

## **AWARENESS EVENT PAPER**

### **1. What is your minimum collection target?**

Our collection target depends upon negotiating with another university organization. As of now it varies between \$200-\$300 (*minimum*). For our raffle there will be five males and five females, the tickets will be \$1.00 each, if there is a minimum of twenty tickets sold for each person, we will make \$200. The athletes that will participate come from the track and football teams at KU. The ones that will participate will depend on the exact time the group meetings will be held. We will also be accepting donations where we are selling the tickets, and our table will be creatively decorated with necessary information about Indonesia and the terrible impacts caused by the tsunami. Hopefully students and staff will be willing to donate various amounts of money after reading/hearing this information.

We are currently negotiating with Student Union Activities to organize our group meeting for the raffle winners. To keep everything on campus we are checking with KU Catering to cater a meal in the union (where we are also investigating different room options that we could use that Wednesday evening) for the dinner part of the group meeting. Hopefully, SUA (student union activities) will agree to show a special movie Wednesday night, to fulfill the “entertainment” part of the meeting, and also to raise more money for the tsunami relief fund. Usually movie tickets are \$2, if we keep that same price we can split the \$2 with SUA, (they have to buy the rights for the film we choose to show that night) and also again have our information table, ready to take donations for UNICEF. We can almost guarantee \$200, and hopefully we will be very surprised at how much money will be raised for this cause.

## **2. What events are you going to undertake in order to reach that minimum target?**

The main event will be a fundraising that emphasizes the situation in Asia after the tsunami disaster. On April 6<sup>th</sup> we will have a raffle at Wescoe Beach. The prize will be having coffee with one of ten KU athletes. Five female and five male athletes of the university's Football and Track teams will participate and will be raffled.

On that day our group will set up tables with information about the Tsunami, the damaged countries and the international aid. We want to emphasize the fact that the university athletes are prominent figures at KU and that they believe the tsunami relief is an important cause that everyone at the KU community needs to support. Because team sports are so popular at the University of Kansas, we think that athletes are the most encouraging people to endorse the cause and help us draw the attention of the student body.

The tables at Wescoe Beach will provide information about the tsunami and about the athletes. Each of them will have a ticket box. The public will be able to buy \$1.00-tickets to participate in the raffle of one of the athletes. They can buy as many tickets as they want, so that their names can have more chances of being drawn out. They can also put their tickets in as many boxes as they want in order to participate in the raffle of more athletes.

Each ticket box will have a fact sheet with personal data about the athlete. This will help legitimize the event in the eyes of our target audience.

The raffle will take place between 11.30 and 12.30 pm on that Wednesday and the winners will be announced immediately after the raffle. If not present, the winners will be notified by telephone or e-mail. In the evening, the athletes and the winners will go

watch a movie at the Kansas Union and after that they will attend a dinner, which we will prepare specially for them at the Kansas Union.

The day of the event will be the only occasion in which our group will collect money for the tsunami relief. Before that day, we will request local stores for donations for the dinner. The main donation will be catering. Furthermore, Student Union Activities (SUA) will contribute with the movie before dinner.

All the donations will go to the damaged country through KU UNICEF. The United Nations Children's Fund chapter at the University of Kansas has experience sending money to countries in crisis.

The reason why we chose this different kind of event is the amount of fundraising event all sorts of groups organize, without considering what would really appeal their target audience. Many fundraising events are very similar and therefore do not draw attention anymore. The athlete raffle is an original idea that will draw students' attention and encourage them to become involved and support the tsunami relief.

This particular event will be useful because it is different and because it includes regular KU students and important KU personalities. As a result, the University of Kansas community will join together to make a great contribution to the bigger, global community.

**3. How are you going to publicize the event, i.e. inform the community about the event and get donations?**

We will use these media to inform our target audience:

- a) Fliers handed out at Wescoe Beach

- b) Posters at strategic locations on campus: Computer labs, Recreation Center, Robinson Gymnasium, Kansas and Burge Unions, main schools and departments, Jayhawk Towers, residence halls, scholarship halls, sororities and fraternities.
- c) Newspaper ads on the University Daily Kansan free section for non-profit causes and organizations.
- d) Public service announcements on KJHK during the four weeks previous to the event. (KU radio station)
- e) Sidewalk chalking on Jayhawk Boulevard on the same week of the event (April 4- 6).

All these media are designed to reach specifically our target audience of traditional college students at the University of Kansas. Components c), d) and e) are free. The University Daily Kansan and KJHK provide free Public Announcements for student organizations and good causes on campus. For components a) and b) each of the members will take care of a small amount of fliers and posters that will be distributed and posted on strategic locations.

Business donations will be collected before the event, and in forms that do not include cash, or any type of money. The money donations will be collected from the public only on April 6 at the main event.

- 4. Explain why you want to use a particular publicity strategy, i.e. if you use fliers- explain why fliers and why not posters?**

We will publicize with fliers and posters. The fliers will be handed out at a table at Wescoe Beach and placed on car windshields on campus. We chose fliers because they are a mobile medium for the public and it can be later used for reference.

The fliers will have two sides. One of them will make emphasis on the situation in Indonesia after the Tsunami and the other side will promote the fundraising event.

We will also use sidewalk chalking to publicize the event. We chose this medium because it is very effective and non-expensive.

Also the Kansan and KJHK provide free services for non-profit organizations and events.

**5. Explain what your target audience will be- students, families, faculty, and why.**

**Also explain where you will advertise. This will depend upon who your targets are.**

The main target audience is male and female traditional college students of age 18-22.

They are interested in KU Basketball, Football and Volleyball figures because they follow KU sports and they identify with the school's interest. Athletes are public figures that interest the University of Kansas community. Most members of the target audience would enjoy an event that gives them the opportunity to meet in person one of these public figures and chat with him/her.

The secondary target audience is non-traditional students like graduate students. This group identified itself less with KU traditional sports because of the age group they represent. However, as part of the school, they would also feel very proud of having the opportunity to join the athletes at the main event.

**6. What other possible publicity strategies can be used.**

We will also have access to the KU UNICEF and SUA e-mail listserves. The KU UNICEF listserve is available for events that provide funds for the U.S. Fund for UNICEF. The SUA listserve is still on negotiation.

A very powerful media will be word of mouth inside the KU community. We need students to feel identified with the cause and to advocate it with their circle of friends.