YEAR PLAN
MSU Shinerama Coordinator
Nicole Yan
2017-2018
(submitted July 4th, 2017)
Shinerama is the largest post-secondary fundraiser in Canada, involving over 35,000 students from more than 60 campuses to raise money for cystic fibrosis research (CF) and care. The McMaster Shinerama campaign consistently raises over $100,000 every year, making us one of the fundraising leaders in the country. Our service aims to motivate students to participate in charitable activities and show the community that McMaster students are willing to take action to enable positive change.

What I hope to accomplish this year falls under three major goals. First, I would like to further McMaster Shinerama’s reputation as a national leader for funds raised for Shinerama. To accomplish this, my goal is to cultivate student leaders on my team and strive for continuous improvement to attain our monetary goal. Next, I would like to increase student and community engagement by using innovative methods of promotion and fundraising events. Finally, one of my biggest priorities is to forge collaboration and foster long-lasting relationships to increase campus and community partner involvement with Shinerama.

My hope for this year is to continue to grow the service and increase student and community awareness of CF. I look forward to seeing what Mac can accomplish this year!

Warm regards,
Nicole Yan
## GOALS

<table>
<thead>
<tr>
<th>Objective 1</th>
<th>Increase Hamilton community engagement</th>
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<tbody>
<tr>
<td><strong>Description</strong></td>
<td>I would like to increase the number of fundraising events in the summer targeted towards the Hamilton community and summer students. I would like to implement more bottle drives, and have Shine activities at major events such as Art Crawl and the Hamilton Beer Festival. I have two Events Coordinators who will help me facilitate this.</td>
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</table>
| **Benefits** | • More fundraising dollars that goes back to the Hamilton CF community  
• Garner interest in Shinerama during the summer, leading to increased participation in events during Welcome Week  
• Promote Hamilton community events to students that Shine will be at  
• Increase Shinerama presence in the community |
| **Difficulties** | • Students are busy in the summer  
• Disconnect with incoming first years  
• Getting information about events to the Hamilton community  
• Obtaining permission to promote Shine at various events from organizers |
| **Long-term implications** | • Established summer Shine events will increase fundraising dollars every year  
• Will solidify the Shinerama campaign in the Hamilton community and make holding future events easier |
| **How?** | • Research summer community events in Hamilton and contact organizers to get Shinerama involved such as the Gore Park promenade and Art Crawl  
• Increase social media presence to increase followers and maintain interest in Shinerama over the summer by posting weekly and releasing video content every three weeks  
• Participate in Horizons Successfest to inform incoming first years about Shinerama’s cause, upcoming events, and ways to get involved  
• Make posts in Hamilton summer groups on Facebook about summer events  
• Use newspaper and radio to promote events to the community |
| Partners          | • Outside media: Radio and Newspaper  
|                  | • Shine Planners (Faculty, Residence, ISS)  
|                  | • Social Media Coordinator – Samantha Jen  
|                  | • Events Coordinators – Stephanie Rugo & Ganeem Juneja  
|                  | • VP Administration – Preethi Anbalagan  
|                  | • Horizons Coordinator – Christine Yachouch  

### Objective 2

**Establish more community and campus partners**

| Description | I would like to bring in more community and campus partners for Shine events. There are plenty of opportunities for collaboration between Shine and other parties in terms of receiving materials and items needed for events from businesses and us providing them with promotion to the student community. I have hired two sponsorship coordinators to help me with this.  

| Benefits     | • Receive materials needed for events so that the budget can be used to host more events  
|             | • Establish relationships with outside businesses that will want to come back year after year  

| Difficulties  | • These partnerships must be established early on  
|              | • Competition with other organizations for sponsorships  
|              | • There are many opportunities for partnerships but they must first be found by contacting key people in other organizations  

| Long-term implications | • Partnerships can be renewed yearly and expanded upon  
|                       | • The budget can be used to improve current events and include new activities  

| How?          | • Create new sponsorship package via the Underground  
|              | • Contact different partners (Sponsorship team will help with this)  
|              | • Communicate to potential sponsors what is needed and what we can offer them in return  

| Partners      | • Hamilton businesses  
|              | • MSU services (Mac Farmstand, MacCycle)  
|              | • Sponsorship Coordinators – Dempsey Wood & Lauren Liu  
|              | • VP Finance – Tuba Dsouza  
|              | • Underground – Dave Dedrick  

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<tr>
<th>Objective 3</th>
<th><em>Film informational videos to increase our online presence and CF awareness</em></th>
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<tbody>
<tr>
<td>Description</td>
<td>Many students are unfamiliar with Shinerama. This is especially apparent with incoming first year students who may not have been previously exposed to information about CF. Therefore, I would like to release a series of videos over the summer featuring real stories about people living with CF in and around Hamilton. Hopefully, this will motivate students to raise money during Welcome Week. By increasing our online presence through Facebook, Instagram, twitter, and the MSU website, students can be informed about Shinerama’s activities and opportunities to volunteer. I have hired a Promotions Coordinator and a Media Coordinator.</td>
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</table>
| Benefits    | • Provides students with accurate information about CF and what it’s like to live with CF  
• Introduces the service to incoming students over the summer  
• Online content can be shared easily to reach thousands of people instantly  
• Promotes McMaster’s charitable efforts to the community and other school across the country (video will be shared with over 60 other schools participating in Shinerama)  
• Promotes the “caring” portion of the five core values of Student Affairs McMaster to the public |
| Difficulties | • Filming and editing process can be long and requires extensive planning  
• Recruiting individuals with cystic fibrosis and their families |
| Long-term implications | • Video can be used for future campaigns  
• People who see the video will know more about Shinerama and CF and may be more willing to donate or get involved in the future  
• Overall more fundraising dollars to the cause |
| How?        | • Consult Cystic Fibrosis Canada Hamilton chapter president Katie Schulz to recruit families for the videos and to discuss video ideas  
• Recruit families and receive their input on video storyboard, establish a time for filming  
• Work with Promotions Coordinator, Media and Design Coordinator, and Communications Officer to develop a storyboard and timeline for filming  
• Edit video and release onto all social media platforms (Facebook, graphic and link on Instagram and Twitter, MSU website) |
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<tr>
<th>Objective 4</th>
<th>Update/innovate WW programming</th>
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**Description**
I would like to plan new Welcome Week programming for Shinerama and improve our previous events. I would like to innovate our current programming by coming up with new methods to run past events as well as coming up with new events. For example, 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.

**Benefits**
- More options for first years to participate in during Welcome Week
- Provides an alternative for reps who have done the traditional Shine Day multiple times
- Decreases the large number of volunteers going out to the community

**Difficulties**
- Accounting for unforeseen costs and problems
- Promoting new events to the right audience
- Student interest and attendance is unknown

**Long-term implications**
- If the events are successful, they can be improved on for future Welcome Weeks
- New events established for Shine provides a new avenue from which to raise money
### How?

- Discuss new events with VP Administration
- Finalize logistics for events (who, what, where, when, how)
- Complete risk management forms for events
- Obtain sponsors and/or quotes for items needed
- Create promotional material for events (Facebook graphics, MSU website, Welcome Week website)
- Consult previous Shine coordinators from Mac and other schools to learn what events were tried in the past, innovate programming by coming up with a new interesting way to fundraise
- Innovate Shine Day by using a new method of grouping faculties and residences with the aim of strengthening collaboration between these groups instead have having groups fundraise separately as they have in the past
- Implement new programming to Welcome Week using current popular trends to tailor events, such as “Shine Photobooth” offering polaroids for dorm rooms

### Partners

- Maroons Coordinator – Karan Chowdhry
- Residence Orientation Planner – Taha Arshad
- Faculty Societies Coordinator – Marina Bredin
- VP Administration – Preethi Anbalagan
- Athletics and Recreation – TJ Kelly

### Objective 5

**Increase fundraising dollars**

**Description**

One of my biggest goals for this year is to reach our monetary goal and increase the amount of money we raise for CF. The more money we raise, the more we can help individuals with CF in tangible ways by subsidizing expensive treatments and fund CF research. Last year, the campaign raised just over $100,000. This year, I would like to beat that value with a target goal of $110,000.

**Benefits**

- More money goes towards funding research grants for CF and providing treatments
- More money goes towards subsidizing care for CF patients who would otherwise pay hundreds of thousands of dollars annually for medication

**Difficulties**

- New events are hard to implement and can be risky as the return is unknown
- Corporate sponsors are difficult to obtain
### Long-term implications

- Every year that Shinerama operates increases the median age of survival by 10 months
- More funding of research grants towards CF research will lead to improved treatment plans and hopefully a cure

### How?

- Contact more corporate sponsors (e.g. secure $2000 of taxi vouchers and put that avoided cost into Shine Games, promote a business to our students in exchange for a monetary donation)
- Work with planners to increase engagement during Welcome Week (increase promotion of Shine events to residence reps to increase participation for Shine Day and have more people fundraising)
- Develop new ways to fundraise (Hold new events such as Shine Games and Shine Photobooth to reach another target audience and raise money in an alternative way than Shine Day)

### Partners

- Shine Planners (Faculty, Residence, ISS)
- VP Administration – Preethi Anbalagan

### Objective 6

*Establish the Shinerama WW rep team and provide opportunities for leadership development to volunteers*

#### Description

This year the number of Shinerama volunteers has increased from 20 to 37. I would like to provide opportunities for my volunteers to develop as student leaders and advocates for CF. With the larger team, Shinerama also now has more people to help out, which will allow us to expand our summer events and plan more programming for Welcome Week.

#### Benefits

- More opportunities for students to be leaders and help first years during Welcome Week
- More help with organizing Welcome Week activities
- Increased presence of Shinerama during Welcome Week

#### Difficulties

- Organizing the team and determining a schedule for everyone
- Conflict management between team members

#### Long-term implications

- Shine events would run more efficiently with more help
- Shorter event setup/takedown times
- Shine reps to help with Shine Day money counting would allow all Maroons to stay & facilitate the first-year concert

#### How?

- Conduct group interviews for the new team with the help of the executives
- Organize team-bonding activities over the summer
• Organize the team into groups and assign roles and responsibilities for Welcome Week

**Partners**

• VP Administration – Preethi Anbalagan

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**Long-term planning**

<table>
<thead>
<tr>
<th>Overarching Vision (what is the ultimate goal?)</th>
<th>Increase community awareness of CF to ultimately increase fundraising goal</th>
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<tbody>
<tr>
<td>Description</td>
<td>I would like for the Hamilton community to be more aware and informed about CF and learn about the CF patients who are currently living in Hamilton. This includes the permanent residents of Hamilton as well as the students who live in and around campus. For the Hamilton residents, increased summer programming and Shine promotion is essential. For students, I would like to start from first year and introduce them to CF during Welcome Week so that they can carry this knowledge to future years. I would also like to increase CF awareness to upper year students who were not involved with Shine in first year.</td>
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<tr>
<td>Benefits</td>
<td>• More awareness about CF leads to more people who are willing to come to events and donate</td>
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| Year 1                                         | • Release promotional videos on Facebook to increase student awareness starting from first year in summer and Welcome Week  
• Develop a list of current sponsors who are willing to help future campaigns as well  
• Create new programming to appeal to a new audience |
| Year 2                                         | • Improve events from last year & create new events  
• Increase corporate sponsors and community partners  
• Start a promotional campaign online  
• Offer new and enticing prizes at our events such as the Charity Golf silent auction and the Charity Casino raffle prizes |
• Exchange ideas with Shinerama campaigns at other schools

| Year 3       | Solidify relationships with partners and renew previous relationships  
|             | Continue online promotion of CF research                           |
| Partners    | VP Administration – Preethi Anbalagan                                |

GOALS to strive for

List 5 things that you would like to have prepared for the beginning of September – Before Welcome Week
• Completed 10 summer fundraisers
• Completed video series about CF and Welcome Week promotional video for Shinerama
• Finalized Shine Day logistics (locations confirmed, packages printed, food and transportation ready)
• Finalized Shine Games logistics (Faculty teams signed up, residence teams prepared for first-year sign-up, all activities scheduled)
• Completed plan for Shine team activities for Welcome Week and have all roles and responsibilities determined

List 5 things you would like to have completed during the fall term (1st) – After Welcome Week
• Counted and sent Shine Day money to Cystic Fibrosis Canada
• Sent out all thank you cards to sponsors and partners for Welcome Week
• Written transition report for incoming coordinator
• Volunteer appreciation for Shine team
• Organizes and prepared all files pertaining to Shinerama for next year

List 5 things you would like to have completed during the winter term (2nd)
• Assisted in hiring of next coordinator
# Master Summary

*(calendar and checklist)*

| May (see checklist) | • Complete hiring of executives and general members  
|                   | • Sponsorships for Charity Golf  
|                   | • Attend National Shinerama Conference  
|                   | • Book Drive  
|                   | • May at Mac Yard sale  
|                   | • Bottle Drive 1 execution  
|                   | • Hand out flyers for bottle drive  
|                   | • Recruit 20 volunteers for Walk to Make CF History  
|                   | • Attend Walk meetings + go to Walk  
|                   | • Begin Shiner of the Week campaign (weekly until WW)  
|                   | • Contact Shine faculty and residence planners  
|                   | • Shine locations  
|                   | • Contact corporate sponsors  
| June              | • Finalize Charity Golf prizes  
|                   | • Recruit volunteers for Charity Golf  
|                   | • Attend Charity Golf  
|                   | • Bar Blitz 1  
|                   | • Film and release CF video 1  
|                   | • Sponsorships for Charity Casino  
|                   | • Sponsorships for food WW (Monday Night Lights, Shine Day, Shine Games)  
|                   | • Shine Games contacts  
|                   | • Team Potluck 1  
|                   | • Contact for Taste of Hamilton  
|                   | • Shine locations  
|                   | • Risk management forms for WW  
|                   | • Order suits for WW  
|                   | • Order supplies from Cystic Fibrosis Canada  
| July              | • Shine locations finalized  
|                   | • Order jerseys for team  
|                   | • Order Shine shirts for Shine Day  
|                   | • Attend Regional Shinerama Conference  
|                   | • Bottle drive 2  
|                   | • Bar Blitz 2  
|                   | • Film and release CF video 2  
<p>|                   | • Team potluck 2 |</p>
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<tbody>
<tr>
<td></td>
<td>Team hiking</td>
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<td></td>
<td>Create Taste of Hamilton packages</td>
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<td>Shine Instagram Challenge</td>
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<td>Sponsorships for Shine Day transportation &amp; snacks</td>
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<td>Book busses for Shine Day</td>
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<td>Niagara Falls Day</td>
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<td>Horizons Successfest</td>
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<td>Contact Greek Life regarding Shine Day and Games</td>
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<td>Shine Exec Photos</td>
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<td>Contact Bouncy Castle for Welcome Week</td>
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<td></td>
<td>Contact Athletics &amp; Recreation for Shine Games equipment</td>
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<td></td>
<td>Set up two Shine Day speakers</td>
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<td>August</td>
<td>Obtain insurance for Shine locations</td>
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<td></td>
<td>Print Shine packages</td>
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<td></td>
<td>Film and release CF video 3</td>
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<td></td>
<td>Film and release Shine WW Promo video</td>
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<td></td>
<td>Shine WW Events promo campaign</td>
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<td></td>
<td>Taste of Hamilton</td>
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<td>Shine Twitter challenge</td>
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<td></td>
<td>WW rep training complete</td>
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<td></td>
<td>Bottle Drive 3</td>
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<tr>
<td></td>
<td>Bar Blitz 3</td>
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<td></td>
<td>Hamilton Beer Festival</td>
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<tr>
<td>September</td>
<td>Welcome Week!</td>
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<td></td>
<td>Submit Shine Day money</td>
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<td></td>
<td>Thank all partners/sponsors</td>
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<td>Volunteer recognition with the team</td>
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<tr>
<td>October</td>
<td>Write transition report and receive transition reports from executives</td>
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<td>November</td>
<td>n/a</td>
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<tr>
<td>December</td>
<td>Hiring for next year</td>
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<td>January</td>
<td>Transition with new coordinator</td>
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<td>February</td>
<td>n/a</td>
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<td>March</td>
<td>Assist with hiring exec team</td>
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<td>April</td>
<td>n/a</td>
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