

# Costumes for a Cause

October 26, 2013

[Halloween costume party to raise money for the Stark County Humane Society]



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## **Client Overview**

The Stark County Humane Society is a private, charitable organization that services sick, injured and stray dogs and cats. The success of the organization runs on the support of the community through membership fees, donations and contributions.

In 2011, 18,000 individuals visited the shelter. The organization offers educational and pet therapy programs.

The officers of the humane society continue to respond to complaints regarding cruelty, abuse or abandonment of animals throughout the county. In 2011, a total of 823 complaints were investigated. There was a total of 526 day light calls and at night the rescue van responded to 337 calls.

The Stark County Humane Society services sick and injured cats and dogs on a 24/7 basis. Currently, the shelter has been full since 2011.

## **Research**

The euthanizing of animals is illegal in Ohio. This leads to the overpopulation of the shelter. There are only a certain amount of cages made available to stray animals. This causes the rejection of animals that have no place to go.

With the dwindling economy, donations are getting low. Each month, there is a wish list for the shelter filled with items that are needed to care for the animals. The list includes; dry dog food, canned cat food, bleach, leashes, paper towels and brooms to name a few.

The amount of wish list donations received is lacking. This is causing the shelter to take money from their hospital funds to pay for items that are needed on the list.

### **Problem Statement**

The Stark County Humane Society must raise more money to purchase more supplies for the animals. Along with funds, a significant amount of new volunteers and donations will be needed in order to keep the Humane Society running. With so many other nonprofits in the Akron/Canton area competing for volunteers and sponsors the recruitment for funds and volunteers will be challenging. If the organization doesn't receive the funds needed, then animals will be turned away and left on the streets.

### **Objectives**

- Raise 7,000 for the Humane Society in one night.
- Have an attendance of 150 people at "Costumes for a Cause."
- Receive two months of wish list donations by November 30, 2013

### **Audiences**

The primary audiences for the event are as follows:

- Previous adopters
- Employees of the Humane Society
- Stark County Community as a whole
- Local veterinarians
- Local pet businesses (PetSmart)

Secondary audiences:

- Other local businesses
- Media outlets (Canton Repository)
- Radio stations (Q92, K105, WQMX)

## **Key Messages**

1. Our organization understands how stressful home lives and work lives can be. “Costumes for a Cause” is a great way to relax and have fun while making a difference.
2. Our organization understands local hardships and the dwindling economy. However, we need your help to improve the lives of innocent animals in the donations of money and wish list items.
3. “Costumes for a Cause” is an expensive night out, and an inexpensive way to make a difference.

## **Strategies**

### **Objective One: Raise \$7,000**

Objective one will be reached in three ways – ticket sales, drawing baskets and a karaoke contest.

### **Ticket Sales**

Tickets to the event are \$50. This includes food, alcohol and dancing.

Mr. Mikes Catering agreed to cater the event. The food for the evening is appetizers, salad, soup, steak or chicken, vegetables, mashed potatoes and pasta. For dessert, a special cake with an animal theme and cookies.

Each guest will receive three drink tickets. The ticket includes draft beer and well liquors; however top-shelf liquor is available for purchase. Once the guest has reached the three-drink limit, he or she is welcome to keep drinking, but it turns into a cash bar.

### **Drawing Baskets**

Multiple baskets at the event will be available for guests to purchase tickets for. Tickets cost \$5 each and there is no limit on the amount a guest can purchase.

Different categories for the baskets include; PetSmart, gift card, spa and sports. Most of the items for the baskets will be donations. However, if the amount of donations is scarce, there is money in the budget set aside. Donors for the baskets will receive free publicity on flyers and programs. The managers of the organization who agreed to donate are free to come enjoy the party for free and will receive recognition from the DJ.

### **Karaoke Contest**

To receive additional donations, an animal theme karaoke contest will take place. People who want to participate will pay a \$5 entry fee, and then sing a song that is animal themed. Examples are, “Hound Dog,” “Who Let the Dogs Out?” and “Dog Days are Over.” While the contestants are singing, a doggy bag will be floating around the audience where people can throw money in for the performer they like.

At the end of the competition, the audience will vote for their favorite singer by the volume of the cheering. The winner will receive a \$25 gas card and a \$10 PetSmart card.

In addition to the karaoke contest, there will also be a costume contest. Guests will vote for their favorite costume of the night. There will be no charge to vote. The winner of the costume contest will win a basket of his or her choice.

### **Objective two: 150 Attendees**

First, invitations will be sent to previous adopters. This is to make them feel important and special to the organization. The goal is to get animal lovers to attend to targeting people who already adopted is a way to also use word-of-mouth.

Volunteers will hang flyers around the community. Flyers will mostly be seen at pet stores and veterinarian offices. However, if local business owners agree to have flyers in their organization, then volunteers will put them up there.

There will also be a connection to the Humane Society's current Facebook with constant updates for the event. A "Facebook event" will also be created to invite community members.

Connecting with the current Twitter account is another tactic. Any time something about "Costumes for a Cause" is announced on Twitter, a hash tag will be used in front of the name -- #CostumesforaCause.

### **Objective three: Wish List Donations**

In order to obtain wish list donations, there is an incentive. For any item a guest brings upon entering, they will receive on drawing ticket for the basket of choice. There is not

limit on the amount of tickets a guest can receive. The more items brought in, the more tickets issued.

### **Event Overview: October 26, 2013**

5:00 p.m. - Doors open

6:00 p.m. - Event officially begins, head of the Humane Society will make a speech

6:15 p.m.- Food will start being served

7:30 p.m.- Dessert, dancing

8:00 p.m.- Karaoke contest

11:00 p.m. Event ends.

### **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



## **Evaluation**

To evaluate raising \$7,000 one, the money raised from the event will be counted at the end of the night. This includes total ticket costs, money from karaoke and regular donations.

To evaluate the attendance, volunteers are required to monitor a sign-in sheet at the end of the night. Upon entering, all attendees must sign in.

For evaluating the final objective, the total wish list donations received will be counted and sorted at the end of the night to see if the event reached the goal.

## **Resources**

The three most important resource concerns are tents, volunteers and tables and chairs

There is a pavilion at the location, however, there needs to be backup tents to put over the tables where dinner will be served just in case it rains.

At least 25 volunteers will be needed to ensure the event runs smoothly. Families of local vets as well as college veterinarian students will be recruited to help. Volunteers are needed to:

- Set up decorations.
- Print out and hand out flyers to local businesses.
- Help clean up at the end of the event.
- Set up tables and chairs.
- Manage the sign-in sheet

Volunteers are able to eat for free in honor of their services.

The event needs tables and chairs so people can enjoy their dinner. Renting from Canton Chair Rental was the best option because they offer a discounted rate for bulk orders.

**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

Abby Salvino, a previous adopter and close friend own fete Farm. Steve Dalessandro is also a previous adopter and agreed to donate his time. Both donors will receive \$25 in PetSmart gift cards.

**PSA**

**STARK COUNTY HUMANE SOCIETY  
30 SECOND SPOT**

**LIVE COPY**

CAN YOU HELP SAVE ANIMALS THROUGH KARAOKE AND HALLOWEEN COSTUMES? YOU CAN MAKE A DIFFERENCE IN AN ANIMAL'S LIFE ALL WHILE HAVING FUN. THE STARK COUNTY HUMANE SOCIETY SERVES MORE THAN 150 ANIMALS PER DAY.

ATTENDEES ARE NEEDED TO ATTEND A FUN HALLOWEEN PARTY TO BENEFIT THE STARK COUNTY HUMANE SOCIETY. COME DANCE AND HAVE FUN ALL WHILE HELPING THESE ANIMALS HAVE A BETTER LIFE. WHAT ARE YOU WAITING FOR?

TO LEARN MORE, CALL -3-3-0-2-6-5-5-1-0-5 OR VISIT W-W-W- DOT- STARK HUMANE DOT ORG.

A PUBLIC SERVICE MESSAGE BROUGHT TO YOU BY THE STARK COUNTY HUMANE SOCIETY.