



REPORT

From the office of the...
MSU Shinerama Coordinator

TO: Members of the Executive Board
FROM: Nicole Yan
SUBJECT: MSU Shinerama Report 1
DATE: Thursday, June 22nd, 2017

UPDATE

The past few months have mainly been focused on hiring this year's team, holding summer fundraisers, and starting planning for Welcome Week. The events so far have been very successful, and the performance from the team has been good. I am excited to see what we can accomplish this year!

SERVICE USAGE

Team Hiring

I decided to hire the executive team in March so they could have a part in hiring the rest of the team in April. I had 23 applications for executive positions and hired 7. This year, I increased the number of general volunteers from 13 to 30 to help with summer fundraising initiatives and Welcome Week events, and they have proven to be a great asset so far. I made three posts for applications, once of which reached 9284 people. Ultimately, I had 50 applicants and hired 30 general volunteers.

Social Media Usage

The MSU Shinerama Facebook page views for the last month has increased 16%, and reach has increased 180% to 13,454 views. I have posted more videos on the page than in previous years, which has resulted in an increase in video views by 4100%. The "Shiner of the Week" series has also started since May 1st. This is where every week, an individual from the McMaster community is recognized for their fundraising efforts. So far, I have made seven posts, with each post averaging a reach of 1784 and 29 likes. The Shiner of the Week is also featured on our Instagram account, with each post averaging 50 likes.

Event Attendance & Swag

During May at Mac, Shinerama had a Yard Sale and information table, situated right outside MUSC by Mills Library. Several thousand walked through the general area that day, and the Shinerama team engaged with an estimated 300 people during that time. We gave away 115 Shine hats and 100 old Shine Shirts at our information table, where we had a trivia wheel that provided information about McMaster's contributions to Shinerama and cystic fibrosis in a fun and interactive way. We also gave away hundreds of stickers, tattoos, buttons, and lollipops.

PAST EVENTS, PROJECTS & ACTIVITIES

Hiring - Group Interviews

In April, I conducted group interviews to hire 30 general volunteers with the help of my executive team. We had three stations: one-on-one, small group situational, and interactive teamwork. This was the first time Shinerama has done group interviews, and the feedback from both the exec members and applicants was very positive.

Textbook Drive (April 17-30)

The textbook drive was done in collaboration with Textbooks for Change. Inviting people and sharing the event on Facebook worked very well in terms of outreach. Lots of first year students wanted to get rid of their used books before moving out of residence, which we personally picked up for them at their residence. Several faculties including Nursing, Commerce, and Humanities also contributed to the book drive. The entire community surrounding McMaster contributed, with many people very happy that we were taking old textbooks off their hands. We collected over 1000 books overall, raising an estimated \$2000 (cheque pending).

May@Mac Yard Sale + Information Table (May 13)

We had a yard sale and info table set up for May at Mac right outside MUSC. The primary goal was to inform prospective students about the service and spread awareness for Shine and cystic fibrosis. We also had a yard sale of donated items. In total, we made just over \$100. The location right outside MUSC was great because a lot of visitors and reps passed by. Big signs about the sale drew a lot of people in, who were then directed towards the info table nearby for more information about cystic fibrosis and Shine. At the info table, we had a trivia wheel, which was a great way for visitors to engage and win free swag, and for them to learn a bit about McMaster's contributions to Shinerama and cystic fibrosis. We also drew people in by offering free Shine stickers and buttons to people passing by, who then stopped to check out our info table and yard sale items. Another thing we did to increase promo was send reps around campus to take pictures of other reps shining, which we then posted on the MSU Shinerama Facebook page. While I think the yard sale is a great secondary fundraiser, for next year there should be less emphasis on the yard sale and more on the info table. We should give out more free swag and items and make the info table more prominent.

Bottle Drive (Saturday, May 27)

Our first bottle drive for the summer was a big success. We contacted local bars and restaurants to ask if they had empties they would be willing to donate to us. We also handed out 300 flyers in the Ancaster area and the /residential areas of Westdale during the week and promoted the bottle drive on our social media. Contacting restaurants worked the best because they donated the most and we established a great relationship for future bottle drives. All the businesses that contributed personally received thank you letters from McMaster Shinerama, and received recognition on our social media. We also received a lot of donations from the community of Ancaster and Westdale. We made just under \$450, which is the highest we've ever raised from one bottle drive.

For future drives, we will distribute more flyers to the Ancaster area. Getting more cars or a van to help with collection would speed up the process and make collecting large donations more efficient. There wasn't enough engagement online with the student population. We only had several locations fill out our online form for direct pickup, which could be improved by sharing the post in more summer groups.

The Walk to Make CF History (May 28th)

The Walk to Make CF History is an event that is organized by the Cystic Fibrosis Canada Hamilton chapter. My main responsibility was to recruit volunteers for the day who could coordinate children's activity stations. This isn't an event to raise money for Shine specifically, but is a really fun way to engage with the Hamilton community and other volunteers. Volunteer recruitment was a success. A lot of volunteers were from the Shinerama team, but I also shared the event with the Shine planners and had several faculty reps sign up, with 20 volunteers total.

Bar Blitz #1 (June 10th)

This event is where the team goes to Hess Village to ask people if they would like to donate to Shine for a condom, candy, or glowstick. In total, we raised about \$40 after two hours of walking up and down the street. This year, we had packs of gum donated that we sold, which was popular. I also made some signs showing what things we had to offer and a big Shinerama sign so people would know what our cause was. This was helpful because a lot of people who donated wanted to know about the cause.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

The McMasters: Charity Golf Classic will be on June 22nd, and barring a thunderstorm should run smoothly. More bar blitzes are scheduled for June 28th and July 21st. A second bottle drive is scheduled for July 2nd.

A new project for this year is to film a video series focusing on people living with cystic fibrosis. The first video is scheduled to be released June 30th, which will highlight some facts about cystic fibrosis. A follow-up interview with the individual and family in the video will be released the week after, where we will answer more in-depth questions.

The Welcome Week events planned are as follows:

During Move-In (August 26 and 27), we will have the Shinerama Taxi and Photobooth. The Shine Taxi is the golf cart, which will be used to transport parents and students around campus and parking lots. The Shine Photobooth is a new event where parents and students can use our props and take polaroid pictures for a donation. We will also be collaborating with the Society of Off-Campus Students (SOCS) during their Beaver Games on August 27th. Charity Casino is one of our biggest events, and is scheduled for Monday, August 28th during Monday Night Social. Currently, I am working with Karan (Maroons), Marina (Faculties), and Taha (Residences) to create programming for Monday Night Social. Bling Bling will be on August 29th and 31st. On August 30th, we will have a bouncy castle. On September 1st, we will be having Shine Day and Shine Games. Shine Games is a new event where both reps and first years will complete a series of activities in teams at DBAC. This event was created to account for the increasing number of reps and first years going out on Shine Day, and to provide a different avenue for fundraising for those who may not want to participate in the traditional Shine Day event.

For the volunteers on the team, I have held a Shine team potluck, where I served hotdogs and various beverages. Other members also contributed other items such as chips, cookies, and garlic bread. Not every member was able to make it, so I would like to schedule another potluck during the upcoming weeks, as well as other team-bonding activities such as hiking and suit painting.

BUDGET

I have spent \$58 for the National Shinerama Conference, and have a \$600 standing order at the Underground. Of that \$600, I have spent \$27.75 on printing and \$220 on an updated sponsorship package.

The remaining ~\$14,350 will mainly be spent on Shine shirts for first year students and transportation for Shine Day. I am currently in contact with seven different companies regarding Shine shirt pricing, and am waiting to receive quotes from two companies. I am also working with community stakeholders in the form of taxi and bus companies to create a partnership where they will provide us with transportation on Shine Day in exchange for online and offline promotion. This will reduce the cost of ordering busses for Shine Day.

I am working on with campus/community stakeholders on providing food for Monday Night Social and Shine Day/Games. Currently, I have obtained sponsorships from a popcorn company and a candy company. I am also working on establishing partnerships with others to provide tea/coffee, breakfast, and snacks for Shine Day/Games.

VOLUNTEERS

Currently, the executives are working very well together and the team dynamics are very good, especially those who are living in or close to Hamilton for the summer. For team members outside

of Hamilton, we are using online avenues to maintain communication, such as through Facebook and Skype. For the general members, much of the engagement stems from very specific volunteers, while there is little activity from others. Because of this, there are some volunteers who are getting to know one another very well, while there are some who have not met the rest of the team. For the next month, I will be hosting more team-bonding events during times most people are available so the volunteers can get to know one another and bond before Welcome Week.

In terms of professional development, there are many informal learning experiences the service provides to its volunteers. The executive team (specifically assistant programming, sponsorship, and events) is receiving a lot of experience communicating with local and corporate businesses to plan events and establish partnerships. My media coordinator is able to develop his graphic design skills by working with full-time designers from the Underground, and my promotions coordinator will be working with the communications team in the MSU to work on our upcoming video series. My executives had the opportunity to attend the National Shinerama Conference in May, where they attended workshops on leadership development, budgeting, and relationship building for campaigns. In addition, there is an upcoming Regional Shinerama Conference that will be available for the team. I will continue to share different openings and opportunities for growth, and have just completed a recommendation letter for a general volunteer to receive a \$500 scholarship.

CURRENT CHALLENGES

A current challenge is increasing volunteer participation for our summer events, for which I will have volunteer expectations clarified and set going forward. Another challenge is planning Shine Games for Welcome Week. Since it is a new event, it will be more difficult to predict costs and potential hurdles. It also includes other campus partners, such as Athletics and Recreation, or outside parties, which will require more coordination and planning on my part.

SUCSESSES

McMaster University is currently #1 in the country for online funds raised for Shinerama! We have raised \$8,825.80 overall, and have four McMaster teams listed in the top ten fundraising teams.

From my own team specifically, I would count our first bottle drive as a big success. This is not only because we beat our personal record for funds raised in a bottle drive, but also because it allowed us to foster positive and ongoing partnerships with multiple businesses in the Hamilton region.

OTHER

My goals for the next month are to increase twitter and MSU website usage, and to work with more faculties to facilitate their campaigning and goal setting.