



# REPORT

*From the office of the...*

## MSU Shinerama

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TO: Members of the Executive Board  
FROM: Nicole Yan  
SUBJECT: Shinerama Report #2  
DATE: July 20<sup>th</sup>, 2017

### **UPDATE**

The past month has mainly consisted of planning the logistics for Welcome Week and continuing to execute summer events. Our events so far have shown success in both participation and funds raised. My goal is to mitigate any logistical issues now so that Welcome Week can run as smoothly as possible.

### **SERVICE USAGE**

For the past month, The MSU Shinerama Facebook page has had 92 views, 12 new page likes, 13 new page followers, a reach of 9,906, and 2,566 post engagements. Our video views has shown a growth of 482% in views. Our recent bottle drive promo graphic reached 2,904 people and has been shared 15 times. The “Shiner of the Week” series I started back in May continues. This is where every week, an individual from the McMaster community is recognized for their fundraising efforts. This past month, I have made three Shiner of the Week posts, with one post reaching 3,607 people and 95 likes. The Shiner of the Week is also featured on our Instagram account, with each post averaging 61 likes. This month, I made one tweet on the MSU Shinerama twitter account, which reached 2,838 people, was retweeted 5 times, and had 14 likes.

### **PAST EVENTS, PROJECTS & ACTIVITIES**

#### *McMasters Charity Golf Classic:*

For the MSU Charity Golf Tournament, Shinerama provided prizes for the silent auction and volunteers to facilitate activities at various holes on the golf course. I recruited four volunteers for the day and worked with my Sponsorship Coordinators to obtain prizes. Some examples of prizes are: Hamilton Bulldogs tickets, spa gift baskets, a Skyzone package, and various gift cards. Overall, the event was a success with proceeds split between Shinerama and the MSU Childcare Centre.

*Cystic Fibrosis Video:*

A new project for this year is to film informational videos about cystic fibrosis to promote CF awareness. We travelled to Paris, Brant to interview a family with a daughter who has CF. The filming for the video has now been completed and we are currently in the editing stages. The projected release date for the first video is July 28<sup>th</sup>, and the follow-up interview is projected to release August 4<sup>th</sup>.

**UPCOMING EVENTS, PROJECTS & ACTIVITIES**

*Bottle Drives:* We are contacting businesses and handing out flyers this week for our next bottle drive scheduled this Saturday, July 22<sup>nd</sup>. Our subsequent bottle drives are scheduled for August 20<sup>th</sup> and September 23<sup>rd</sup>. My goal for funds raised from bottle drives is \$1000, which is a ~\$400 increase from last year.

*Bar Blitzes:* Our next bar blitzes are scheduled for July 28<sup>th</sup>, August 18<sup>th</sup>, and August 23<sup>rd</sup>. To maximize our reach, we will be going to Hess Village Fridays/Saturdays and Motown at Club Absinthe on Wednesday, where we are more likely to encounter large crowds. One of the biggest challenges for this event is recruiting enough volunteers.

*Horizons Successfest:* Shinerama will be participating in this year's Horizons Successfest the morning of July 29<sup>th</sup>. This event will be an excellent opportunity to promote our service to incoming first years and inform students about our Welcome Week events and how they can get involved.

The Welcome Week events for Shinerama have been approved. The progress of each event is as follows:

*Shinerama Photobooth:* This is a new mini-event where students can get their photos taken throughout Welcome Week at our booth. I have obtained digital cameras for use during the week, and am looking into offering polaroids. I currently have one polaroid camera available for use, and am going to purchase polaroid film for \$1 per photo, to be sold for \$2 each.

*Charity Casino:* My Sponsorship Coordinators and I are actively seeking raffle table prizes for our Charity Casino event during Monday Night Lights. Later this month, I will be working with Campus Events to determine the tables and volunteers needed for this event. I will also be recruiting dealers for casino tables from my team of volunteers and other reps.

*Bounce-A-Thon:* I have a bouncy castle ready to be booked. I am hoping to have it on BSB field near the main entrance so that it is proximal to a power source. Once I have the location confirmed, I will be in contact with Facility Services to ensure there will be no problems with providing power for the bouncy castle during Welcome Week, and whether a generator will be required.

*Shine Day:* Currently, I have 32 locations confirmed for Shine Day. My Assistant Coordinator, Events Coordinators, and I are visiting and calling locations everyday and will continue to do so for the next two weeks. Regarding transportation, I will be booking busses with First Student and have Blueline Taxi vouchers for faculty reps who are travelling further than HSR/walking distance. As the first year dining plan does not extend to Friday this year, I am also in contact with several pizza companies to discuss partnership options for providing lunch on Shine Day for first years. I am also looking to provide breakfast/tea/coffee and snacks for reps on Shine Day. I have booked a guest speaker for opening ceremonies. Something new I would like to do this year is have faculty reps shining with first years students. I would like to have an opt-in for faculties to send a portion of their reps with residence reps and first years for the day, with a small percentage of funds raised in the group going to the respective faculty. This will promote faculty-residence collaboration and increase first year engagement with faculty reps while simultaneously helping to decrease the large number of reps going to one location. I have a proposed Shine shirt design that has been sent to the MSU for approval with a projected order date of July 27<sup>th</sup>.

*Shine Games:* This is a new event I created for reps and first years to provide a different avenue for fundraising and to solve the past issues of having too many students crowding storefronts on Shine Day. For this event, I am working with JBSD to obtain sports equipment and Archery Terminal to obtain activities such as archery, giant jenga, soccer dart board, etc.

## **BUDGET**

Since my previous report, I have spent \$20 on booking a table for Clubsfest. My upcoming expenses are as follows:

*Underground:* It will cost ~\$30 to print flyers for each of the three upcoming bottle drives. I also plan on printing promotional posters in the upcoming month featuring Shine Welcome Week events.

*Bar Blitzes:* For bar blitzes, I will be purchasing ~\$20 of glowsticks. I will also be purchasing ~\$70 of baskets to use for bar blitzes as well as Bling Bling to hold change.

*Shine Day Shirts:* I will be spending \$6556.83 on 1450 shirts for volunteers on Shine Day. I have partnered with Charitees to donate 10% of all Shine orders to our campaign. For this order, Charitees will be donating \$580.25 directly to the McMaster Shinerama campaign.

*Bouncy Castle:* I plan on spending \$467.82 for the Bounce-A-Thon. The breakdown for this cost is \$5 for insurance, \$199 for the bouncy castle, and \$125 for a generator.

*Charter Busses:* I have budgeted \$2100 for busses on Shine Day. This is for ten busses at \$181.50 + HST. The remaining students will be transported via taxis with a ~\$2000 sponsorship provided by Blueline Taxi.

*Polaroid Film:* I have budgeted ~\$200 for the purchase of polaroid film for the Shine Photobooth. Each photo costs about \$1 and will be sold for \$2 during Welcome Week.

*Charity Casino:* Shinerama has partnered with Community CarShare to provide vehicles for our summer bottle drives and Shine Day, as well as Charity Casino Prizes. They have also expressed interest in providing a monetary donation to reach their desired sponsorship level. I plan on contacting other potential partners such as faculty societies, the Campus Store, and local businesses for more raffle prizes.

*Shine Day Avtec:* I have estimated the cost for Avtec on Shine Day to be ~\$1,000 this year. I made this estimate based on the information from the previous coordinator's transition report, who advised me that Avtec prices would be increasing this year.

*Shine Day/Games Food:* There is currently \$2500 budgeted for providing students off-campus with lunch on Shine Day. I am working on creating partnerships with food vendors to sponsor lunch for the first years. This is an unforeseen cost as I was not aware that the first year dining plan did not extend to Friday this year. I am also working on providing breakfast and snacks to Welcome Week reps for Shine Day. For Shine Games, I have a partnership with Sticky's Candy to provide candy for students. I am now looking into partnering with other companies such as grocery stores to obtain granola bars and fruit for the event as well.

*Shine Games Equipment:* I plan on spending ~\$1,500 on activities for Shine Games. This includes activities from Archery Terminal as well as renting sports equipment from JBSD.

*Monetary Donations:* In terms of campus stakeholders, I will be receiving a \$500 sponsorship from the President's Office. I have also reached out to the Alumni Association for a similar donation, as they have done in previous years. Both organizations will have their logos printed on the back of all Shine shirts.

## **VOLUNTEERS**

The executive team continues to surpass my expectations. Communication between execs has increased in the past month, which we have maintained with face-to-face meetings, Skype, and Facebook. A challenge I outlined in my previous report was volunteer participation for summer events. Volunteer engagement has since increased substantially, and I have had much more success with turnout at events. I believe that this improvement stemmed from providing clearer expectations and sharing a calendar of future events with the team. I have also had general members who cannot make events offer to help with remote tasks, such as working with the Events Coordinators to contact restaurants. This has helped tremendously, and has also bridged the gap between execs and general volunteers.

In terms of professional development, I offered my team the opportunity to attend the Regional Shinerama Conference, which included leadership workshops, guest speakers, and the chance to interact with student leaders at other schools. My execs continue to develop skills in communication with business owners and managers, and working with

professionals with media design and video production. I will continue to share any other opportunities I see with the team.

I am planning on hosting several volunteer appreciation events in the upcoming month. This would come in the form of a team BBQ/suit painting. I also plan on having team bonding events such as hiking in August. My hope is that as Welcome Week approaches, my team will continue to bond with each other and forge long-lasting friendships.

### **CURRENT CHALLENGES**

One of the challenges I am currently facing is providing sufficient locations for reps on Shine Day. With the large number of volunteers on Shine Day and the stricter policies being set by many corporations, it has become increasingly difficult to obtain locations. The biggest problem is locations farther away from the university, where businesses are less familiar with the campaign. I have divided businesses amongst my Assistant Coordinator, Events Coordinator, and I to maximize the overall number of locations. This has improved our success rate drastically and we will continue to contact locations daily until there are enough to place all of our reps.

Another challenge is coordinating the logistics for Shine Games. Since this is a new event, there are many pieces and partners that need to come together in order for the event to be a success. Some important factors are determining the space available for the day, working within my budget to rent equipment both internally and externally, and coming up with an efficient method to disseminate information about the event registration and details to the reps.

One other big challenge is introducing Shinerama and cystic fibrosis to incoming students. Maybe students do not hear about Shinerama until they enter university, and have very limited knowledge about cystic fibrosis. To overcome this, I plan on providing information for faculty and residence planners to share with their students, posting content about Shinerama on the Class of 2021 Facebook page, putting Shinerama events on the Welcome Week website, having a presence at residence opening ceremonies, and participating in events such as the Horizons Successfest at the end of July and Clubsfest in September.

### **SUCSESSES**

At the time of writing this report, McMaster is still #1 in the country for online funds raised for Shinerama! We have raised \$13,109.55 overall, with 4 out of the 10 top fundraising teams from Mac. I am extremely proud of the work we have done so far, and hope we can continue to carry this momentum into August and Welcome Week.

### **OTHER**

N/a.