



Dear Educator,

Rock the Cause, a Twin Cities based 501c3 is pleased to present our new program Rock the Cause High School. We believe in the power of young people and it is our passion to help students aged 18 and under to discover causes that resonate with them while developing leadership skills!

Our High School program is an extension of our award-winning charitable program that builds community through the power of volunteerism and music. Volunteering helps young people understand the real needs in their community and what they can do to make an impact. Volunteering builds self esteem, team work and leadership skills.

The people at Rock the Cause are truly visionary! Their passion and commitment to humanitarianism is the foundation of Rock the Cause. As an educator, I am excited to share this opportunity to serve humankind with my students. The Rock the Cause dream for bettering the world is contagious. – Colleen Neary
Faculty Member Anoka, MN High School

Rock The Cause is partnering with the Minnesota AIDS Project for the upcoming MN AIDS Walk on Sunday May 15, 2011. The event begins with a walk and run starting at 7:00 AM and culminates with an all-ages concert from 12 to 5 featuring some of the Twin Cities hottest acts like Alison Scott and The Melismatics!

We invite your school to form a school-wide walk team and to enroll volunteers to provide your students with a diverse and enlightening philanthropic experience. We will be happy to provide your school with a pep rally, presented by Rock the Cause, with local musicians and RTC employees to inform, entertain and engage students to volunteer in their communities. We will also provide our high school volunteers with free T-Shirts and an MN AIDS Walk compilation album download card.

In addition to providing volunteer opportunities, Rock the Cause will be providing a VIP (Very Important Philanthropist) section at the concert portion of the MN AIDS Walk for all of our high school volunteers and their families, so they don't need to worry about getting bad seats if their volunteer slot overlaps with the concert.

We also plan to create a friendly competition between the high schools we enlist to encourage higher levels of participation. The high school that enlists the most volunteers (for the school-wide walk team and other volunteer positions) will win a free concert at their school. That concert will be a great chance for your students to hear free music, sign up for other volunteer opportunities, support a cause, meet local musicians and receive coverage of the great accomplishment the school achieved!

This is a great opportunity for your students to gain volunteer experience. We hope to partner with you so we can reward the philanthropists of tomorrow for their valuable work today.

Please feel free to email us with any questions or concerns. A Rock the Cause representative can meet with your school anytime. We have excellent references from Junior Achievement, charities, and educators upon your request. Please see our attached High School strategy as we welcome your feedback!

Best Regards,

Scott Herold
CEO and Founder
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A New Generation of Volunteerism

Rock the Cause is an award winning Twin Cities based nonprofit visit us at www.irockthecause.org