



# REPORT

*From the office of the...*

## MSU Shinerama

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TO: Members of the Executive Board  
FROM: Lauren Liu  
SUBJECT: Shinerama Report #3  
DATE: August 10<sup>th</sup>, 2017

### **UPDATE**

This month has consisted of finalizing plans for Welcome Week. With Welcome Week just weeks away, my plan is to boost our fundraising totals with some August summer events, and mitigate logistical problems with advanced planning and contingency plans.

### **SERVICE USAGE**

For the past month, The MSU Shinerama Facebook page has had 145 views, 22 page likes, 26 new page followers, 147 video views, and a reach of 5324. Posts this month have been focused on highlighting our star rep teams, and sharing information and facts about CF.

During the MSU Horizons Conference, Shinerama had a table for the Successfest. Where we had an awesome opportunity to engage with delegates and student leaders.

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

#### **Niagara Falls**

On July 29, we took a trip down to Niagara Falls, where we sold cold water and Shine Swag. We made \$450, and sold ~200 bottles in a few hours!! This was an extremely successful event.

#### **Awareness Campaign**

This month we began our awareness campaign, posting information, facts, current research about CF on our social media platforms, to increase the awareness about the cause. We have received engagement both from the university community, and the Hamilton community. A particularly touching comment was from a mother whose daughter was recently diagnosed with CF, and we were able to provide her with updated information regarding newborn screening in Canada.

### **UPCOMING EVENTS, PROJECTS & ACTIVITIES**

#### **Social Media Contest**

We have just begun a social media contest for the final push before WW, to increase engagement and reach to the student body. Two \$25 gift cards have been donated by the Campus Store, and will be the prize for the winners of the contest.

## **Bottle Drive**

Our final bottle drive will be happening/have happened on August 9<sup>th</sup>. We have 8 bars confirmed, and hope to collect around \$100.

## **Welcome Week Events**

*Shinerama Photobooth* – I will be purchasing 200 polaroid film, and booking the MSU background to be used during the two move-in days and throughout Welcome Week.

*Piggy Painting* – Crock-a-Doodle has donated a giant piggy bank for us to paint, and to glaze. We will be writing ‘class of 2022’ on the piggy, and will host a piggy painting event on the two move-in days for the incoming students to put their fingerprints on, by donation, and raffle to win the pig after it has been glazed.

*Charity Casino* – Raffle prizes are being finalized, and dealers are being recruited from Maroons and Faculty Teams.

*Shineapple* – This is a new event being implemented this year, suggested by one of the Shine reps. We will be hosting a decorating competition, to decorate a pineapple, and will then see who can roll the pineapple the quickest around a set path.

*Awareness Games* – We will be running a few CF-specific awareness games. Last year, these were done during the SOCS Beaver Games, however this year, we will just be running a drop-in event on the Tuesday, with games such as exercising while breathing through a straw, CF trivia, etc.

*TEDx Event* – We are in the process of looking for a CF speaker to be a part of this event. Unfortunately I was just notified that the speaker that CFCanada had in mind to bring in, is no longer available, but they are finding a replacement speaker.

*Shine Café* – The Grind has agreed to donate a certain percentage of proceeds from Thursday to the Shinerama campaign, and we will be helping them promote their venue and the foods there by hosting a board game café for 3 hours on Thursday evening.

*Shine Day* – There are currently 85 Shine sites confirmed with insurance ordered. The lunch order for first years is being finalized, and I am working on providing snacks and breakfast for reps, through sponsorship donations. The shine shirts have been ordered and am waiting on Avtek to confirm service bookings for the day. Shine supplies have already arrived and are ready.

*Dodge, Duck, Dip, Shine, Dodge, Dodgeball Tournament* – Sport Hall is booked for this event. A registration link will be sent out to all planners. Equipment rentals are arranged. Prizes are being arranged.

*Faculty/Residence Assignments* – This year, the reps have been assigned each to a faculty and/or a residence for whom they will be the main point of contact regarding all things

Shine. They will be also available just as extra hands to the faculty/rez teams, and will be able to attend any of the faculty/rez Shine-specific events.

## **BUDGET**

Since my previous report, I have spent:

- \$7029.73 on Shine day shirts

I will be spending:

- ~\$800 on Avtek for Shine Day
- ~\$1500 on Shine Day lunch and breakfast
- ~\$750 on booking Sport Hall (cost will be shared with residences)
- ~\$3000 on Shine Day busses
- ~\$200 on polaroids

The remainder of the budget will be spent on:

- Any unforeseen costs
- Obtaining extra casino prizes
- Volunteer appreciation
- Other Shine event supplies

## **VOLUNTEERS**

Volunteer engagement has been much more successful as WW approaches in terms of assisting the Execs with planning events and completing tasks. Volunteers have begun to show more interest in the final plans of WW and in interacting with our posts to increase engagement as well as expand our network.

## **CURRENT CHALLENGES**

One challenge has been connecting with the faculty and residence groups to stay on top of the events that they have planned in terms of Shine. I really hoped that this year we would be able to be much more involved in keeping tabs on what kinds of events the faculties and residences have been hosting, and although there has been some improvement, there is still much information that I am not receiving from the faculties. Perhaps in the future, there will be opportunities to strengthen these connections. It is also difficult considering the number of faculties and residences, which each have their own plans. I think there is a great opportunity for the Shine team to support the faculties and residences in their fundraising efforts, however this communication and transparency will need to be strengthened. I have been trying to keep up to date by regularly posting updates on the Shine Planner Facebook group, although these did not receive much acknowledgement. I have started messaging the groups individually, but it has been cumbersome.

## **SUCSESSES**

McMaster is still #1 in the country for online fundraising, with three of McMaster's teams in the top 10! I have also received feedback that our online presence and awareness piece has been more effective in educating our followers about the cause, which has been very encouraging.

## **OTHER**

N/a