



REPORT

From the office of the...

Shinerama & Terry Fox

TO: Members of the Executive Board
FROM: Samantha Jones
SUBJECT: Shinerama & Terry Fox Report 1
DATE: Thursday June 2nd 2016

UPDATE

Shinerama & Terry Fox

This past month has been a month of experimentation for my team, as well as exploring creativity within each of our own positions. We started executing and planning events that have not been seen by the McMaster and Hamilton community before, in an effort to target different groups within Hamilton, as a way to increase exposure of our campaigns.

The members of my executive team are all “new” to the MSU. To clarify, this is everyone’s first time being an executive member on a club or service within the MSU and for majority of the team, the first time being a part of service within the MSU.

Overall I am very pleased with my teams performance this past month.

SERVICE USAGE

Shinerama

During May at Mac, it was estimated that 8000 prospective students and parents visited campus. The Shinerama garage sale was placed outside MUSC in Mills plaza and I would estimate that roughly 4000 people walked through. During that time, the team and I were able to make contact with 300 people, as this is the amount of old Shinerama shirts we gave out. When we gave out shirts we explained what Shinerama is, what it supports and the contributions McMaster has made to Cystic Fibrosis Canada.

This past week, the MSU Shinerama Facebook page had post reach over 4000, a record number of likes on a photo (85) and 49 new likes on the page in the past month.

Instagram followers increased from 174 to 304 (increase of 130) from May 1st

In the past month the MSU Shinerama twitter account has made a total of six tweets, totaling 3725 views.

Terry Fox

In the past month there has been 28 new likes on the Facebook page.

The number of Twitter followers has increased from 62 to 71.

Recently, I got logged out of the Terry Fox Instagram account and as a result I am unable to give an accurate representation of the number of followers that we have either increased or decreased by. (This is something that we are working on fixing)

PAST EVENTS, PROJECTS & ACTIVITIES

Shinerama

Garage Sale

This took place during May at Mac outside MUSC in Mills Plaza. This was an event that was started last year but raised very little money because it was during the summer and there was not a lot of foot traffic on campus at that time. This year I put the garage sale in a high traffic event (May at Mac) in a centralized location and had the faculties participate by donating items. Whatever items a faculty sold would count towards their Shine total. This event made \$235.00 which is an excellent amount considering most items sold between \$1.00 and \$3.00. Promotions for this event was primarily through social media. There was also a flyer pinned up in the Main and Emerson Starbucks. Overall, I'm very satisfied with how this event went.

Bottle Drive

On Saturday May 28th we held our first bottle drive of the summer. Last year, the team executed one successful bottle drive raising \$100. This year I plan to do one large bottle drive each month. Our first bottle drive was more of a test run for the team to see which ways were effective in getting people to donate their bottles.

I printed 30 sheets for flyer distribution and the return was very low. When we went back to the houses where we dropped the flyers off, only one house out of 240 had left bottles for pickup.

As an alternative strategy, I encouraged members of my exec team to post in McMaster groups, any clubs or services that they have been a part of or groups within their faculties. This gave us majority of the bottles and cans that we collected as many people commented on the posts in the Facebook groups or personally messaged the individual who made the post.

During the bottle drive, I approached several restaurants and bars and asked for empties. Two restaurants donated their bottles and cans, with a value of roughly \$23 when taken to the beer store. Many of the other restaurants said that in the future they would be willing to donate but were unable to this time because their empty bottles and cans had already been picked up when their new liquor order was dropped off. For the next bottle drive, I plan to phone in or visit the locations to let them know about our bottle drive well in advance. This way, restaurants or bars that would like to participate can put their empty bottles aside for us.

Next time I'd like to split my team and see if any other people would like to volunteer for the day. This way, there can be people picking up from the houses around McMaster and another group of people standing outside a beer store location. When we did our bottle drive and went to the beer store, there was a volunteer group collecting donations and taking people's empties in support of leukemia research. This is a great way to not only increase the funds being raised through the bottle drive but spread awareness about Cystic Fibrosis research and care.

Terry Fox

N/A

UPCOMING EVENTS, PROJECTS & ACTIVITIES

Shinerama

During the summer we plan to have one bottle drive each month. The dates of these have not been finalized yet.

On Canada Day, some members of my exec team and I plan on going to different parks in the area and doing face painting by donation as well as selling freezies.

On Saturday June 6th, I booked a kiosk in the Burlington mall to talk about Shinerama, as well as collect donations. This is something that is already in progress and we are waiting on the insurance to come through from Cystic Fibrosis Canada.

New this year, we are starting bar blitzes. This is when my team and I go into bars selling candies, glow sticks, Shinerama merchandise and condoms for donations. This is an event that has worked at multiple universities and something we are going to be trying a few times this summer. The first test run is scheduled for June 10th.

All of our Welcome Week events have been planned. We will be doing the Shinerama taxi primarily during move in, to transport parents around campus for a donation. This has gone extremely well in the past. Charity Casino is scheduled for Monday August 29th. This is one of our biggest and most successful events. Bling Bling, will be taking place on two days, for two hours each day (August 30th and September 1st). This is a game where you want to fill your residence or faculty bucket with dimes and put all other monetary amounts in someone else's bucket. On August 31st, we will be holding our first ever Bounce-A-Thon. This will take place at the corner of BSB field facing MUSC and will take place for eight hours. Shine day is scheduled for September 2nd and I have been in communication with potential speakers (individuals who have Cystic Fibrosis) for the event.

Terry Fox

This year we plan to visit 5K and 10K runs in the summer to promote our run date. We will be emphasizing the family atmosphere of our event to be more inclusive to younger runners. Last year we had a bouncy castle station which was a huge hit with all the kids. We also ran capture the flag and a henna station that was engaging to individuals of all ages. This is how we plan to encourage more members of the Hamilton community to come to our run.

During the first week of school, we will be having a truck pull outside of University Hall. The logistics of this event have not yet been worked through.

We also typically have bake sales during the first week of school, which I plan to continue.

During the summer I would like to get some volunteers to stand outside Fortinos collecting donations and promoting our run date early on. There will also be a sign up sheet so we can email participants that are interested.

BUDGET

Shinerama

What I have currently spent:

The costs up front are very minimal. I have spent \$11.42 on printing. This was for flyers for the bottle drive as well as printing sponsorship letters.

Majority of my budget will be spent on t-shirts and providing breakfast/lunch on Shine Day. Estimate from the supplier for 1400 shirts is \$9300 with tax. Recently I've been informed that since Shine Day is moved to the Friday, first years will be able to eat on campus and there is less strain on me to provide meals for the whole day. The logistics of the Shine Day breakfast/ lunch will be included in the next report. As well, I am looking into partnering with David's Tea, like we did two years ago, to provide complimentary tea to all first year students and welcome week reps in the morning.

With less money being spent on Shine Day food, I plan to use that to purchase either hats or bandanas with the Shinerama logo on it. Last year, multiple reps asked me if we sold any merchandise that they could buy. This is a great opportunity to get McMaster students excited about Shinerama as welcome week merchandise is very popular and many students would be willing to purchase it. This is something, to my knowledge, that has not been tested here at McMaster but has done really well at other schools such as Queens.

Terry Fox

The Terry Fox campaign has a much smaller budget and similar to the Shinerama campaign, the budget will be allocated to fewer, but more expensive things. Currently, the estimated costs will come from a bouncy castle (\$400), a petting zoo (\$400) with the remaining \$400 left for printing and any other stations that I would like to add to the run. This will be in collaboration with the Terry Fox Assistant Coordinator.

Currently, none of the Terry Fox Budget has been spent.

VOLUNTEERS

Shinerama

Textbooks for Change

This past April was the first time that McMaster did a textbook drive with textbooks for change at the end of the school year. I was able to get multiple rep groups to come out including Nursing, Commerce, Social Science, and SOCS. The event went well overall. Some of the feedback I got from it was that some residents wished that we had sent around flyers indicating when the textbook drive was happening. All of our promotions was through social media. I still don't know how much we made off that textbook drive but based on the number of books collected (1200), there should be roughly \$2400 donated to the Shinerama campaign.

Great Strides Walk in Hamilton

This event was much more difficult to get volunteers, which took place on Sunday May 29th. Many McMaster students have gone home for the summer and are not willing to come back to Hamilton for events, including many of the planners. Despite this set back, we had eleven volunteers come out from the Science and Commerce faculties as well as two members from my executive team. Those who were there got the chance to interact with children with Cystic Fibrosis. This was a great way for volunteers to put a face to the disease, giving them a little bit more motivation to fundraise.

Terry Fox

N/A

CURRENT CHALLENGES

Shinerama

The McMaster Charity Golf Tournament is fast approaching as the date is June 23rd. One of the challenges I have faced with this event is getting sponsorship items for the silent auction table. When I call businesses they are generally very receptive to the idea of donating and ask to be sent an email with the letter and sponsorship package of the event. A trend that I have been noticing is that once the email is sent the business is unresponsive. How I plan to overcome this challenge in the upcoming month is by reaching out to more businesses for sponsorship. This way, I am not dependent on a few businesses that may have lost interest or are no longer able to donate an item or gift card to the silent auction.

Terry Fox

Run Date: I received an email from the Terry Fox organization informing me that the run date is Sunday September 18th. Two years ago, the Terry Fox run was the day after the Welcome Week Rep party at 1280 and attendance was extremely low. The Terry Fox Run already struggles with having a low participant turnout, despite having an engaging and well run event planned. Having welcome week reps volunteer for the run is extremely beneficial to the execution of the run as 40-60 volunteers are required. This is something that I plan to bring up to the Campus Events Director and Faculty Coordinator so there is no conflict.

With Terry Fox, I am also struggling with giving an equal amount of attention to this campaign as Shinerama. This has been a challenge because the two campaigns are competing with one another for my attention. Unfortunately, it's harder to justify giving Terry Fox as much planning during the summer months, especially in the first month, because our Terry Fox Run is on one date in September. Furthermore,

the size of the two campaigns also differs quite a bit resulting in more attention towards Shinerama. Shinerama raised \$126,000 last year whereas Terry Fox raised under \$4000. There is an expectation to uphold with Shinerama by having large successful secondary fundraisers. With Terry Fox, the best way to increase dollars raised is through an increase in the number of runners at our event. However, the pressure of raising over \$100,000 is not looming over the campaign. The expectation for both campaigns is very different, which pushes me to spend more immediate time planning Shinerama fundraisers in the summer (Ex. there is no Charity Golf Tournament for Terry Fox).

SUCSESSES

Shinerama

On the Shinerama.ca website, the McMaster Science Society Sciclones are ranked as the top fundraising team across Canada (Over \$1700.00). Carleton has currently raised more money online but that is because they started fundraising in March, whereas McMaster started fundraising online in May. We also have four teams in the top 20 fundraising teams including Science, Nursing, Humanities and MSU.

Terry Fox

N/A

OTHER

Shinerama

N/A

Terry Fox

New this year, we would like to engage the Greek Life by encouraging the fraternities and sororities to come out to the run. This is one of the way we plan to increase attendance this year.