Fundraising Event
Winter Quarter 2011

Dr. Richard Besel
Natalie Do
Rebecca Leong
Table of Contents

About the Avila Beach Sea Life Center .................................................................4
Purpose .....................................................................................................................5
Desired Outcome .....................................................................................................6
Connection to Communication Studies .................................................................6
Method of Implementation ......................................................................................8
Budget....................................................................................................................9
Public Relations/Marketing/Advertising.................................................................10
Day of the Event .....................................................................................................15
Results ....................................................................................................................20
Works Cited ...........................................................................................................22

Appendices

Introduction & Roles .............................................................................................23
Timeline ..................................................................................................................24
Event Expenses .....................................................................................................25
Promotional Flyer ...................................................................................................26
Press Release .........................................................................................................27
General Sponsor Form ............................................................................................28
Avila Beach Sponsor Form ......................................................................................29
Donation Letter ......................................................................................................30
Donation Form ........................................................................................................31
Public Service Announcement ...............................................................................32
Activities Poster ................................................................. 33
Drawing Prizes & Schedule Poster ........................................ 34
Scavenger Map ................................................................. 35
Event Layout ................................................................. 36
Volunteer Schedule .......................................................... 37
Thank You Letter .............................................................. 38
Mustang Daily Article ......................................................... 39
ABOUT THE AVILA BEACH SEA LIFE CENTER

For the past 16 years, Avila Beach, California has been home to the Avila Beach Marine Institute. Located in the quaint town of Avila Beach, the Marine Institute is a great location for families, students, and the San Luis Obispo community to explore the ocean on a microscopic scale. The Avila Beach Marine Institute was the vision of Russell and Carol Kiessig. It started as a bid proposal in 1994 where numerous contractors made offers in hopes to get the opportunity to build the center. In the design and construction portion of the process, the Kiessig’s wanted and still want to create a place for children and adults of all ages to learn about marine science in a hands-on environment and to jump start an interest in science and marine life (SeaLifeCenter). “The Avila Beach Marine Institute is a nonprofit educational support organization dedicated to providing children, their parents and educators with unique opportunities to be delighted and amazed by the ocean, its inhabitants, its uses, its history, and its importance to mankind” (SeaLifeCenter). The Avila Beach Marine Institute is a place not only trying to develop awareness in the community of marine education but also contributing a philanthropic understanding of a nonprofit organization to the area.

A few years ago, the Marine Institute rebranded themselves and became the Avila Beach Sea Life Center. The Sea Life Center is overseen by a board of directors, ranging from five to ten members, and is staffed by an executive director - Priscilla Kiessig - and a program director - Jess Ferrentino. However, the Sea Life Center’s daily operations are run solely on a volunteer basis with fifteen full time volunteers. The Sea Center consists of eleven exhibits on its lower level and various care stations upstairs. They not only tend to the animals, the volunteers also organize and execute programs, camps, and birthday parties throughout the year. With the large
number of tasks and limited man power, the Sea Center does not always have enough volunteers, equipment, or financial means for efficient operation.

**PURPOSE**

For our Senior Project, we not only want to bring public awareness to this beneficial and educational institution, but also coordinate and implement a fundraising event that would help raise money for this great cause. Since the Sea Life Center acquired a new aquarium and is obtaining new fish, the main attraction of our event is going to be the “finding” and welcoming of these new critters. The fundraiser will primarily consist of a scavenger hunt to “Find Oz and Lula,” tours of the center, carnival games, arts and crafts activities, entertainment, raffles, and food and beverages. The benefits of hosting an event like this would not only help bring funds to the organization but also bring recognition of the Sea Life Center to the community that would otherwise be overlooked. We believe that this is a worthwhile endeavor that would not only help the Sea Life Center raise money but would also help the community to become involved and peak interests of future marine scientists.

The scholarly purpose of this project would not only to be engage people who might not otherwise know about the Sea Life Center, but also to use our learned communication knowledge to effectively market and persuade people to attend the event and contribute donations while we implement organizational concepts. Taking courses including: Public Speaking, Small Group Communication, Organizational Communication, Interpersonal Communication, Persuasion, Nonverbal Communication, Advanced Composition, Psychology, and even Performance of Literature, we have applied concepts and techniques learned from these Communication classes to our fundraising event in order to help generate profits and awareness for the Sea Life Center.
DESIRED OUTCOME

What we hope to learn from this project, in the broadest sense, are the ins-and-outs of creating and managing a fundraising event. We both eventually want to go into Public Relations and Event Planning/Marketing career fields, so executing this event would be a great way to start gaining experience we can use later in our careers. We want to learn how to reach out to people in the community who might be interested in helping our cause and in turn, network and build a clientele of people who consistently visit the Sea Life Center. We also want to learn how to sort out all the logistical details of planning and performing an event of this magnitude. An important aspect of this project would be developing our presentation and communication skills - both interpersonally and professionally - in order to best appeal to our general audience. The best way to learn something is by actually doing it, and in honor of Cal Poly’s motto, this is exactly what we want to do. We want to take ideas and theories that we have learned in the classroom and apply them to a project that we could potentially have to do in our future careers.

CONNECTION TO COMMUNICATION STUDIES

This fundraising event connects to Communication Studies because it uses theories and practices that we have been taught and learned throughout our four years at Cal Poly. In our very first Communication Studies class, we learned the art of public speaking. When working on any kind of committee or planning event, you need to be composed and eloquent in the way that you address issues and ideas. Our Speech Communication class prepared us when we needed to meet with potential sponsors and donors. We had to present our event in a manner that presented our credibility in a short and concise manner. While working with vendors and media personal, we had to be precise and clear in our ideas so there would be no misunderstandings. By
possessing strong oral speaking skills you will not only be more credible in your speech, but people will also be more willing to hear your ideas and listen to what you have to say.

In our Small Group Communication course, we learned the importance of being aware of different roles in a small group setting and how they function to work together effectively (Myers and Anderson). Application of these concepts were employed when working with Priscilla and Jess in weekly meetings to discuss event progress. When working with the many volunteers in preparation of the event, we had to exercise the theories of Organizational Communication. We worked together as a team and assigned tasks according to the volunteers’ strengths in order to ensure the most efficiency. Since there will be many different relationships involved in planning and executing this event, the ideas we learned in Interpersonal Communication taught us to deal with different people and tailor our communication styles to fit the needs of those people (Adler & Proctor). Between us, the Sea Life Center directors, and our Senior Project Advisor, we all need to work together to keep each other in the loop and on top of every step in the process.

The other most important Communication tactic we used in planning our event is the art of persuasion. Media of persuasion that were used include: face to face, telephone, television, radio, computers, and print. We needed to use the process of persuasion to influence the Sea Life Center to take on our project. We used a direct technique in approaching Priscilla about our project because we wanted to be straight-forward as possible in having our goals clearly expressed in what we wanted to accomplish. We needed to persuade people to want to come to our event. Since people have a generally positive attitude towards non-profit organizations, we used this to our advantage in marketing our event. We used the Perceived Relevance of Attitude to Action and emphasized the need for contributions on behalf of the Sea Life Center to fund
their marine science education. The people who are responsible for media and newspaper coverage will need to be persuaded in order to give our event coverage. We also used the concepts of Primacy and Recency when advertising our event because we knew that the San Luis Obispo community is sometimes last-minute decision makers (Cialdini). By putting our newspaper advertisements closer to the date of the event, we appeal to their type of decision-making process. And finally, we needed to persuade people to want to donate and sponsor to the Sea Life Center, since we would not be able to put on an event without their funding.

**METHOD OF IMPLEMENTATION**

Our method of inquiry was first to contact the director of the Sea Life Center, Priscilla, and meet with her to discuss what type of fundraising event they would like to hold. Since the Sea Center obtained a new exhibit, we decided that holding a scavenger hunt would be appropriate to welcome the new clown fish and entitle the event “Finding Oz and Lula” after the popular Pixar film, *Finding Nemo*. The next step was to set a date for the event to take place. We decided on the date for Saturday, March 12, 2011 from 11 a.m. to 3 p.m. to allow for much needed preparation time and still adequate time to complete the required written portion of the project. After our event was established, designating roles and responsibilities between the two of us was essential. We found that the event would mainly be split into two main duties: one, Public Relations and Marketing and two, Event Planning and Advertising. Although we will work together in most of the activities, using a Human Resources take in Organizational Communication, we assigned the different tasks to our individual talents. Rebecca is to carry out the duties of public relations and marketing; while Natalie is to perform the tasks involving the event planning and advertising. The role of public relations and marketing include: working directly with Priscilla, contacting sponsors, donors, and vendors, and communicating with
various media outlets. The role of event planner and advertising include: creating, purchasing, and organizing all the details of the event day, designing and producing advertising material, and distributing advertising pieces. After establishing our plan, the next step needed was to get sponsors for the event to take place.

**BUDGET**

Acquiring sponsors turned out to be one of the most important aspects in our project since all of our desired ideas could only be executed if we had the funds to do so. We found that reaching out to present donors of the Sea Center would be the best way to ensure a strong contribution list. In preparation to meeting the donors, our first action was to prepare an official letter which explained the details of our event followed by an opportunity to be a participant in the event. Once we drafted these documents, we met directly with roughly twenty sponsors and applied our public speaking and persuasion skills to request for sponsorships. After we secured two $1,000 sponsorships from American Perspective Bank and a private donor, we continuously sought out to retain more sponsorship.

When creating scavenger maps for the event with locations around Downtown Avila, we contacted the local business owners to offer them advertising for their organization by buying space on the map. With a $150 donation, the business owners would ensure that participants of our hunt would be directed to go to their business, as one of the locations on the scavenger map. Not only will the three businesses, who decided to partake in the hunt, create potential customers but we will also benefit with the funds received from these donations. With a total of two large sponsors and various $250 donations, the budget we had to work with came out to be $3,500.

Another aspect of ensuring a fun-filled day that would attract many people to come to our event is to have raffles held throughout the day. We were simultaneously searching for
donations for the day of the event including food, entertainment, and prizes for the raffle. Again, we drafted an official donation document that we distributed to roughly fifty businesses. We got an overwhelming response with twelve great donations to our raffle ranging from products, gift certificates, and certificates for services. Some raffle prizes included: overnight stays at both Sycamore Springs and The Cliffs, membership to Kennedy Club Fitness, and three Beta Fish. Most importantly, we were even able to get our new clownfish donated from a local fish store.

**PUBLIC RELATIONS/MARKETING/ADVERTISING**

**Flier Distribution**

Once we determined how much money we had to work with, our next plan of action was to advertise heavily our event to ensure the largest number of participants to come out on the day. We distributed flyers all over San Luis Obispo County, in the hopes of attracting as many people as possible. We went to businesses all over downtown Avila Beach, as well as downtown San Luis Obispo. The way we determined our prime locations were businesses that already were family oriented. Places like the San Luis Obispo Children’s Museum, Red Hot Pottery, and the Library were key in flier distribution, in order to attract as many families as possible.

We quickly found that big corporations, such as Jamba Juice and Sports Authority needed to go through managers in order to hang our fliers. This turned out to be a roadblock in hanging fliers in the San Luis Obispo downtown area especially. However, once we hung about 150 posters, we were satisfied that the locations we put them in were sufficient enough to reach our target audience.

**Radio Advertising**

We worked extremely hard to schedule media opportunities to advertise our event, this meant sending out as many emails and making phone calls to local media all around the San Luis
Obispo area. Again using our taught persuasion skills, we spoke directly with media personal to explain the importance of our event for the Sea Center and San Luis Obispo community. Our main media outcome turns out to be three radio segments on three local radio stations. We were featured on Amy and Kahuna’s radio show on Coast 101.3 for roughly five minutes, where we spoke about both the Sea Life Center, as well as our upcoming event. Our second radio spot, Priscilla, the executive director was the only one interviewed. She spoke for half an hour on the Dave Congalton Show on KVEC. She was able to explain more about the Sea Life Center and who they are and what they do, as well as the event we were putting on.

For the third radio spot, we were on the Dick Mason show on KPRL. This was also a half an hour interview about the Sea Life Center and our event. We were both fairly nervous about talking about our event for half an hour being that we had limited experience, but when we got there, Mason was extremely friendly and prepared us for what we were going to speak about before we went on air. This method made us relax and instead of feeling like we were being interviewed, we felt as though we were having a free-flowing conversation.

We were able to air these radio spots live the week before our event. Being able to cover the event the week prior to when it would actually occur, we felt was the best way to reach out to people last minute and remind them that we were having an event the next Saturday.

**Television Advertising**

Another means of advertising we used to market our event was through television. Priscilla was able to contact a source at KCOY and get a live segment on their news station roughly a month prior to the event. They came out to do three segments on the 5:00 a.m., 5:30 a.m., and 6:00 a.m. news. Although the times were extremely early, this was beneficial because our target audiences were families, who get up early to get to school and work during this time.
In these segments, we featured three different animals, and even did a live feeding with the octopus during one of the segments. This was great exposure for the Sea Life Center, but we found that it was not as beneficial in helping advertise our event because it was so far in advance. However, Priscilla received a great number of phone calls after the segment ran asking questions about the Sea Life Center and when it was open to the public essentially gaining publicity for the Center.

The second television advertising we received was from KSBY. We were able to get in touch with Brandon Downing, the PR Director of KSBY. He scheduled for us to have segments on the Friday night news at 5:00 p.m., 6:00 p.m., and 6:30 p.m. The show that we were initially scheduled to appear on was Family News Night that KSBY does every Friday night for local events that are scheduled the upcoming weekend. This would ensure our event to be watched by our target audience and enable us to get a large viewing and extensive advertising for our event.

Unfortunately, the 8.9 earthquake in Japan happened the day before our event. Avila Beach evacuated the entire Friday before our event, and although we were able to get down to the Sea Life Center, we were not able to appear live on KSBY because they were covering the earthquake the whole day. This was an unseen roadblock in our advertising plan, which was unexpected and very disappointing. After making a call to KSBY, however, we were able to get someone to come out to the Sea Life Center and shoot a short interview about the event, which they ran on the Friday night news.

Although we were not able to appear on the segment, Jess, the program director, was able to talk about our event and get the word out for us. KSBY also said that they planned to come out the following day to cover our event, which we had not anticipated. They came out the next day and interviewed us, as well as taped the clownfish for the revealing of our next exhibit.
They used the information filmed and we were on the 6:00 p.m. news the night of our event. Although we did not receive as much exposure as we hoped prior to our event, we were still able to go on camera and discuss the success of the day.

**Print Advertising**

We used a large part of our marketing budget to strategically place advertisements in the local newspapers to ensure to appeal to the print advertising demographic. We ran an eighth of a page color advertisement in the *New Times*, as well as *The Sun*, that are owned by the same company. We were able to use our persuasion techniques and the fact that we were a non-profit organization in order to reduce the prices of the print advertisement. In the end, we were able to get the ad for a half of the original price and we only had to pay for two weeks when the advertisement ran for three weeks prior to the event.

We also used the power of the internet and placed our event in local community calendars online, as well as on the Sea Life Center’s website with a link to our event’s flier. Distributing a Press Release was also a method we used to advertise to a mass audience. In this process, we emailed the press release to numerous newspapers in the San Luis Obispo County area. It wasn’t until after the event that we found out *The Tribune* ran an article on our event the week before it happened.

We also sent the Press Release to the *Mustang Daily* to see if they would run it in the paper for more exposure for our event. Even though, college students were not our demographic, the *Mustang Daily* contacted us about two weeks before our event, saying they wanted to do an article on our project. We both interviewed with a writer from the *Mustang Daily* and she was able to come to our Farmers’ Market booth and interview some of the volunteers we had there as well. The article ran the Thursday before our event, and we were fortunate to have a teacher
from Cal Poly approach us and told us that she was thrilled to see our article in the *Mustang Daily* (Mustang Daily).

**Farmers’ Market**

The San Luis Obispo Farmers’ Market is another outlet we used to advertise. We scheduled to be participants the two weeks prior to our event to guarantee people will remember and come to our event. We were able to get three volunteers from the Sea Life Center to come down the first Thursday before our event and help work our booth. We had a great location during both weeks at the Farmers’ Market, which helped get a great traffic flow the whole night. We wanted our booth to be kid friendly and accessible, so we decided to have sea creature puppets and a microscope with brine shrimp for all to view. The first week we were there, the brine shrimp that was scheduled to come, was not brought. This was disappointing news because we had nothing to entice people to come look at our booth; we resorted to just handing out fliers.

Learning from our previous experiences, the second week we were at Farmers’ Market the brine shrimp was remembered and we also brought one of the carnival games we were going to have at the event, the bean bag toss. This was a great tool for captivating children to come to our booth. However, this time we had four volunteers, including us, so there were quite a few people at the booth. We learned that although having many people and many activities at our booth could be advantageous, it could also cause much distraction and steer people away from the reason we were there, to advertise our event. Instead of passing out fliers and getting the word out about our event, everyone concentrated on playing the game.
DAY OF THE EVENT

The day of the event brought everything from nerves, excitement, and eventually an overall sense of accomplishment. Ten weeks of seeking funds, incessant advertising, and meticulous planning all came down to four hours. We had done everything to equip ourselves for every obstacle that might come about and were extremely anxious to see how things would go. Although we had an extremely successful day, it was inevitable that we faced some challenges on the way.

Volunteers

We estimated that we needed at least 20 volunteers to work map stations, games, and food on the day of the event. Jess, the program director, gave us a list of volunteers who work at the Seal Life Center. We first sent out a mass email to the volunteers asking them to help out at our event. We used methods of persuasion and offered a free lunch and a raffle ticket for working the event. When we did not receive a very good response after about a week, we resorted to calling each volunteer individually. This proved to be a more successful tactic and we were able to secure 20 volunteers for the day of the event, even if some could only work a half day.

Next, we had to make a schedule of who would be working at what station for the day. We split the day up into two shifts, 10:00 a.m. to 1:00 p.m. and 1:00 p.m. to 4 p.m. This would allow us to rotate people around, and give us an option for people who could only work a half day. Then we needed to make a schedule of who would work what station and what time, and include a 15 minute break for food. Creating the schedule was extremely difficult because not everyone was there the whole time, certain people wanted to work certain stations, and we
needed at least four people in the exhibit hall at all times. The schedule finally was broken down correctly with each person receiving a 15 minute break.

Find Oz and Lula Eve

The Friday before the event was almost as important as the event day itself. The previous day consisted primarily of purchasing all the food needed for the day at Costco, organizing all the drawing prizes and materials needed for the activities, preparing the Center for everyone’s visit, and working out all the small details. We spent the numerous weeks leading up to the day trying to prepare for any glitches, i.e. rainy weather, not many attendees, too many participants, running out of prizes or food; what we did not prepare for was a natural disaster. Watching the news Friday morning, we were informed that a horrific tsunami had devastated Japan and could potentially harm the West Coast of America. Much of the Central Coast was instructed to evacuate, including Avila Beach. Potentially a downfall, we took this news to strengthen our ability to work under all circumstances. We made sure to use our communication skills to inform our volunteers that the event was still to happen the following day by sending a mass email. Although we worked out as many kinks as humanly possible, the numerous scenarios running through our head the night before, limited the rest we had hoped to get.

Find Oz and Lula

The morning of the event involved the basic set-up of things; we arranged all the activities around the Center, making sure to highlight the reason we were holding the day. The first issue came when one of the board members - who we had previously gone to for a sponsorship and had been declined - requested that a banner from his insurance company be hung on one of our tents. Although he made a private contribution, the insurance company had not. If any of our other sponsors had found out about this, they probably would have seen it as
very unprofessional. We ended up hanging the banner because it was the executive director’s decision in the end. This theory of Principle of Peons comes from Organizational Communication. Individuals who have been with the organization a long time may have influence beyond what it would seem they have by looking at the formal organizational chart (Shockley-Zalabak). However, in the future guidelines for marketing with our sponsors, we would be sure to establish strict guidelines before the event takes place.

After setting up as much as we could, it was time for the volunteers to arrive. One of the most important aspects to our event was to make sure everyone working was on the same page. We held a meeting for all the volunteers to assure they knew the details of the event, distribute their nametags, shirts, and schedules, and answer any questions. At this meeting, we tried to implement the theories of being a good leader we learned in Organizational Communication. We explained our vision of the fundraiser to the volunteers to encourage excitement, we communicated our goals for the day and the necessary steps to achieve them, and we tried to gain their trust by praising them for their dedication to the Center (Shockley-Zalabak). Once the volunteers had all the needed information, we sent them to their stations to begin the day. This was one of many stressful moments because while making last minute preparations, we had to organize a large group of people all at the same time.

Monitoring over twenty volunteers and fourteen stations including Check-in, Drawings, Dunk Tank, Children’s Activity Pools, Bounce House, Bean Bag Toss, Fish Bowl Toss, Arts and Crafts Station, Face Painting, Food, four scavenger stations, and the exhibit itself was one of our biggest obstacles. Our first hurdle came when assuring all the scavenger stations matched the scavenger map. When making rounds to check on the stations, we found that one of the stations had set up at the wrong location and when asked to relocate, they complained and refused to
move. We had to think quickly on our feet and use our communication skills to calmly work out
the disagreement. Eventually, the problem panned out and we readjusted the logistics of the day
to accommodate the sponsor.

When the event began at eleven, we received a large rush of people who were interested
in our event; the Check-In table and Drawing location soon became the locus of activity.
Because all the money and distribution of tickets stemmed from this location, there was much
explanation and asking of questions at this site. We had created large visuals for people to use
which explained all the activity options and pricing for the day; however, with the limited space,
only so much information could be presented on these posters. Our next set-back was the
miscommunication about pricing. We explained to the attendees that the price to participate in
the scavenger hunt would be $5 each excluding children under the age of three. This price
included a scavenger map, prize upon completion, all day entrance into the exhibit -- which cost
$3 alone -- and one drawing ticket. Although we believed this price was extremely reasonable,
many people still complained.

The next form of miscommunication occurred with the activity and drawing tickets. In
order to gain more opportunities to raise money for the Center, we decided to charge guests for
each carnival activity. These activities ranged from as low as $1 to $3 being the most. With the
purchase of activity tickets, guest would also receive a complimentary drawing ticket for each
activity ticket purchased. For example, if a guest purchased $10 worth of activity tickets, he or
she would also receive 10 drawing tickets. The reason we decided to do this was because we
believed it would get people to buy activity tickets without the risk of losing money. This
concept was unexpectedly difficult for people to understand.
Another concept guests had difficulty following was how they were to use their tickets. Traditionally, raffle tickets come in pairs: one ticket you insert into the drawing and one ticket you keep so when the numbers are called, you know which ticket is yours. Instead of giving people double the amount of tickets - for the activity and drawing – we gave them one set to enter the “Ticket” into the raffle and we would hole punch the “Keep This Ticket” to indicate they used it for an activity but they could still have it for the drawing. This turned out to be a surprisingly difficult concept for people to comprehend. Much of the time at the Drawing Table required explanation of this concept and trying to effectively communicate the rules.

Once we began to settle into the routine, we came upon one of the biggest stumbles when it was time to send our volunteers on their breaks. Because we were limited on our volunteers, we could only give them fifteen minute lunch breaks. Communication among everyone was also restricted since our volunteers were scattered all around Avila. Although we had informed everyone of their lunch breaks, it was difficult to monitor whether they took it at the exact time scheduled. If one person was off of the schedule, everyone else would be affected. Using skills we have learned to work efficiently, after much organization, we were able to get everyone and everything back on track.

Another main attraction we dealt with were the details of the drawing. Because we wanted to encourage people to stay for a majority of the day, one of the rules of the drawing was that you must be present to receive you prize or at least retrieve your prize before the end of the day. Because some people left before the prizes were drawn, we were left with a variety of prizes by the end of the day. At the end of event, we had to continuously pull tickets until there was a winner present in order to give away all the prizes. If we were to organize this event again, we would want to make sure to find a more effective way to distribute prizes.
RESULTS

Even though we did have some hurdles to overcome at our first event, overall, we were extremely satisfied with the end results. Having about five hundred attendees and raising just over $1,500 from the day of the event as well as left over sponsorships that were not used to put on the event surpassed all of our expectations. The knowledge and experience we gained from planning and organizing our first event is priceless. Although we spent countless hours and much of our energy coordinating a four hour event, the satisfaction of helping a deserving organization made it all worth it.

Improvements

When debriefing with Priscilla after the event, we talked about a few improvements that she could use for next year. There was too much walking for very small children, so next year we suggested making two courses: one for small children and one for adults and children 10 years and older. There was some confusion with how the raffle tickets were distributed. Priscilla reassured us that every event that they do, the auction items are always the trickiest to figure out. We decided that for next year’s event, they should have two tickets when they buy raffles, one to play the games and do activities and one to enter into the raffle for the drawings.

We also talked about the volunteers being out on the map stations for too long and it being a very tedious job. Next year event coordinators should think about holding the scavenger hunt for only three hours instead of the whole event time. This would eliminate the need for as many volunteers as well. We also talked about having an earlier meeting with volunteer who would be stationed at the map spots to let them know what they should expect.

The other thing was a disappointment on the day of the event was that we bought way too much food. They plan to use the leftovers for summer camp, but Priscilla said, “Maybe we don’t
sell food next year. We didn’t make any money on the food, so maybe what we should do is bring in an outside vendor to sell snow cones,” (Kiessig). Overall, Priscilla was very happy with the event. She said, “We accomplished our goal, which was awareness and got families involved. The turnout was great,” (Kiessig).

Thank You Letter

We sent out thank you letters to all of our sponsors, donors, and participants. We also sent thank you letters to all the media contacts and advertising we received. We were fortunate enough to get some volunteers not from the Sea Life Center as well, so they will also receive thank you letters. In the thank you letter, we talk about the goals of the Sea Life Center in the future and what we hope to accomplish with the funds we raised on the day of the event.
Works Cited


Kiessig, Priscilla. Interview with Natalie Do and Rebecca Leong. 16 March 2011.


Introduction and Roles

**Event:** Fundraising event for the Avila Sea Life Center

**Goal:**
1) Raise awareness of the center to San Luis Obispo community (families/students/seniors)
2) Raise money for the operations of the center

**Roles:**
- Communications/PR Director – Becca
  - Responsibilities: work with Priscilla, sponsors, vendors, media
- Event Planner/Creative Director– Natalie
  - Responsibilities: organize events of the day, create advertising material
    - We will both work on Marketing/Advertising the event

**Theme:** Scavenger hunt to “Find Nemo”
- Sense the center is getting a new warm-water aquarium with new animals; we will plan a scavenger hunt to “Find Nemo” and welcome him into his new “home.”

**Other activities of the day:**
- Tours of the exhibitions
- Food
- Arts and crafts (paint your own fish, face painting, balloon artist)
- Carnival games
- Take a picture with Nemo
- Music
Senior Project (Tentative) Timeline

WEEK 1 - January 3
- Officially decide on general event by Thursday (January 6)
- Outline of project/responsibilities by Friday (January 7)
- Establish responsibilities/role of each person by Friday (January 7)

WEEK 2 - January 10
- Discuss outline/roles Monday (January 10)
  - Meet with Besel
- Brainstorm specific ideas of event day (Event Planning)
- Tentative activities of event day should be established by Wednesday (January 12)
- Brainstorm specific ideas for advertising event (Marketing/Advertising) by Friday (January 14)

WEEK 3 - January 17
- Narrowed list of schedule of activities of event day by Monday (January 17)
- Tentative list of marketing/advertising plan by Wednesday (January 19)
- Work on publicity plan by Sunday (January 23)

WEEK 4 - January 24
- Publicity plan should be established by Tuesday (January 25)
- Draft publicity material (donation letters) by Thursday (January 27)
- Written introduction of project (overview, justification, expectations) by Friday (January 28)
  - Meet with Besel
- Gather information for publicity and create publicity material by Sunday (January 30)

WEEK 5 - January 31
- Contact sponsors starting Monday (January 31)

WEEK 6 - February 7
- Continue contacting sponsors
- Draft marketing/advertising material by Monday (February 7)
- Create marketing/advertising material by Friday (February 11)
- Start implementing marketing/advertising Saturday (February 12)

WEEK 7 - February 14
- Continue publicity
- Work on schedule of event day
- Check-up with sponsors by Friday (February 18)
- Create list of other vendors needed by Sunday (February 20)

WEEK 8 - February 21
- Contact vendors needed for event by Tuesday (February 22)
- Continue publicity
- Work on concrete schedule of event date

WEEK 9 - February 28
- Continue publicity
- Work on concrete schedule of event day
  - Checkup with Besel on Monday (February 28)
- Farmer’s Market on Thursday (March 3)

WEEK 10 - March 7
- Continue publicity
- Have concrete schedule of event day schedule by Monday (March 7)
- Confirm with any vendors for event by Wednesday (March 9)
  - Checkup with Besel on Wednesday (March 9)
- Farmer’s Market on Thursday (March 10)

EVENT – MARCH 12 (Saturday)

FINALS WEEK - March 14
- Final paper including analysis of event and how things would change is due by Friday (March 18)
# Event Expenses

## Finding Oz and Lula Expenses

<table>
<thead>
<tr>
<th>Amount Donated</th>
<th>$3,000</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Budget</td>
<td>$850</td>
<td></td>
</tr>
<tr>
<td>Event Budget</td>
<td>$1,500</td>
<td></td>
</tr>
</tbody>
</table>

### Marketing Budget $850

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flyers</td>
<td>$226.89</td>
<td></td>
</tr>
<tr>
<td>Postcards</td>
<td>$49.87</td>
<td></td>
</tr>
<tr>
<td>New Times Ads</td>
<td>$372</td>
<td>($182x2)</td>
</tr>
<tr>
<td>Farmer's Market</td>
<td>$60</td>
<td>($30x2)</td>
</tr>
<tr>
<td>Banner</td>
<td>$92</td>
<td>(1-6x2)</td>
</tr>
<tr>
<td>TV Ads</td>
<td>Free</td>
<td></td>
</tr>
<tr>
<td>Radio Ads</td>
<td>Free</td>
<td></td>
</tr>
<tr>
<td>Community Calendars</td>
<td>Free</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$800.76</strong></td>
<td></td>
</tr>
</tbody>
</table>

### Event Budget $1,500

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park Permit</td>
<td>$108</td>
<td></td>
</tr>
<tr>
<td>Bounce House/Dunk Tank</td>
<td>$350</td>
<td></td>
</tr>
<tr>
<td>Treasure Chest/Net</td>
<td>$78.28</td>
<td></td>
</tr>
<tr>
<td>Scavenger Maps</td>
<td>$265.00</td>
<td>(300 maps)</td>
</tr>
<tr>
<td>Prizes</td>
<td>$176.79</td>
<td>Hunt Prizes, Stuffed Animals</td>
</tr>
<tr>
<td>Games</td>
<td>$85</td>
<td>Bean Bag Toss &amp; Fish Bowl Toss</td>
</tr>
<tr>
<td>Arts &amp; Crafts</td>
<td>$36</td>
<td>Wood Fish Cutouts, Paint/Markers</td>
</tr>
<tr>
<td>Face Painting</td>
<td>$20</td>
<td>Face Painting Kits</td>
</tr>
<tr>
<td>Wrist Bands</td>
<td>$10.47</td>
<td></td>
</tr>
<tr>
<td>Decorations</td>
<td>$150</td>
<td>Display boards, Markers, Table Covers</td>
</tr>
<tr>
<td>Gazebo</td>
<td>$50</td>
<td></td>
</tr>
<tr>
<td>Food</td>
<td>$265</td>
<td>Hot dogs, Lemonade, Goldfish crackers/Chex-mix/Grapes</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$1,487</strong></td>
<td></td>
</tr>
</tbody>
</table>
Promotional Flyer

Come help

FIND OZ & LULA

Presented by Avila Beach Sea Life Center

Welcome Nemo’s cousins, Oz & Lula, into our new exhibit by participating in a
SCAVENGER HUNT

EXHIBITS ★ ACTIVITIES ★ FOOD ★ RAFFLES

When: SATURDAY, MARCH 12th from 11-3
Where: AVILA SEA LIFE CENTER
50 San Juan Street, Avila Beach, CA 93424

$5 per scavenger hunt participant
Members and children 3 & under FREE
*For more information visit: sealifecenter.org
or call: (805)595-7280

Sponsored by

Carol Kiessig

AMERICAN PERSPECTIVE BANK

[Image of fish and logos]
Avila Beach Sea Life Center Hosts Scavenger Hunt Fundraiser

SAN LUIS OBISPO (March) - The Avila Beach Sea Life Center is a 501c(3) nonprofit organization working to inspire people to be connected with the ocean and the life within it through education and community outreach.

The Avila Beach Sea Life Center is hosting an event to increase awareness of their mission and raise funds to support their hands-on K-12 marine science educational programs. The event will be held on Saturday, March 12 from 10 a.m. to 3 p.m. at the Sea Life Center. It will consist of a scavenger hunt beginning at 11 a.m. to help welcome two new animals to the center, raffle drawings throughout the day, and carnival events. This is a great opportunity for families to get to know the community of Avila Beach and its local sea life!

Tickets, which include the treasure map for the scavenger hunt, will be $5 presale and $6 the day of the event. Refreshments and food will be available for purchase the day of the event.

For further information please contact Priscilla Kiessig at (805) 595-7280 or pkeissig@sealifecenter.org
General Sponsor Form

The Avila Beach Sea Life Center will be hosting a scavenger hunt to “find” Nemo’s cousins, Oz and Lula, and welcome them into their new “home” at the Center. This event will be held on Saturday March 12th, 2011 from 10 a.m. to 3 p.m. Those in attendance will have the opportunity to participate in a search for the new exhibit additions around Avila, carnival events, such as face painting and arts and crafts, and great food.

The “Find Oz and Lula” event will raise awareness and funds for the Avila Beach Sea Life Center, a local 501(c)3 non-profit organization offering a variety of hands-on marine science education programs to students and adults of all ages. The Sea Life Center is raising funds to sustain our marine science educational programs for underprivileged children as well as expand the Sea Life Center’s programs offered to the public. The Center works hard to present the community with educational and recreational opportunities which include aquaria, marine science exhibits and Avila Beach historical displays. Support such as yours will help us in our larger goal of inspiring people to think, act and feel connected to the ocean and the life within it.

We are asking for sponsorship from local businesses to underwrite this event and would like to invite you to participate as a sponsor. If you would like to sponsor this worthwhile event please fill out the information below and mail it with a payment to the Avila Beach Sea Life Center, P.O. Box 460, Avila Beach, CA 93424. For more information please call at the Avila Beach Sea Life Center at 595-7280. We thank you in advance for your support!

John Sorgenfrei
Board Chairman,
ABSLC

Priscilla Kiessig
Executive Director,
ABSLC

Name: ___________________________  Phone: _______________________
Address: _________________________  __________________________
City: _____________________________  State: _____  ZIP: ___
Yes! I would like to sponsor the Find Oz and Lula Event in the following manner:
General Sponsorship Form

☐ BLUE WHALE $1,000 + sponsorship
   You receive: Marquee positioning in all advertising

☐ TIGER SHARK $500 sponsorship
   You receive: Bold listing in all advertising

☐ STING RAY $250 sponsorship
   You receive: Listing in all advertising

Avila Beach Sponsor Form with Placement on the Map

The Avila Beach Sea Life Center will be hosting a scavenger hunt to “find” Nemo’s cousins, Oz and Lula, and welcome them into their new “home” at the Center. This event will be held on Saturday March 12th, 2011 from 10 a.m. to 3 p.m. Those in attendance will have the opportunity to participate in a search for the new exhibit additions around Avila, carnival events, such as face painting and arts and crafts, and great food.

The “Find Oz and Lula” event will raise awareness and funds for the Avila Beach Sea Life Center, a local 501(c)3 non-profit organization offering a variety of hands-on marine science education programs to students and adults of all ages. The Sea Life Center is raising funds to sustain our marine science educational programs for underprivileged children as well as expand the Sea Life Center’s programs offered to the public. The Center works hard to present the community with educational and recreational opportunities which include aquaria, marine science exhibits and Avila Beach historical displays. Support such as yours will not only help bring awareness to the Avila Beach Sea Life Center, but also bring awareness to local businesses, such as yours, in Avila.

We are asking for sponsorship from Avila businesses to underwrite this event and would like to invite you to participate as a sponsor. If you choose to sponsor this event, your business will receive a marquee spot in all advertising. If you choose to be a participant in the scavenger hunt you will receive a spot on the map of the scavenger hunt, which will be handed out to each participant. If you would like to sponsor this worthwhile event please fill out the information below and mail it with a payment to the Avila Beach Sea Life Center, P.O. Box 460, Avila Beach, CA 93424. For more information please call at the Avila Beach Sea Life Center at 595-7280. We thank you in advance for your support!

John Sorgenfrei
Board Chairman,
ABSLC

Priscilla Kiessig
Executive Director,
ABSLC
Yes! I would like to sponsor the Find Oz and Lula Event in the following manner:

Donation Letter/Form

☐ BLUE WHALE $1,000 + sponsorship
You receive: Marquee positioning in all advertising

☐ TIGER SHARK $500 sponsorship
You receive: Bold listing in all advertising

☐ STING RAY $250 sponsorship
You receive: Listing in all advertising

☐ MAP PARTICIPANT $150 donation
You receive: Your business located on the Treasure Map

Donation Letter

On Saturday, March 12\textsuperscript{th}, 2011 the Avila Beach Sea Life Center will be holding the “Find Oz and Lula” event, a scavenger hunt and carnival day. This event will benefit the Avila Beach Sea Life Center, a San Luis Obispo County 501(c)3 non-profit educational support organization offering a variety of unique hands-on marine science education opportunities to people of all ages.

This event will be raising funds to sustain our marine science educational programs for underprivileged children as well as expanding the Sea Life Center’s programs offered to the public. The Center works hard to present the community with educational and recreational opportunities which include aquaria, marine science exhibits and Avila Beach historical displays. Support such as yours will help us in our larger goal of inspiring people to think, act, and feel connected to the ocean and the life within it.

Your support will be greatly appreciated and we hope that you may be able to help us out! We would like to request your participation in this new event through a donation of supplies or raffle prizes on the day of the event. Should you choose to make a tax-deductible contribution, please
contact us at (805) 252-1034 or mail the item with the filled out donation form to ASLC at P.O. Box 460, Avila Beach, CA 93434.

Attending “Find Oz and Lula” will be local residents of the San Luis Obispo community, including families and students, as well as members of the press. Your contribution will be publicized throughout the event and announced when the raffle is given away. With your assistance, “Find Oz and Lula” is sure to be a successful way to raise awareness and funds for a remarkable program. Thank you for your consideration. We look forward to you reply!

Sincerely,
John Sorgenfrey        Priscilla Kiessig
Board Chairman, ABSLC        Executive
Director, ABSLC

“Find Oz and Lula” Donation Form

Please complete and return by **February 25th** or sooner to ensure placement in the program

Please give a brief description of your donation and its estimated value.

All proceeds from Find Oz and Lula 2011 will benefit the Avila Beach Sea Life Center, Nonprofit Federal Tax ID # 77-0479110. Upon receipt of your tax-deductible donation, ABSLC will provide a letter for your tax records.

**Item Description:**

**Estimated Value:** $________________

**Company:** __________________________________________________________________________

**Mailing Address:** __________________________________________________________________________

**Contact:** ___________________________ **Phone:** ___________________________

Please send this form and donation to PO Box 460, Avila Beach, CA 93424, fax it to 595-7215, email your response to rleong00@gmail.com or call Rebecca at (805) 252-1034 to arrange for the item to be picked up or dropped off.

**Thank you for your generous donation!**
Radio Public Service Announcement

:15 SECOND SPOT
LIVE COPY (ANNOUNCER)

LOOKING FOR A FUN ADVENTURE FOR YOU AND YOUR FAMILY? WELL THE AVILA BEACH SEA LIFE CENTER WILL BE HOSTING A SCAVENGER HUNT AND CARNIVAL DAY TO WELCOME THEIR NEWEST CRITTERS, OZ AND LULA, ON SATURDAY, MARCH TWELFTH, FROM TEN A.M. TO THREE P.M.


A PUBLIC SERVICE MESSAGE BROUGHT TO YOU BY THE AVILA BEACH SEA LIFE CENTER.

:30 SECOND SPOT
LIVE COPY (ANNOUNCER)

LOOKING FOR A FUN ADVENTURE FOR YOU AND YOUR FAMILY? WELL THE AVILA BEACH SEA LIFE CENTER WILL BE HOSTING A SCAVENGER HUNT AND CARNIVAL DAY TO WELCOME THEIR NEWEST CRITTERS, OZ AND LULA, ON SATURDAY, MARCH TWELFTH, FROM TEN A.M. TO THREE P.M.

SO COME ON OUT AND SUPPORT THE CENTER WHICH PROVIDES A VARIETY OF UNIQUE HANDS-ON MARINE SCIENCE EDUCATION TO THE CENTRAL COAST.


A PUBLIC SERVICE MESSAGE BROUGHT TO YOU BY THE AVILA BEACH SEA LIFE CENTER.
LOOKING FOR A FUN ADVENTURE FOR YOU AND YOUR FAMILY? WELL THE AVILA BEACH SEA LIFE CENTER WILL BE HOSTING A SCAVENGER HUNT TO WELCOME THEIR NEWEST CRITTERS, OZ AND LULA, ON SATURDAY, MARCH TWELFTH, FROM TEN A.M. TO THREE P.M.

ALONG WITH THE SCAVENGER HUNT, THE FUNDRAISER WILL HAVE ACTIVITIES FOR ALL INCLUDING: A BOUNCE HOUSE, DUNK TANK, AN ASSORTMENT OF CARNIVAL GAMES, AND GOOD OLD FASHION BAR-B-QUE. YOU WILL ALSO GET THE OPPORTUNITY TO WIN AMAZING PRIZES AT RAFFLES HELD THROUGHOUT THE DAY.

SO COME ON OUT ON MARCH TWELFTH TO THE AVILA BEACH SEA LIFE CENTER AND SUPPORT THE CENTER WHICH PROVIDE A VARIETY OF UNIQUE HANDS-ON MARINE SCIENCE EDUCATION TO THE CENTRAL COAST.


A PUBLIC SERVICE MESSAGE BROUGHT TO YOU BY THE AVILA BEACH SEA LIFE CENTER.
FIND OZ & LULA

Scavenger Hunt
$5 per hunt participant
Includes prize upon completion, meet and greet with Oz and Lula, all day entry into the Sea Center, and complimentary drawing ticket

Exhibits
$3 per entry to the Sea Center (if not a hunt participant)
Tours of the exhibit concluded with a meet and greet with Oz and Lula

Activities
Bounce House       Arts and Crafts
Dunk Tank          Bean Bag Toss
Face Painting      Fish Bowl Toss
* Prices vary depending on activity*
Every activity ticket purchased includes complimentary drawing ticket

Food
$3 for Hot Dog, Goldfish, Lemonade Meal

Drawings
$1 per drawing ticket
Drawing Prizes & Schedule

12:00 - Performance Athletics Gift Certificates
   (2) One Four-Week Session – Recreational Gymnastics
   (1) One Four-Week Session – Cheerleading
   (1) One Four-Week Session – Preschool Program
      ($250 Value)

12:15 - Beta Fish

12:30 - Crushed Grape Basket ($50 Value)

12:45 - Binoculars

1:00 - Sycamore Springs Gift Certificate
   1 Night Stay w/ 2 day passes to the Sea Center
      ($265 Value)

1:15 - Beach Basket
   Skim Board, Towel, Sea Life Center shirt, Sarong
      ($40 Value)

1:30 - Kennedy Club Fitness Membership
   1 Month Membership ($75 Value)

1:45 - Beta Fish

2:00 - Sea Life Center Family Membership Basket ($125 Value)

2:15 - Binoculars

2:30 - Sycamore Springs Gift Certificate
   1 Night Stay w/ Dinner for 2 ($250 Value)

2:45 - Beta Fish

3:00 - The Cliffs Resort Gift Certificate
   2 Night Stay w/ Breakfast for 2

* MUST BE PRESENT AT TIME OF DRAWING TO RECEIVE PRIZE *
<table>
<thead>
<tr>
<th>Station Description</th>
<th>Time</th>
<th>Volunteer Names</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Hall (4)</td>
<td>10:00-1:00</td>
<td>Kelsey Wagner, Ben Guise</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kathryn Roach, Katy Grady</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Patty Wagner, Nicole Uibel</td>
</tr>
<tr>
<td>Face Painting (2) Station #1</td>
<td>10:00-1:00</td>
<td>Molly Bailey, Priscilla Kiessig, Molly Bailey</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jeff Priolo &amp; Bill, Mercedes Hoyte, Kevin</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Joe Kiessig, Cameron</td>
</tr>
<tr>
<td>Bean Bag Toss (1) Station #3</td>
<td>10:00-1:00</td>
<td>Holly Howarth, Mary Kiessig</td>
</tr>
<tr>
<td>Fish Bowl Toss (1) Station #4</td>
<td>10:00-1:00</td>
<td>Ben Guise, Carol Kiessig</td>
</tr>
<tr>
<td>Bounce House (1) Station #5</td>
<td>10:00-1:00</td>
<td>Mary Kiessig, Crissie Mergogey</td>
</tr>
<tr>
<td>Dunk Tank (1) Station #6</td>
<td>10:00-1:00</td>
<td>Jason, Beitdashtoo, Joe Kiessig</td>
</tr>
<tr>
<td>Dunk Tank Station #6</td>
<td>10:00-1:00</td>
<td>Wes, Amanda Howarth</td>
</tr>
<tr>
<td>Arts and Crafts (1) Station #7</td>
<td>10:00-1:00</td>
<td>Kaitlin McCall, Lynette Yeo</td>
</tr>
<tr>
<td>Avila Grocery (1) Station #8</td>
<td>10:00-1:00</td>
<td>Marissa Mondon, George Show</td>
</tr>
<tr>
<td>Hula Hut (1) Station #9</td>
<td>10:00-1:00</td>
<td>Crissie Mergogey, Holly Howarth</td>
</tr>
<tr>
<td>Sea Barn (1) Station #10</td>
<td>10:00-1:00</td>
<td>Nicole Uibel, Marissa Mondon</td>
</tr>
<tr>
<td>Treasure Chest (1) Station #11</td>
<td>10:00-1:00</td>
<td>Carol Kiessig, Robyn Cole</td>
</tr>
<tr>
<td>Pier (1) Station #12</td>
<td>10:00-1:00</td>
<td>George Show, Jeff Priolo &amp; Bill</td>
</tr>
<tr>
<td>Check In (1) Station #13</td>
<td>10:00-1:00</td>
<td>Jess</td>
</tr>
<tr>
<td>Sand Box (2) Station #14</td>
<td>10:00-1:00</td>
<td>Kelly McDonald</td>
</tr>
<tr>
<td>Cash Register (1) Station</td>
<td>10:00-1:00</td>
<td>1:00-4:00</td>
</tr>
<tr>
<td>--------------------------</td>
<td>---------------------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>#15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sierra Stockton</td>
<td>Sierra Stockton</td>
<td></td>
</tr>
<tr>
<td>Pictures (2)</td>
<td>10:00-1:00</td>
<td></td>
</tr>
<tr>
<td>Robyn Cole</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lauren Seguy</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Thank You Letter

March 16, 2011
Address

Dear __________:

On behalf of the Avila Beach Sea Life Center, I would like to thank you for your generous donation of [______]. Your commitment to helping raise awareness and funds for our hands-on marine science youth educational programs in our community is sincerely appreciated.

Each year the Avila Beach Sea Life Center continues to advance in its mission of working to inspire people to be connected with the ocean and sea life through education and community outreach. Through our program we hope to ignite a life-long love of learning and inspire a generation of leaders who are dedicated to ocean stewardship.

Originally conceived as the Avila Beach Marine Institute in 1998 to provide hands-on learning opportunities in the fields of marine biology and oceanography to the children of San Luis Obispo, Fresno, Tulare, Kings and Santa Barbara counties, the organization has evolved to include a public Sea Life Center, expanded K-12 education programs as well as docent-led exhibits of sea animals from the local estuary.

Our goal is to continue to make a difference in people’s lives by inspiring them to be connected with the ocean and sea life through our educational programs. With the help of donations from supporters such as you, we will continue to see improvements and achieve our goals.

Thank you again for your generous support of our efforts.

Best wishes,

Priscilla Kiessig