



strategy + support for
musicians creating change

Air Traffic Control

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SUPPORT FOR ARTISTS RAISING MONEY FOR CAUSES

In the past fifteen years, ATC's team has helped artists raise, direct and re-grant over \$10 million to social change and social justice organizations. These donations go far beyond fulfilling immediate and dire monetary needs of great organizations. They also, and perhaps more importantly, inject energy and excitement into these organizations and the tireless efforts of their staff and volunteers.

This donation is more energizing to our movement than much bigger donations because of who it came from!

--an Executive Director after hearing that a musician was giving her organization a small donation.

Musicians and bands of all sizes have worked with us to implement effective fundraising mechanisms including:

- **Ticket Add-Ons:** Add a small surcharge to each ticket sold during a tour, or apply a surcharge to the price of pre-sale tickets offered to fan communities.
- **Merchandise Add-Ons or Proceeds:** Add a surcharge to all merchandise or designate a merchandise item(s) from which proceeds will support pre-determined organizations/causes. Create a commemorative piece of merchandise to support a cause or partnership.
- **Guest List donations:** To enhance funds raised with ticket add-on efforts, ask comped guests to make a donation in lieu of the ticket price.

Working with ATC: ATC has streamlined processes that make it easy for musicians to raise and contribute significant funds to great organizations. ATC can provide:

- **Focus:** ATC helps the artist determine the issue area focus and the geographic strategy, as well as provide strategic guidance on this and other possible charitable activities.
- **Administrative oversight:** As a tax-exempt entity, ATC can accept tax-deductible contributions, and then administer the funds in ways that comply with legal and tax requirements. This alleviates much of the burden of these activities on the band and its management.
- **Identification and vetting of organizations:** ATC recommends effective charitable organizations based on the artists' interests and the focus of the effort determined at the onset of the project. Before recommendation, ATC does due diligence on each organization.
- **Relationships with nonprofits:** ATC acts as the point of contact with organizations. ATC also deals with all paperwork for the promoters and the charities, as well as re-granting and end-of-year tax reporting.
- **Impact reporting:** ATC collects impact evidence and statements from grantees and then creates a report for the artist and management on the impact of the donations.

For more information on how ATC can help artists and managers develop a strategy for an upcoming tour, or if you have any questions, please contact tara@atctower.net.

Air Traffic Control (ATC) exists to help musicians play an effective, unique and vital role in the promotion of social justice. Musicians and managers established ATC five years ago to assemble an experienced and trusted team of leaders, resources and tools that would help them to create more effective social change collaborations with each other and with social justice organizations. As a result, ATC became an artists' air traffic control—one that develops capacity, efficiency, and coordination to produce stronger and more creative social change partnerships. For more information, please go to www.atctower.net.