

In this paper I am going to describe the interactions between our group and the Lawrence community, and what their responses were like. I am also going to give a detailed description of the information that we distributed, and how this information affected community awareness. I am also going to describe the amount of competition that was required to make our project stand out among the various other groups. Finally, I will describe what our group learned during the process of planning and preparing for this event.

We strongly felt that there was a significant amount of competition to provide a unique type of product to raise donations for the Tsunami Relief project. When we would approach a student on campus, they usually would say that they had been approached by multiple other groups. We would have to explain what our group was doing and why this person should stop by our table and donate to our project. One of the responses that we frequently received was that they had already planned on donating to one group. We would try and get them to come to our table by mentioning our product. The product that our group was providing were white T-shirts with the Tsunami Relief day emblem and the words "I gave" on the front on them. We felt that T-shirts were something that college students would want. Our T-shirts were kind of plain, but we maximized what we could put on them for the price of getting them for free. A local merchandise vendor donated the T-shirts to us for free. If we wanted to have any more lettering on the back or different colors, it would have cost our group more money. We would have then had to set a higher target goal to ensure that we made enough money to pay for the T-shirts. This was a good lesson in cost benefit analysis. I think it also took some of the stress away from trying to reach a certain fundraising goal. We did not have

to push students to buy a T-shirt for a certain price. Rather than doing this, we simply told them that they could donate whatever they could afford at the time. I think that this made it a lot easier to get some of the donations that we received. One of the benefits of having a more flashy T-shirt design would have been having the option of setting a minimum donation price to get a T-shirt. Our group decided that this was the best course of action.

For two days before the fundraiser we passed our leaflets that XXXX had printed up. They were two sided color leaflets. The leaflet described where the money was going to, and the fact that several small charity organizations were still taking money. The leaflets also described the fact that when a large disaster like this happens, money that would normally go to other causes gets sucked away to the large project. We wanted to make it known that humanitarian relief organizations always need more money. The leaflets also described the size and scope of the disaster, and provided facts about the disaster. Our group felt that these leaflets were helpful, but the disaster was pretty well known by the students that we approached. We also learned that there are many different groups of people handing our leaflets on campus. This causes a lot of students to get tired of being approached by people. There is kind of an overkill of leaflets and people trying to get their message out. This was a problem because the areas that we conducted the fundraiser in were the same areas where the leaflet overkill happens. One student told us that he feels that there is a daily barrage of information that he does not care about on campus. This student also said that most of his classes happen around the same areas where people hand out leaflets.

The reactions that we received from people were mixed. Everyone knew about the Tsunami disaster, and generally understood what was going on. We did receive comments from people that thought that all the donation targets had been met. We would simply tell them that some organizations were still taking money. In general, we had positive interactions with people. We talked to about 25 different people in all. They were mostly KU students, or post-graduates that work on campus. Our group ended up raising \$195, so we were successful for the most part.

One thing that we realized that occurred during the relief is that several large humanitarian relief organizations reached their donation target and quit accepting donations. We thought that what these organizations should do in the future is keep taking donations, and then reallocate the resources to smaller organizations. The organizations could make alliances, and benefit each other. The large organizations could at least make suggestions as to what other charities are still taking money. To simply stop taking donations all together is kind of stupid.

The biggest problem that we faced is that there were around 10-15 groups participating in the fundraiser in the same area and at the same time as we were. We had unique product, but there were simply too many other sources for people to choose from. We think that if all the groups were formed into time slots that it would have been better. If these time slots were staggered throughout the day it would have been ideal. This way would have made it possible for only 3-4 groups to be in an area at the same time. If the large groups also made sure that each group had a separate product, this also would have been beneficial. This would have prevented two different groups from trying to sell T-shirts or food at the same time. We think that each group should have elected a

representative. Then the representatives could have got together to organize when each group will have a time slot and where. There could have been a lottery to decide when and where each group went. Another idea that we came up with is that each group could have submitted a two ideas for individual products to provide. The TA's could evaluate the list to make sure all of them were legitimate. Then a lottery could have been held to decide which product or service each group was going to provide. This would have upset some groups, but would have prevented two groups from having the same product. This could be a good example of how democracy works in action.

One of the lessons learned from this large project is that prior preparation makes that whole thing run more smoothly in the end. With a big group of people it is hard to hash out the small details, but in the long run these small details make the whole thing better. We also feel that if all the small details would have been hashed out from the very beginning everything would have run smoother. The limitations of what you could do seemed to change during the lead up to the event. An example of this is when several groups wanted to sell food. At the beginning food was not an option, and then it was, and then it had to be pre-packaged. Another example of how things could have run smoother is to have had more than two locations to do the fundraiser in. We think that four would have been enough. Some possible locations that we came up with were the residence halls, the underground, and the Burge Union.

In conclusion, we learned from this experience and we provided money for a good cause. Each person in the group helped in their own way, and this made it easier on everyone throughout the event. I am sure that we will all use the tools that we learned during this experience in any future fundraising activities that we may participate in.