

Contact and Collecting Donation

The topic of this paper doesn't specifically apply to our particular project, but we can still try to answer the proposed questions to the best of our ability. Since we are putting on a benefit concert instead of collecting items from people, it is kind of impossible to say what our participation level will amount to until April 2nd when our concert occurs. Our target, however, is to get at least 50 percent of the people that go to the concert to donate money to help tsunami relief in Indonesia. In order to assure some level of participation from the audience, we are making sure to include on the flyer that donations are very much appreciated. Also, the fact that the words "tsunami aid" appear in the center of the flyer and "benefit" appears at the top, we are assuming that people will be able to figure out that the whole purpose of this concert is to raise money. Also, we have set our collection target at about \$100, so we are really hoping that at least 100 people circulate through the doors of the show. If we can achieve a large attendance, then that will make it much easier to raise money. Plus, we are planning on stirring up sympathies for the unfortunate effects of the tsunami on Indonesia, and hopefully that too will encourage people to donate money.

Since our event is in just a few days, we really need to start publicizing as much and as soon as possible. It took too long to get our band list finalized, and so printing off a bunch of flyers with a list of bands that was prone to change would have been a bad idea. One of the bands that has committed to our concert, Box Social, has a CD out; we are assuming that that will act as publicity in itself since they already has a following. The other two groups, Periwinkle and the Vivid Tangerines and Brian Sears have a following but no cd. Another way we are planning to increase participation in our event

is by word of mouth. One of our group members is an Resident Assistant and he will be able to plug our concert very easily do to the amount of contact he has with residents. The rest of us in the group plan on spreading the word about the concert to anybody in our classes, dorms, or clubs that we might participate in. We are aware that not everybody we tell about the event will show up, but if enough do, then that will certainly help to bolster participation in our event through donations.

Seeing as how the target audience for this concert is college students, we don't expect to run into too many problems with ignorance or apathy. College students seem to be extremely responsive and willing to help others in a time of crisis. The only really large hurdle we face with our target audience is the fact that college students are notorious for being short on cash. However, nobody is asking for a donation of \$20 or more because that would be unreasonable. We just want people to come to the concert with a little bit of money in their pocket and hopefully they will be willing to give some of it. Since the concert goers will be focused on the bands on stage, we will also use that as an opportunity to encourage donations. The bands can plug for us that donations are needed if this is to actually be a successful attempt at tsunami relief. So we have many different resources at our disposal when it comes to encouraging participation.

We all hope that the show will go rather smoothly, but if it doesn't, there are a couple different things that we can blame. The first thing is that we are waiting until 6 days before the concert to start publicizing it. Maybe if students had a more prolonged exposure to the idea of our benefit concert, they would be more willing to attend. Also, it is hard to predict what affect spring break will have on participation in our event. For example, a lot of students will want to spend the majority of their first weekend back

hanging out with friends and going out, so maybe they won't be interested in stopping by our concert. But then, that is why we set the concert time at 3:30 PM – we don't want to try to compete with the actual nightlife of Lawrence.

If we had to predict how well our event will go, I think the consensus is that it won't be a failure but it won't be a huge hit either. It has been a few months now since the tsunami disaster occurred, and seeing as how the wave didn't cause any damage to our country, the good will and energy to help out may have since dwindled. We hope that by offering up the opportunity to spend part of a Saturday afternoon listening to music, people will be more anxious to come than they would if we were just flat out asking for donations. We don't expect to have any problems with students being rude to us because we are just simply going to ask for donations, not demand them. And they are choosing to come to *our* concert, we aren't encroaching on their personal time. So attitudes will most likely be positive rather than negative towards any suggestions of monetary donation.

We plan on chalking and spreading flyers and using word of mouth to publicize our concert as heavily as possible, and hopefully great effort in publicity will translate into a successful event with high participation levels and donations. We are going to make sure that people feel confident donating money to us by giving them the chance to write their donation on a record sheet and then initial it, proving that we are serious about making sure that every penny of their donation goes to the Red Cross efforts in Indonesia. It is hard to predict how the concert will go, but with the right amount of effort and energy, we should experience a certain amount of success.