

“We speak for those
who cannot speak for themselves.”

-Stark County Humane Society mission statement

C[🐾]ostumes for a Cause



Halloween Party to raise money
for the Stark County Humane
Society

Audiences

- Previous adopters
- Stark County Community
- Employees of Humane Society



Objectives

- Raise \$7,000 for the Humane Society
- Have an attendance of 150 people
- Receive two months of wish list donations



Objective 1: Raise \$7,000

- Ticket Sales
- Drawing Baskets
- Karaoke Contest



Ticket Sales

- Tickets to event- \$50
 - Food
 - Alcohol
 - DJ



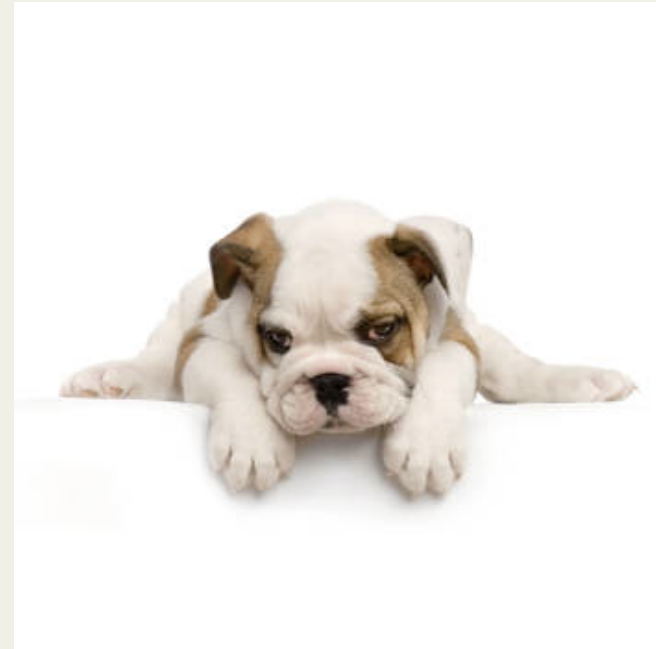
Drawing Baskets

- Multiple Baskets
 - \$5 per ticket
 - PetSmart basket, spa basket, gift card basket, sports basket. (All Donated).



Karaoke Contest

- Animal themed singing contest
 - Ex. “Hound Dog”, “Who Let the Dogs Out?”
 - People pay \$5 to enter
 - Best singer wins a \$25 gas card and a \$10 PetSmart card.



Objective 2: 150 Attendees

- Facebook Page
- Invitations to previous adopters
- Twitter
- Flyers



Objective 3: Wish List Donations

- Free Drawing ticket
 - Upon entering, when people donate one item, they get one free ticket for the drawing.



Budget

Location: Fete Farms	\$0
DJ: Steve Dalessandro	\$0
Flyers	\$50
Food	\$500
Bartender	\$500
Decorations	\$250
PetSmart gift cards	\$0
Tickets	\$10
Raffle Baskets	\$100
Total:	\$1,410

Fete Farm is owned by Abby Salvino -- previous adopter and close friend.
Steve Dalessandro is also a previous adopter and agreed to donate his time.

*Both will receive \$25 PetSmart gift cards.

PetSmart agreed to donated gift cards and goods for the drawing basket.



Workback

March 2013

Start developing invitations and flyers

April 2013

Meet with caterers (Mr. Mikes Catering)

May 2013

Meet with DJ. Start planning layout

June 2013

July 2013

Send Invitations, buy decorations.

August 2013

Make Commercial, create Facebook

September 2013

Post flyers, make baskets.

October 25, 2013 (Friday)

Decorate for event. Set up tables and chairs.

October 26 ,2013:

10:00 a.m.

Touch up decorations

11:00 a.m.

Help caterers set up

11:30 a.m.

Set up parking signs and sign-in area

4:00 p.m.

Help DJ

5:00 p.m.

Welcome guests

6:00

Officially begin event



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