YEAR PLAN

MSU Shinerama Campaign Coordinator

Lauren Liu

2017-2018

(submitted June 13, 2018)

OFFICE OF THE SHINERAMA CAMPAIGN COORDINATOR INTRODUCTION

Shinerama is the largest post-secondary fundraiser in Canada, and involves thousands of students from campuses countrywide, raising money for cystic fibrosis research and care. The McMaster Shinerama campaign consistently raises over $100,000 every year, making us one of the fundraising leaders in the country.

There are a few major goals I would like to accomplish this year with the 2018-2019 Shinerama Campaign, most of which are improvements/developments of particular components of the already existing Shinerama Campaign structure. I hope to address particular problems, and suggest solutions, which I plan to implement over my term in this position, listed below:

1. Shine Connector Role

- This year, I'd like to have more of Shinerama reps involved with the faculty teams' fundraising efforts/events throughout the summer and during WW.
- 1-2 Shine Connectors will be assigned to each faculty, to act as liaison, as well as to help support their events. When possible, and in cases where our support would be helpful to them, these assigned reps would be able to attend your Summer Shine events if desired.
- These Connectors would also be with them during Shine Day.

Thoughts addressed:

- Establishes the role of the General Representative
    - General representatives do not feel like they have an established role, as the General Rep position was created only last year (2017-2018)
    - They would like more engagement with first-years, and to get more out of the leadership component of the representative role
- Increases communication between Shinerama and Faculties/Residences
    - Presently, there is very little communication between the Shinerama team and the faculties who are Shining over the summer, despite the fact that faculties and residences play such a huge role in helping us achieve our goals.

2. CF Awareness Campaign

- An awareness campaign will be put together to ensure that people are learning about the cause, and to give the opportunity to students to truly become passionate about the cause, and understand the impact that it has on their lives.
- This will be done through all our social media channels, and various other promotional techniques, including videos, and regular (e.g. weekly/daily) facts.
- Many students are not aware that we have a CF clinic right on our campus, or that we have specialized researchers who focus on the study of CF.

Thoughts addressed:
- Increases awareness for the cause itself
- Increases engagement from community and campus
- Bring the campaign back to its primary focus – to raise awareness for CF research and care

3. Increased WW Presence through additional WW events/programming

- Since last year was the first year that the role was established, the general representatives did not feel that they were very much a part of WW, or that they were able to be involved in many of the WW events and interact with first years. In order to preserve the goals and stay true to the role of a Shinerama representative, I'd like to increase programming throughout WW by having a (somewhat) main event occurring every day of the week.

Thoughts addressed:
- Allows the General representatives to be more involved in WW
    - Allows the General representatives to take on a larger leadership position within the campus setting
- Increase our presence on campus, to give us more opportunities to educate students about the cause, increase opportunities for students to get involved out of their own interest and passion for the cause

4. Change summer events, re-evaluate effectiveness of past events

- I am re-evaluating the success of commonly implemented past Shinerama events, particularly Bar Blitzes. I would like to increase the number of educational events, and reduce the number of simply money-focused events.

Thoughts addressed:
- Ensures that all our events are appropriate, and are contributing to the cause
- Reduces spending of unnecessary finances on events that do not carry very strong impact or engagement.

5. Increased community engagement and fundraised dollars through partnership, collaboration, and community promotions

- There are many channels that have not been thoroughly tapped by previous campaigns, which can very much help us meet our goals. These include our parent organization, Cystic Fibrosis Canada, who provides many resources and connections that would contribute to our cause. I hope to increase community promotion by creating more community-oriented events, as opposed to primarily campus-focused events. This would help us increase our fundraised dollars as well.

Thoughts addressed:

- Increases community engagement and awareness, not simply campus engagement
- Increases the presence of the MSU in the Hamilton community
- Builds community partnerships
- Helps us to maintain a high annual fundraising goal, and our position as top-fundraisers
    - Over the last 4 years, our fundraising target has been on a trending decline. I would like to bring this back up.

MAY	
Service Goal/Objective	Campaign Coordinator 1. National Shinerama Conference 2. Walk to Make CF History 3. Bottle drive 1 4. Assigning Shine Connectors to faculties and residences 5. Meet with VPs and Residence/Faculty planners 6. CFMU radio interview
Why:	1. Learn more about Cystic Fibrosis Canada, and how we support each other, get to know sister campaigns across the country, and meet like-minded individuals with the same goals 2. Increase presence in the Hamilton community, and assist in the smooth running of their local event. Support Cystic Fibrosis Canada – Hamilton Chapter 3. Collect fundraising dollars 4. Increase ongoing communication between Shinerama and other representative groups, who assist in raising money for Shine 5. To begin planning new events, ideas, for WW, and discuss collaboration 6. Increase presence in Hamilton community through various media channels
Difficulties:	- No presently established method of reaching residents of the area - Decreased presence on campus – must reach externally - No presently established foundation of Shine Connector role - Bars/restaurants have been contacted by many organizations for bottle drives – must begin considering alternatives to the usual bars
Partners:	CF Canada Campaign Executive Team
Service Goal/Objective	Campaign Assistant 1. Begin collecting permissions to Shine on community properties 2. Expand list of potential locations
Why:	1. For summer events and Shine Day 2. Continue to expand reach of Shinerama, perhaps reach communities including Stoney Creek, Burlington, Ancaster
Difficulties:	- Father distance – greater cost
Partners:	Events Coordinators
Service Goal/Objective	Events 1. Brainstorm ideas and tentative dates for events 2. Plan bottle drive 1 and 2 3. Brainstorm ideas for continuous bottle drive

	4. Discuss fundraising collaborations and event ideas for WW
Why:	- Increase fundraising dollars by re-evaluating potential of past events, and increasing turnout for future innovative events
Difficulties:	- Must consider campus presence and re-evaluate areas where events would be most effective
Partners:	Campaign Executive Team
Service Goal/Objective	Media & Design 1. General Representative hiring materials 2. Revision to sponsorship package 3. Get familiarized with the Underground and the MSU design and style guide 4. Collaborate with promotions to create promotions year plan
Why:	N/A
Difficulties:	N/A
Partners:	Campaign Executive Team MSU Underground Wooder
Service Goal/Objective	Promotions 1. Promotions training with Wooder and Haley 2. Update social media handles 3. CFMU radio interview 4. "Social media cleanse" 5. Update website
Why:	1. Get familiarized with MSU Underground and various promotional tools on campus 2. Increase consistency among social media platforms 3. Arrange for a CFMU radio interview surrounding Shinerama 2018-2019 campaign 4. Follow/unfollow relevant/irrelevant social media channels 5. To present current, relevant information to the community
Difficulties:	- Promotional material has old social media handles – new materials will need to be made - Website has not been updated for 2 years. Must obtain accurate, relevant, updated information to populate website
Partners:	Campaign Executive Team MSU Underground Wooder Haley Greene CFMU The Silhouette
Service	Sponsorship

Goal/Objective	1. Produce comprehensive list of potential sponsors 2. Set goals 3. Collaborate on sponsorship package
Why:	1. Organize and assign who will contact who throughout the summer 2. Sponsorship team plays an important role in how Shinerama meets their annual targets 3. Update material for distribution
Difficulties:	- Engagement and Shinerama targets have been decreasing annually
Partners:	Campaign Executive Team Community partners
Personal Goal	Build meaningful relationships with my Executive team

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JUNE	
Service Goal/Objective	Campaign Coordinator 1. Plan Dog-Walk Wednesdays 2. Continuous bottle drive 3. Order Swag and team apparel 4. Finalize Charity Golf prizes, recruit volunteers, and attend Charity Golf tournament 5. Revamp Bar Blitz event – replace with new idea 6. Sponsorships for WW food 7. Team bonding event 8. Risk management for WW 9. Order supplies from CFC 10. Plan for Shine Café
Why:	N/A
Difficulties:	N/A
Partners:	Campaign Executive Team VP Administration
Service Goal/Objective	Campaign Assistant 1. Continue collecting permissions to Shine on community properties
Why:	1. For summer events and Shine Day
Difficulties:	N/A
Partners:	Campaign Executive Team
Service Goal/Objective	Events 1. Plan Dog-Walk Wednesdays 2. Execute Continuous bottle drive

	3. Create a new event to replace Bar Blitzes 4. Expand reach of events to outside Hamilton
Why:	- Increase community presence - Increase fundraising dollars
Difficulties:	N/A
Partners:	Campaign Executive Team
Service Goal/Objective	Media & Design 1. Update website assets 2. Begin T-shirt design
Why:	1. Re-branding our website for greater appeal 2. Shine Day apparel design
Difficulties:	N/A
Partners:	Promotions Coordinator MSU Underground Haley Greene
Service Goal/Objective	Promotions 1. Update use of Twitter 2. Begin Shiners of the Month/Week/Day 3. Being #macshine campaign 4. Create video – interview with CF Clinic at McMaster hospital 5. Re-promo old video content 6. Share CFCanada content
Why:	1. Twitter has not been used as a good promotional tool in the past – we would like to change this 2. Build stronger rapport with contributors to our campaign – e.g. faculty representatives
Difficulties:	- Low followers count on social media platforms - Must be aware of all the Faculty initiatives related to Shinerama
Partners:	Haley Greene
Service Goal/Objective	Sponsorship 1. Approach and email new potential sponsors, collected items 2. Follow up with May sponsors 3. Apply for corporate grants 4. Allocate donations to specific events 5. Collect logos and emails for sponsors
Why:	- Increase fundraised dollars

	- Help promote community partners and build relationships
Difficulties:	- Insufficient notice of sponsorship request for some locations
Partners:	Events Coordinators
Personal Goal	Get to know General Representative team, and a better understanding of how they wish to contribute to the overall campaign, and where I can provide them with leadership opportunities

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JULY	
Service Goal/Objective	Campaign Coordinator 1. Finalize Shine locations 2. Attend Regional Shinerama Conference 3. Bottle drive 2 (Canada Day) 4. Implement Dog Walk Wednesdays 5. Continue continuous bottle drive 6. Team bonding event 7. Sponsorship for Shine day transportation 8. Book transport for Shine Day 9. Niagara Falls fundraising event 10. Contact Athletics & Recreation for Shine Games equipment 11. Contact Shine Day speakers 12. Order Shine Day shirts
Why:	N/A
Difficulties:	- Extremely busy month, in terms of planning both summer events, and WW events
Partners:	VP Administration Campaign Exec Team
Service Goal/Objective	Campaign Assistant 1. Big push on securing Shine locations
Why:	N/A
Difficulties:	N/A
Partners:	Events Coordinators
Service Goal/Objective	Events 1. Assist Campaign Assistant in contacting locations 2. Help develop WW Shine Day events 3. Implement Niagara Falls volunteer event
Why:	1. Bear some of the load of the Campaign Assistant in contacting Shine

	Locations 2. Develop Shine Games and ensure all logistics are thoroughly planned 3. Volunteer appreciation, as well as a fundraising event
Difficulties:	N/A
Partners:	Campaign Assistant Coordinator
Service Goal/Objective	Media & Design 1. Finalize Shine Day shirt design 2. Produce all remaining promotional material for summer events
Why:	N/A
Difficulties:	N/A
Partners:	Promotions Coordinator
Service Goal/Objective	Promotions 1. Begin Faculty Highlights 2. Begin posting weekly facts about CF 3. By this point, all our 'ongoing' events should be in full-swing, and will require ongoing promotions
Why:	1. Build rapport with faculty teams 2. Raise awareness for the disease and the cause 3. Ensure consistent, (but not over-) exposure to content
Difficulties:	- Choosing a faculty to highlight – will have to make sure they are aware of all the faculties' involvements and endeavours throughout the summer to make a fair choice
Partners:	Faculty Shine teams
Service Goal/Objective	Sponsorship 1. Continue collecting sponsorships, as many as possible!!! ☺
Why:	- Charity Casino, and for social media contests
Difficulties:	N/A
Partners:	Campaign Executive Team
Personal Goal	Create a strong community feel, and high engagement from the entire Shinerama team

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AUGUST	
Service Goal/Objective	Campaign Coordinator 1. Obtain insurance for Shine locations 2. Print Shine packages 3. Prepare all training information for Executive and General Rep team

	4. Finalize WW awareness campaign 5. Bottle Drive 3 6. Get in touch with Residence Shine planners to discuss WW involvement and promotion in residence for Shine 7. FINALIZE ALL DETAILS FOR WW!
Why:	N/A
Difficulties:	- I will be away from 1.5 weeks in the middle of August, and will be sure to brief my Executive team so they are prepared for WW
Partners:	Campaign Executive team
Service Goal/Objective	Campaign Assistant 1. Continue contacting Shine locations 2. Follow up with locations, and provide them with insurance and agreement documents 3. Plan all logistics for Shine Day
Why:	N/A
Difficulties:	- Not EVERYTHING will be completely solidified yet, and so proactive planning will be required
Partners:	Campaign Executive Team
Service Goal/Objective	Events 1. Ensure all details for Shine Games are finalized 2. Implement one more Bottle Drive
Why:	N/A
Difficulties:	- New bars and restaurants will likely need to be contacted to counteract rejections
Partners:	N/A
Service Goal/Objective	Media & Design 1. Compile/produce all promotional material required during WW 2. Delegate creation of posters for WW (General reps)
Why:	- Organized, localized materials, for easy access during WW
Difficulties:	N/A
Partners:	Campaign General Team
Service Goal/Objective	Promotions 1. Update all social media platforms with plans for WW 2. Ensure all materials are finalized for WW awareness campaign 3. Contact any external promotional avenues (e.g. CFC, The Spec, etc.)
Why:	N/A

Difficulties:	N/A
Partners:	Campaign Executive Team
Service Goal/Objective	Sponsorship 1. Continue obtaining sponsorship for Charity Casino 2. Obtain sponsorship for WW food and transportation 3. Final push!!!!
Why:	N/A
Difficulties:	- Very close to the event, so many companies will give rejections
Partners:	N/A
Personal Goal	Ensure everything is fully organized and ready to go for WW!

SEPTEMBER	
Service Goal/Objective	Campaign Coordinator 1. Welcome Week! 2. Submit Shine Day money 3. Thank all partners/sponsors 4. Volunteer recognition event 5. Collect feedback on 2018-2019 campaign from executive and general teams
Why:	- See all our hard summer work come together! - Get feedback to help next year's Coordinator improve the campaign
Difficulties:	WW is hectic! I will be away for the first day of WW.
Partners:	MSU VPs
Personal Goal	I hope that by this time, I have been able to provide an incredible leadership opportunity to my volunteers, and that I have been able to reach their full potential within the position.

Count and submit Shine Day money
Collect feedback on 2018-2019 campaign from executive and general Teams

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OCTOBER	
Service	Compile transition reports for all executive positions

Goal/Objective	
Partners:	2018-2019 Campaign Assistant Coordinator: Jonah Tria 2018-2019 Events Coordinators: Ganeem Juneja & Kenny Yang 2018-2019 Media & Design Coordinator: Beatrice Yiu 2018-2019 Promotions Coordinator: Amirthan Sothivannan 2018-2019 Sponsorship Coordinators: Sitara Sharma & Yuan Qiu
Personal Goal	Produce a comprehensive transition report that with greatly benefit the 2019-2020 Campaign Coordinator

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NOVEMBER	
Service Goal/Objective	Produce/obtain promotional material for 2019-2020 Campaign Coordinator hiring
Partners:	The Underground 2018-2019 Communications Officer: Haley Greene

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DECEMBER	
Service Goal/Objective	Hire 2019-2020 Campaign Coordinator
Partners:	2017-2018 Campaign Coordinator: Nicole Yan

JANUARY & FEBRUARY	
Service Goal/Objective	Transition new Campaign Coordinator
Personal Goal	Share valuable, beneficial, impactful experience and feedback with incoming Campaign Coordinator

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MARCH	
Service Goal/Objective	Hire 2019-2020 Executive Team
Partners:	2019-2020 Campaign Coordinator: TBD

APRIL	
Service	Hire 2019-2020 General Representative Team

Goal/Objective	
Partners:	2019-2020 Executive Team

Long-term planning

Overarching Vision *(what is the ultimate goal?)*	*Increase Hamilton community engagement* *Increase awareness of CF* *Increase Facebook likes* *Establish more community and campus partners* *Update Shine Day programming/alternative programming* *Provide leadership building opportunities for volunteers*
Description	• Increase the number of fundraising events in the summer that are directed toward the Hamilton community, and students present on campus. • Make the Hamilton community more aware and informed in greater detail, about CF patients in their community
Benefits	• More fundraising dollars • Increased awareness for future engagement opportunities • Increase relationships between campus and community • Increase Shinerama presence in the community
Year 1 Goals	• Change social media handles • Increased promotion in Hamilton and campus communities • Increased programming • Awareness campaign • Expand reach of
Year 2 Goals	• Increase corporate sponsors, increase community partners • Continue to develop awareness campaign • Increase reach of promotions – e.g. community flyers
Year 3 Goals	• Continue to build sustainable relationships with business partners • Update promotional material and awareness campaign
Partners	VP Administration: Kristina Epifano Future Campaign Executives