Beats Mines; the more original the idea the more appealing it will be to the folk of your town.

A sponsored event can be pretty easy to organise and allows you to be as creative as you like. This could involve an ongoing all day event where you get more sponsorship for the longer you go on. A busk, drum or dance-a-thon are easy to organise, especially if they are in a public place (permission granted) where on top of sponsorship you can collect donations on the day from passers by.

Get yourself a dedicated MBM team. Try getting a group of people together to help organise your event. The more hands involved the better and the more contacts you'll have between you. It helps to assign jobs to each member of your events committee to ensure that every base is covered. Make a list of everything that needs doing from start to finish and enlist people with the skills to get the job done. If you're struggling to find help don't be afraid to ask around for volunteers, put up a poster in your local volunteer centre and advertise roles on message boards and even in the venue that be hosting your Music Beats Mines. MAG can provide you with as much information you need about the charity; we want your team to be fired up about MAG as well as wanting a great night out!

It will help to arrange official meetings with the group to make sure everyone is up to speed with organisation. Make sure everyone feels included in the run up and keep everyone motivated. Keep MAG updated on your plans too, and don't be afraid to ask

us for help or advice along the way. This will increase the success of your MBM and raise even more money for MAG!

Choose your venue wisely. Lots of venues hold charity events free of charge; ask around to find out what's on offer in your local area. Venues such as libraries, art centres, churches, village halls and local parks are often open to community events, especially if your MBM will appeal to a wide group of people. You'll need to build a relationship with the venue manager, and from them find out everything you'll need to know about the venue; whether it has a regular crowd, what security they offer, insurance details, health and safety, kicking-out time, price of drinks. All these are important details to know before promoting your event. Some venues offer their space for free if you can guarantee you'll pull in a certain number of people or they might ask for a cut of the door profits – exercise your negotiation skills here and remind them that they too are taking part in a nationwide fundraising event to help MAG rid the world of the deadly remnants of war.

Make sure the venue you choose is suitable for the type of event you want to put on. Avoid putting your or MAG's name into disrepute because you didn't check certain details beforehand. Also it's important to consider who your target audience is – if a band you've booked usually play to under 18's make sure your venue allows this age group in. Try to make it as inclusive and as accessible as possible, checking for disabled access and most importantly be realistic about size. A small venue with a small crowd looks more alluring than a large venue with more staff than paying guests.

A Marketing masterplan. Tell us about the event you have planned and we'll get our highly skilled Media and PR Officer to draw up a press release and help raise the profile of your MBM. We can

also register your event on www.myspace.com/musicbeatsmines where you can also a gander at other events happening across the country. Getting your event sponsored is a sure fire way of increasing your income; sometimes venues sponsor events or ask local shops and businesses. They'll often donate goods or services if they can't sponsor the whole event. Getting someone to print your flyers or donate a prize all helps keep your overheads down and thus raise more money for MAG and make you the king or queen of fundraising!

Setting up a JustGiving page for your event is a good idea (www.justgiving.com/mag); often people donate more online and you can sell tickets this way too making the donation list your guest list.

Set your spirits and your fundraising target high!

The more pennies you raise from your MBM the more it will help MAG to clear the remnants of war for more communities across the world. Make sure you're charging a respectable amount entry into your event and ask the venue if you can have collection buckets out on the evening too. You could increase your income by organising a raffle or an auction on the night; try contacting local businesses for support and donations of prizes. MAG can write you a fundraisers' letter of authenticity to prove that proceeds from your event are for charitable purposes. We advise you to try and blag as much free stuff as you can; it's out there you just need to ask! Aim to raise as much as you think possible whilst keeping your expenditure to a minimum.

If you're holding your event at home there are lots of ways of increasing the money you could raise. Get someone to hold a cake stall on the night or offer face painting/shoe cleaning for a donation! You could also plan games within your event, wear fancy dress or have karaoke in-between acts. Why not charge people for not turning up in fancy dress or for not obeying your chosen theme. In whatever venue you're holding your event, dance competitions are always a favourite. Organise one for between acts and charge people to enter. The winner could win the chance to introduce the evenings finale or ask the

venue if they'll provide a free drink for exactly these occasions.

The right mix of talent. Most people know some budding artists or musicians desperate to play to a crowd and promote themselves; these are the folk that will most likely do it for free. If you have an idea for a theme and are struggling to find artists, try advertising in rehearsal studios or venues which offer similar styles of entertainment. Online social networking sites are a good way of finding performers, and even advertising at this stage will be spreading the word of your forthcoming MBM event. Remember to speak with your artists in the same way you would with promoters and managers; you want to avoid any drama on the night with 'shirty' performers!

Your artists/bands/DJ's will need to be informed about MAG and why you are supporting Music Beats Mines in order for them to go out and promote the night to their networks. MAG can provide general information about our work and our website is a good source of up to date information about what we're up to: www.maginternational.org

Your artists will need to communicate with each other before the event to arrange sharing instruments, PA's and other equipment if necessary.

On the night. It could be useful to enlist a stage manager to oversee the smooth running of the event. In the run up to your MBM the more hands you have the better, but at this point make sure there is one point of contact for the venue and artists and anyone else that might need prompt advice at the last minute. Draw up a set list for the night and hand out to everyone involved, including unloading/loading, sound checks, opening time, performance schedule and curfew.

Don't forget the small essentials on the night, like the collection buckets and stickers that we can provide and also a float for the door. We can also send you posters and balloons to make your event MAG branded so no-one can escape your message!

We'll send you information about MAG for people to take away with them and you could even get a clip board circulating asking people to sign up to MAG's e-newsletter (speak to a member of the fundraising team about this as we don't want anyone breaching data protection laws!)

Ask permission to take proceeds from the cloakroom money to bump up your total, or ask at the bar if they'll help promote 'Mines A Pint' whereby people donate money at the bar that they'd usually spend on a drink. You don't want the venue to lose out though so try and encourage people to donate and purchase a drink – this will be easier as the night goes on!

If everything's in place on the night a happy crowd should be a doddle. Added extras during your event like competitions or raffles are a good way to keep your crowd excited and don't forget to have a plethora of MAG materials around the venue to keep people motivated and excited about why they are there. Don't forget to take lots of photos of your event too and send them to fundraising@maginternational.org and we'll get them up on our website.

Make sure your event is a safe one. It's your responsibility to make sure the venue has all the necessary safety and security arrangements for the night. They should have all this covered; it's just a matter of reassuring yourself. If you need any information on health and safety issues visit www.hse.gov.uk. Your local St John Ambulance can provide information on health and safety and you might want to even invite them to be there at your event especially if it's an outdoor family event. Visit www.sja.org.uk for more information. It's important to mention, MAG cannot accept responsibility for accidents during your event. Lastly, be aware of your own personal safety, particularly if you're carrying money around on the night.

And a legal one. MAG cannot accept any liability for events run under the Music Beats Mines name. Check with your local authority that you have all the necessary permissions including trading standards,

health and safety, licensing and security. Your local police force will need to be informed if you are planning an outdoor event with large crowds that might disrupt traffic and everyday goings on. Informing the police might also give you piece of mind that everyone will be happy and safe too and may ease the running on the day.

For venues that don't usually have live music you'll have to get your hands on a Temporary Event Notice which you can obtain from your local authority. Also in order to sell alcohol in an un-licensed space you'll need to do the same.

If you are organising a raffle, ask us for information on regulations for guidance – there are strict guidelines that you must adhere to. However if you just plan to sell tickets on the night and draw the raffle on the night, you don't need a licence.

Any materials you produce for your MBM must clearly state that you are raising funds for MAG and not that you are representing MAG. Any materials you produce will need to include the words 'MAG is a registered charity in England and Wales No. 1083008.'

Watch the pennies. Obviously we don't want your Music Beats Mines to set you back so a strict budgeting plan is essential. Getting your artists and venues to play for free keeps costs down, and remember to blag as much as you can. Tell anyone and everyone why you're supporting MAG through Music Beats Mines and once people see your passion they'll want to contribute to your event. If you are planning to donate a portion of your event income to MAG because you need to cover various costs this needs to be clearly marked on any promotional material. Avoid saying things like 'All proceeds go to MAG' unless this is absolutely true. On the night of your event ensure you've asked for a secure room in which to count your takings and make sure there's a plan for getting you and the money home safely.

Remember, the quicker you send your money to MAG the faster we can put it to use clearing the world of the deadly remnants of war. There are two ways you can get your money to MAG:

Either bank the monies raised and send a cheque to MAG for the same amount or send us your credit card details.

Or go online to www.maginternational.org/musicbeatsmines/donate and leave a message telling us what your event was and just how much you enjoyed it.

Please don't use justgiving to donate large amounts in one go as there is a fee.

Once we've received your donation we'll add it to our website with the running total of MBM nationwide success. We'll also send you a lovely MAG certificate to hang up and look at with pride.

Checklist:

1. Make sure your chosen venue has the right licences to stage the event (music, entertainment, alcohol, food). Insurance is a must too.
2. Ensure adequate security is in place to handle your guests. This can usually be provided by the venue.
3. Remember to include on all your promotional material that this is a Music Beats Mines event in support of MAG and include our registered charity number 1083008.
4. You'll need to state on your promotional material and tickets how much of the entrance fee will go to MAG; make an educated guess if this is uncertain.
5. MAG cannot underwrite any costs incurred during your event without the express consent of MAG in writing.

We'd love to know how you're getting on

**contact the team at MAG on
0161 236 4311 or email fundraising@maginternational.org**

Finally, THANK YOU from all of us at MAG for taking part in Music Beats Mines. We hope you enjoyed the experience and we hope to see you again next season for more MBM fun!

Our aim of giving life back to the innocent civilians affected by war is made more achievable with your support.





Basic media strategy for MBM organisers

First things first:

1. Nominate spokesperson for the event, explaining what you are doing, and why you want to support MAG.
2. Ensure venues / artists involved are happy with you getting some media coverage of the event. It's rare that they won't be...

Then **telephone** (always better to speak in person!) all your local media – radios, newspapers, websites – and arrange to email them a short press release about the event (see template).

Most local councils have a section on their website that lists all the media outlets in a local area, but some examples are:

- Regional daily newspaper. These are usually based in a region's biggest town or city.
- Local weekly newspaper. Almost every small town has one! They will be most likely to be keen to run your story, so make sure you speak to them.
- Local entertainment listings guides. Often these are linked to the regional daily newspaper, or can also be easily found online.
- Any music publications that are in your area.
- Student magazines or websites – these will be useful for reaching your target audience and getting people to the event.

When contacting media remember the following important tips:

- Make sure you speak to someone on the 'newsdesk' – these are the only people who write the stories.
- Remain polite and professional, and make sure you can answer questions like why are you doing this event, who is taking part, where is it going to happen? They get many calls, and will only follow stories that are credible.
- Invite journalists to the event! If they cannot / do not come, make sure you take some pictures and send them to the paper afterwards.
- Give them contact details that work! It's important any email addresses and mobile phone numbers given are checked regularly.
- They will probably want to take your picture, so make sure anyone who will be in the picture is happy with this.
- All outlets have deadlines – find out what they are and don't miss them!
- If they want any more information about MAG in general give them the website www.maginternational.org, or ask them to call Kate Wiggans, MAG Media and PR officer on 0161 238 5445 / kate.wiggans@maginternational.org.

Music Beats Mines

Example Press Release



MAGsville [who are you? Band / DJ / school / theatre group etc] in explosive charity fundraiser

[DATE OF RELEASE]: MAGsville [YOUR NAME/GROUP] play gig at [VENUE] this weekend [DATE OF EVENT] in aid of humanitarian landmine clearance charity MAG (Mines Advisory Group).

[YOUR NAME/GROUP] are from [GIVE DETAILS HERE OF YOUR SCHOOL / COLLEGE / UNI / WORKPLACE].

They arranged the event as part of MAG's nationwide festival Music Beats Mines to raise awareness of and funds for MAG's life-saving work all over the world.

Every day thousands of ordinary civilians trying to recover from, or survive, war are being hurt or killed by leftover bombs, landmines and weapons.

For these people, ceasefire does not necessarily mean safety.

Event organiser [SPOKESPERSON'S NAME] said: "We thought this would be a great way of spreading the word about MAG in a positive way, arranging an event where people can have fun but still feel like they are helping a really important cause. It's great to be part of such a massive thing as Music Beats Mines, and the [EVENT] is going to be brilliant, so make sure you don't miss it!"

Artistic groups from all over the country are coming together and declaring Music Beats Mines. They are raising vital funds for MAG, a Nobel Peace Prize-winning charity, which has been clearing unexploded ordnance from conflict zones for 20 years.

Notes to editors:

- Music Beats Mines is running from September to December 2009.
- MAG is a humanitarian organisation and co-laureate of the 1997 Nobel Peace Prize, working to clear the remnants of conflict for the benefit of communities worldwide.
- Visit www.myspace.com/musicbeatsmines to view a list of all contributors.
- For more information about MAG's work in general please contact Kate Wiggans, Media and PR officer on 0161 238 5445 / 07979 343 969 or email kate.wiggans@maginternational.org.
- Visit www.maginternational.org for pictures and moving footage of MAG's work, and full details of overseas programmes. If using pictures/footage please credit Sean Sutton/MAG.



Music Beats Mines Income Form

(don't forget to send this form back with your donation so we can properly thank you for all your hard work and we'll shout about your success on our website too)

Event Name _____ Telephone _____

Date of Event _____ Email _____

Name of Event Organiser _____ If you would like to receive our email newsletter please tick here

Address _____

Postcode _____

I enclose a cheque made payable to MAG for £ _____ towards MAG's lifesaving work across the world.

Please debit my credit/debit card for £ _____

Card Type: Visa Delta MasterCard Maestro Switch Solo CAF card

Card Number: _____

Issue Number (Switch): _____

Security Number: _____

(last three digits on the back of your card)

Start Date: _____ Expiry Date: _____

Signature: _____ Date: _____

If you have any feedback about your event we'd love to hear it. Please write your comments here or email fundraising@maginternational.org

Data Protection. Your privacy is important to us. MAG will process your data in relation to its activities as a UK-based charity. We may, in future, contact you with newsletters, appeals and information about events and offers. Please tick if you do not wish to receive marketing materials by post email telephone . MAG occasionally shares supporter data with other, similar organisations - please tick here if you would prefer us not to . By entering an event you agree to the charity making use of your image. By providing your contact details (eg address, telephone number, mobile number and email address) you consent to MAG contacting you by those methods unless otherwise stated.

You can make your donation online at www.maginternational.org/musicbeatsmines or send this form with a cheque or your credit card details to **MAG, 68 Sackville Street, Manchester, M1 3NJ. If you do decide to donate online please leave a message in the text box with details of your event so we can identify which brilliant MBM fundraiser you are.**



Information for artists

Music Beats Mines is a three-month-long nationwide festival of music, poetry and the arts to raise funds for MAG (Mines Advisory Group) and their mission to clear landmines, weapons and other remnants of conflict for the benefit of communities worldwide.

Between September and December 2009 we will be asking people all over the country to hold events for MAG under the banner of Music Beats Mines. The aim of the events is to raise vital funds for MAG's life-saving work across the world.

Organisers can hold gigs, club nights, busk-a-thons, poetry nights – anything creative – built on the desire to help MAG continue giving life back to the millions of people affected by conflict worldwide. We believe music has a powerful message and we hope to create a legion of Music Beats Mines followers who together are helping MAG to rid the world of the deadly remnants of war.

MAG is a humanitarian landmine clearance charity working to reduce the suffering caused by landmines and unexploded bombs, and empowering people affected by conflict to rebuild their lives.

MAG is currently working in 16 countries worldwide including Vietnam, Cambodia, Sri Lanka, Iraq, Lebanon, Sudan, Angola and the Congo. Most recently, MAG moved into Gaza to work on emergency clearance operations after the escalation in violence in late 2008.

MAG was co-laureate of the 1997 Nobel Peace Prize for recognition of its work with the International Campaign to Ban Landmines.

MAG is dedicated to using innovative, expert ways to help people develop and grow in safety when they return to areas that have been mined or bombed.

MAG uses an impact driven approach and consults with local communities to assess where the need is greatest. We are proud of the fact that at least 90 per cent of our income is spent directly on our operations in the field.

All money raised through Music Beats Mines will go towards helping a conflict-affected community get back on its feet after war has ended. Every metre of land that is declared safe is another metre of land that can be used by local people, helping them gain strength and support their families through the aftermath of war.

Your support will help MAG to continue saving lives and building futures. Please visit www.maginternational.org/supportmag for more information or contact catherine.smith@maginternational.org



One Mission



Across three months of electrifying events

One giant carnival with you, MAG and a legion of Music Beats Mines followers...

The more we raise from our Music Beats Mines fiesta the more lives MAG can save across the world.

£45 is enough to field three fully trained and equipped deminers for one day



£50 could be a prodder to enable a deminer to determine the exact location of a landmine

£80 could provide protective headwear such as helmets with visors



£225 could buy a spine board to carry a mine victim to receive medical assistance



£550 will help us destroy mines by a remote, safe and controlled explosion using an electronic exploder

£2,000 to £3,000 could pay for a detector to help locate a deadly landmine



...or we could just put your hard earned donations towards destroying weapons in war-torn countries, to transform minefield into safe agricultural land, to educate people on the dangers of living in areas contaminated by weapons, to enable other emergency organisations to deliver their services in safety, to provide employment for some of the world's poorest people. Simply put, we make safe land available for building homes, schools, health centres or a place for children to play away from danger.

