



# A Carnival with Curlers

---

A fundraising event for Creative Communications at  
RRC Polytech

**To: Kenton Larsen**

---

**From:** Zoe Vander Aa

**Date:** Apr 12, 2024



## Executive Summary

---

The marketing team at RRC Polytech is hosting a fundraising event for the Creative Communications program. The events theme is “A Carnival with Curlers” and will take place on Friday, April 5, 2024, from 12 p.m. to 3 p.m. We will host the event in the Roundhouse Auditorium in the Manitou a bi Bii daziigae building.

We will have pro curlers Jill Officer, Sean Grassie, and Krysten Karwacki as special guests at the event. There will be an information session with our guests followed by networking and carnival games. We will also have carnival themed snacks, a photobooth, and a draw prize. We aim to have a fun, engaging, and informative event.

Our three main target publics for the event are students at RRC Polytech, school alumni, and local influencers and personalities. These publics will bring us engagement, donations, and awareness.

Our goal for this event is to raise \$25,000 through donations and ticket sales. Our budget is \$5,000 and we will have 200 guests.

We will market the event by sending emails and posting on social media. We will track our analytics and promote two-way communication to ensure interest in our event. Tickets will be sold online so we can keep track of numbers.

Curling, carnivals, and CreComm. Let’s have some fun and earn some funds!



## Table of Contents

---

Purpose Statement	1
Situation Analysis	2
Target Audience Analysis	3
Strategy and Rationale	5
Preliminary Budget	7
Evaluation	8



## Purpose Statement

---

### **Before the event:**

1. Create awareness of, and interest in, the event, and put it at the forefront of our target publics' minds ("impressions").
2. Convert our target publics from being interested in the event into buying tickets and deciding to attend ("conversions" and action).

### **During the event:**

1. Feature an appropriate, fun, and compelling event with an equally compelling theme.
2. Encourage attendees to participate in an activity or promotion at the event to build a list of people who we can contact later for evaluation and future-promotional purposes.
3. Encourage attendees to donate to RRC Polytech to reach our target of \$25,000.

### **After the event:**

1. Evaluate to what degree our event is a success, including follow-up with our target publics.
2. Promote what happened at the event to attract more donations and potential RRC Polytech applicants.



## Situation Analysis

RRC Polytech is hosting a themed fundraising event on April 5, 2024, from 1 p.m. – 3 p.m.. To have a successful event, we need to consider our strengths and weaknesses, and assess potential opportunities and risks that can take place. The SWOT analysis listed below will help us to understand and plan this event accordingly.

### Strengths

---

- We have a skilled and established marketing team.
- RRC Polytech has an Instagram account in which we can reach a large portion of our target audience.
- We can easily market to students and staff since this is a school-based event.
- We have an established selection of alumni we can invite to the event (many with a large social media presence).
- RRC Polytech has a dedicated donations page that we can promote at the same time as the event to influence people who are unable to attend to donate.

### Weaknesses

---

- Our marketing team does not have event planning experience, but we have all the knowledge we need to be able to learn along the way.
- We have a limited budget and timeframe.
- The RRC Polytech social media accounts don't get a lot of engagement, so it may be hard to track analytics and see if people are interested in our event.
- The date of the event is fast approaching, so we will need to plan the event quickly.

### Opportunities

---

- Having alumni at the event will bring in donations since they will be eager to give back to their school.
- The opportunity to network at a fun event will encourage our target audience to attend.
- The event being toward the end of the term could mean students will be more excited about attending a fun and engaging school-based activity.
- Potential for school awareness — people outside of school environment can attend, attendees can share experience on social media.

### Risks

---

- With Friday being a weekday, some people may be unable to get out of work to make it to the event.
- Early April is unpredictable weather wise.
- Inflation could make it so attendees are less likely to make donations/spend money, or people will opt out of coming to the event to save money (so we'll have to make sure the event is worth attending).



## Target Audience Analysis

### Primary Publics: Savvy Students

---

Savvy Students are students and recent grads who attend/attended RRC Polytech or another post-secondary institution in Winnipeg, particularly in CreComm or a related program. They are typically between the ages of 18-25 and live either at home with their parents or rent low-cost apartments in the city's central area. Many have part-time jobs to supplement going to local pubs and breweries after class, and to attend shows and events on weekends. They enjoy social activities and being able to take their mind off their schoolwork from time to time. This public is ideal to attend our event because their energy and optimism will encourage donations from our secondary publics, and they're a geographically good target to reach since it is a school-based event.

#### Desired Outcomes:

- **Knowledge:** We want this public to be aware that this is a social fundraising event.
- **Attitude:** We want this public to know their attendance at the event is important for both them and the school.
- **Behaviour:** We want this public to be full of energy, engaged, and happy to be there. We want them to talk to guests from other publics about the school and their prospective futures.
- **Self-interest:** This public has a self-interest in this event because it will be fun and engaging, and they will be able to network and learn from the other publics.

### Secondary Publics: Far Off and Well Off

---

These folks have been out of school and working successful careers for many years. The success of their careers has encouraged them to give the money they've earned back to education. They could be CreComm or RRC Polytech alumni, or just have interest in donating to a school program they believe in — this could also include current and former instructors. The Far Off and Well Off are about 60-75 years old (a little younger if they're a current instructor, around 40-50). They own either a home in the suburbs or a condo in or near the city's centre, and might have adult children they no longer need to support financially. They enjoy reading a book, scrolling Facebook, going on fishing trips, and playing darts at their local Legion. They're always looking for ways to remain social, so they will be happy to attend this event.

#### Desired Outcomes:

- **Knowledge:** We want this public to be aware that this is a social fundraising event with students and communicators in attendance.
- **Attitude:** We want this public to feel hopeful about the success of the students and the school.

- **Behaviour:** We want this public to be engaged and curious, and to learn as much as they can about RRC Polytech and its students and faculty.
- **Self-interest:** This public has a self-interest in this event because it's an opportunity to socialize, learn, and help make a difference to the futures of students and education.

### **Tertiary Publics: Public Personas**

---

Public Personas are locally famous individuals who love to go to events to network, gain supporters, and look for inspiration. They could be social media influencers, who are around 20-30 years old, or local personalities, who are around 30-45 years old. They frequently post on TikTok and Instagram, and are constantly updating their Stories to keep their followers engaged. Public Personas are entrepreneurial, outgoing, hard-working, and very social. Having this public at the event is ideal for networking, creating school awareness (if they share about their experience at the event with their followers/listeners), and will encourage more students to attend, as students tend to look up to these influencers.

#### **Desired Outcomes:**

- **Knowledge:** We want this public to be aware of RRC Polytech, it's programs (particularly CreComm), and how great of a school it is.
- **Attitude:** We want this public to know their content is wanted and appreciated.
- **Behaviour:** We want this public to be engaged and social with our other publics, and to be excited to share about their experience at the event.
- **Self-interest:** This public has a self-interest in this event because it's an opportunity for them to learn from other types of creators and be a part of an engaging event where they can create great content.



## Strategy and Rationale

### Action

---

- **Event theme and guests:** The theme for the event is A Carnival with Curlers. We will have CreComm grads / pro curlers Jill Officer, Sean Grassie, and Krysten Karwacki as special guests.
- **When:** This event will take place on Friday, April 5 from noon to 3 p.m.
- **Where:** It will take place in the Manitou a bi Bii daziigae building at RRC Polytech in the Roundhouse Auditorium and a portion of the Upper Agora.
- **What:** There will be an information session where our guests will share how CreComm has benefited them, followed by a Q&A session. The second half of the event will be open to networking, photo opportunities, curling-themed carnival-style games (shuffleboard, crokinole, mini floor curling, etc.), and snacks (popcorn, cotton candy, lemonade). We will also have a draw to win a prize including (but not limited to) a signed curling broom from our three guests, and the opportunity to get a photo taken with our guests that will later be printed, signed, and framed.
- **How:** We will charge \$30 for tickets to the event and encourage attendees to make donations. There will be someone from the school there specifically to answer questions about donations and to help people make donations. We will also charge \$5 for tickets into the draw, with unlimited entries, and we will ask for their name and email on the ballots.

### Communication

---

- **Key messages:** Our first key message is that our event will be fun and engaging, and our publics — particularly students, but the fun is for everyone — will be able to network and learn from the other attendees. Our second key message is for the Far Off and Well Off public, who will be able to meet students at the event and learn how their donations can benefit their education. Our third key message is that this event is a perfect opportunity for our Public Personas to create great content.
- **Communication vehicles:**
  - Students: To get the word out to students, we will hang posters around the school, post about the event on the school's Instagram account, and ask Melanie Lee Lockhart, or a CreComm instructor, to send an email about the event to all CreComm students.



- Donors: To get the word out to our alumni and donors, we will send an email to anyone who we think would donate. We will also post about the event on the school's Facebook Page.
- Public personas: We will send each influencer and local personality we would like to have at the event an Instagram DM invitation via the school's Instagram account.
- **Influencer participation**: We will ask our influencers to share that they will be attending the event on their social media. We will also ask a larger personality, such as Ace Burpee, to host our event (introduce our guests, ask the pre-written questions at the info session, etc.). At the event, there will be a lot of opportunity for our influencers to create content which will bring awareness to the school.

### **Rationale:**

---

This strategy works because there are a lot of things involved in this event that will drive people to want to be a part of it. We have three successful athletes, one of whom is an Olympic gold medalist, who also happen to be CreComm graduates — it's a triple whammy!

We are expecting to sell at least 200 tickets. At \$30 per ticket, we expect to earn \$6,000 through ticket sales alone. Our goal is to have at least 75 potential donors at the event, and we expect most of them to donate. We will encourage all guests to enter our draw at least once (200 entries = \$1,000, but we're expecting more).

The Roundhouse Auditorium holds 210 people, and we will use some of the external space around the room to eliminate the feeling of being too crowded.

Our carnival theme brings in the fun factor, so people can enjoy themselves at the event. The games work as an ice breaker for networking conversations, they provide great content for our influencers, and the novelty of it will drive people to the event (if our special guests don't already do so).

Our draw provides an opportunity to collect a list of people we can contact later for evaluation and promotional purposes, as mentioned in the purpose statement.

This event works to fulfill the needs of all attendees. Hearing and learning from our special guests, networking, playing games, entering a draw, and enjoying fun snacks, this event is sure to have all attendees leaving happy and fulfilled. We are sure we'll hit our fundraising goal of \$25,000 with this event.



## Preliminary Budget

---

Our event budget is \$5000. Here is an outline of the estimated cost of everything we will need:

Item	Estimated cost of item	Estimated cost of staff salaries	Total cost
Roundhouse	\$526	NA	\$526
Draw Prize	\$500	NA	\$500
Printing	\$5	Volunteer	\$5
Snacks	\$500	Volunteer	\$500
Photobooth	\$600	NA	\$600
Games	\$500	Volunteer	\$500
Decor	\$150	Volunteer	\$150
Audio	\$100	\$80	\$180
<b>Total</b>			<b>\$2961</b>



# Evaluation

## Introduction

---

This evaluation will address three levels — preparation, implementation, and impact of the event. This will ensure we have full accountability over what happens in the process of this event.

## Preparation – before the event

---

- How we'll know our publics are aware of and excited about the event:
  - We will have our contact information readily available and encourage those who have questions about the event to contact us. This will help with two-way communication and allow us to see who is interested in the event.
  - We will look at the number of shares we have on our social media post analytics and keep track of engagement.
- How we'll know our pre-event publicity and online awareness efforts have been successful:
  - We will keep track of analytics and communication on our social media.
  - We will send our emails with Mailchimp, which will allow us to see how many people have viewed the email.
    - We will also have a link to buy tickets in the email and will track how many people click that link.
  - We will sell tickets to the event online, so we will be able to keep track of how many tickets we're selling.
    - We will make a weekly ticket sales goal. Each week we will check to see how we are meeting our goals and re-evaluate how we're promoting the event.
  - We will ask online ticket-buyers how they heard about the event on the ticket buying page.
- ROI preparation:
  - We will keep track of how much we spend on the event so we can calculate our ROI after the event — and remember our budget is \$5,000.
- Media:
  - We will send a news release about our event to local media outlets and encourage them to attend our event.

## Implementation – during the event

---

- How we'll know our efforts to encourage our publics to attend the event were successful:

- We will have a volunteer at the event to let ticket holders in and sell any last-minute door tickets (if there are any left). There will be a sign in sheet that guests must sign before they enter so we can keep track of who attended.
- How we'll know the event is fun, compelling, and successful:
  - Our volunteers will be walking around the event, helping people play the games and answering any questions, and interacting in conversation with our guests. Our volunteers will judge if our guests are enjoying themselves.
  - We will also see if people are interacting with our games and activities and encourage them to participate.
- How we'll know we've reached our fundraising target:
  - We will have a person at the event who is there specifically to answer questions about donations, encourage donations, and to collect donations. This person will also keep track of the donations we are receiving throughout the event.
- How we'll know we've built a list of people we can contact later:
  - As mentioned in the strategy, the ballots for our draw-prize will have a place for people to fill out their contact.

## **Impact – after the event**

---

- How we'll know we've accomplished our goals:
  - We will send out a follow-up survey to determine how our guests feel about the event.
  - We will keep track of social media posts people make about their attendance at the event, and how much attention they are getting.
  - We will track any media coverage we may get from the event.
  - We will track how many enrollment applications we receive following the event — if enrollment goes up right after the event, after a post is made about the event, or after a news story is released, we will know our event helped encourage those applications.
  - We will continue to post clips from the event to encourage donations and enrollment into the program in the months following the event.
- How we'll know we've been successful in ROI:
  - We will take the money spent on the event, subtract the total of money earned (ticket sales, draw-prize earnings, donations), divide this number by our amount spent, and multiply by 100 to determine if we have earned our goal of \$25,000.
    - We will do this a week after the event to wait for any donations that come in post-event.