Preliminary Event Plan

S.P.C.A. Big Dogs Fundraiser

February 18, 2010

OBJECTIVES

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* To conduct an event that promotes animal related awareness as well as a fundraising event to provide monetary and material resources for the Southside SPCA.
* Target Audience-Members of the Longwood student body for fundraising efforts. Members of the Farmville community, specifically families that might be interested in adopting puppies.
* We expect for this event to primarily serve as a fundraiser for the SPCA. Money will be collected from our split of the profit from both drink and food specials. We also will encourage participants to donate a supply item from the list on the SPCA’s website (at the door).
* Client Mission: “Our mission is to find a good home for every dog and cat throughout the twelve counties we serve while eliminating the unwanted pet population through active participation with spay/neuter programs and community education.” The Big Dogs event will aid in their mission by stimulating community education and providing revenue and supplies for the organization.
* Our target audiences are Longwood students/faculty and families in the Farmville community. This is feasible due to the restaurant’s close proximity to Longwood’s campus and centrality in the town of Farmville. We are in the process of communicating with the restaurant regarding a fundraising plan that can be mutually beneficial for both parties. We are also gauging the financial feasibility of the event and methods of promotion to ensure a high attendance rate.

SMART GOALS-Fundraising

[Type a quote from the document or the summary of an interesting point. You can position the text box anywhere in the document. Use the Text Box Tools tab to change the formatting of the pull quote text box.]

* We anticipate that this event will raise a substantial amount of money and supplies for the SPCA.
* We will measure the outcome of this goal by keeping a tally of the money raised from the sales of food and beverages, as well as the amount of supplies received at the door.
* This event is feasible due to Big Dogs’ close proximity to Longwood’s campus and its central location in Farmville. It is financially feasible for our team to conduct this event because Big Dogs is eager to host fundraising events that can generate more publicity for their new business.
* This goal will provide the SPCA with resources that they have expressed a need for, which include volunteerism, monetary donations, and supply donations.
* Deadlines include getting the approval of the actual fundraising event, securing an official date with Big Dogs, and conducting our promotional efforts in a timely manner.

VENUE

[Type a quote from the document or the summary of an interesting point. You can position the text box anywhere in the document. Use the Text Box Tools tab to change the formatting of the pull quote text box.]

* Sites- Big Dogs Restaurant for the dinner/bar night.
* Contact- For our initial contact and introduction, our team mailed a care package to the Southside SPCA including our Agency Profile sheet, a formal letter explaining our interest in conducting a fundraising event for their organization, as well as items requested for donation. We have had a team member travel to the SPCA and personally express our interest in assisting them; we have also attempted to contact them several times by telephone. Our first phone call with actual contact was with Sandy, who seemed interested in our willingness to fundraise and raise awareness for the SPCA. However, due to her busy schedule, she asked us to email her the details regarding our plans. We sent a comprehensive event plan through email directly after this phone conversation. Jordan McBride is responsible for further contact with Sandy.
* Our team’s anticipated contract signing date is no later than the end of next week.