

Donors for Gala

A Proposal to Gain Donors and Volunteers for the Black and White Gala

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Executive Summary

The purpose of the Life Enrichment Center's marketing plan is to gather publics that can help them make their annual Black and White Gala in the spring a success.

The organization is currently trying to persuade their various target markets to help support the event through donations of supplies and time. The Life Enrichment Center is to reach out to Georgia's various state parks in order to arrange times for the photographers from the Life Enrichment Center to go out and photograph the area in order to develop their products for the Gala. They are also to make contact and ask local businesses for donations to the Gala to help the photographers create the best products that they can to display and sell at the event. Also, they are to look at Georgia College for students who would be willing to donate their time to volunteer at the event.

The Life Enrichment Center is planning on reaching these target markets by addressing letters and emails to the organization's leaders. For the target audience of Georgia College students, the email will be forward to the student body through the Give Center. For the local businesses Ms. Barbara Coleman, the executive director of the Life Enrichment Center, will address letters to the head of each business the Life Enrichment Center is looking to get donations from. Also, emails will be sent to the state parks to ask for their cooperation for the photographers to come and explore the area to take their photos.

Situation Analysis

The Life Enrichment Center is hosting its annual Black and White Gala in the spring of 2016 to showcase their photographers' work. The organization is looking for donors to further the success of the Gala.

Statement of Purpose

This proposal presents a plan to engage and inspire organizations to become donors of the Black and White Gala.

Target Audience

The forthcoming plan targets four distinct audiences: Georgia state parks, local businesses and Georgia College students. This plan targets Georgia state parks because photos showcased in the Black and White Gala are of state parks across Georgia. Local businesses are being targeted because donations, like picture frames, mats, and photo paper, are needed to present the products. Georgia College students being targeted is beneficial because they are able to donate their time to the Gala by volunteering to work the event.

We are particularly looking toward organizations that are willing to donate supplies to the Gala. We are looking for students with a desire to volunteer. We are also looking for students who have an interest or passion to empower those with developmental disabilities.

The Plan

Goal: To acquire the target audience to be donors for the Black and White Gala

Objective #1: To have three local businesses committed to donate supplies by December 14, 2015.

Tactic #1: Send personal letter from Barbara Coleman to each business

Brief description: Ms. Coleman will send a personal letter to the head authority for each business. The letter will highlight the need for donors and the benefits their donations will have.

Deadline: November 15, 2015

Budget: \$20 for stationary and postage

Supervisor: Community Liaison Sheryl Folsom

Evaluation: The success of this tactic will be measured by whether donations are made.

Objective #2: To have 30 Georgia College students dedicated to donate their time to the event by February 19, 2015.

Tactic #1: Have Barbara Coleman contact the Give Center at Georgia College.

Brief description: Ms. Coleman will send a message to the Give Center to forward to all Georgia College students about the opportunity to volunteer

Deadline: January 11, 2016

Budget: \$0

Supervisor: Community Liaison Sheryl Folsom

Evaluation: The success of this tactic will be measured by whether students commit to volunteer.

Goal: Find state parks to photograph

Objective #1: To have three state parks lined up to be the subject of the photos at the Gala

Tactic #1: The Life Enrichment Center will contact various state parks in Georgia

Brief description: Contact the state parks through email and explain to them what the Gala is and how it will be beneficial for them to participate.

Deadline: December 21, 2015

Budget: \$0

Supervisor: Community Liaison Sheryl Folsom

Evaluation: The success of this tactic will be measured by whether the state parks are used in the Gala

Timetable

November 15: Mail letters to potential donors

December 21: Contact state parks

January 11: Contact the Give Center

Budget

Stationary, postage	<u>\$20.00</u>
<u> </u> TOTAL.....	\$20.00

Additional Benefits

Additional benefit #1 the LEC would be improving their relationships with their target publics and might have additional, future benefits.

Additional benefit #2 the LEC may gain receive new organizations who want to help with the Black & White Gala in the next year

Additional benefit #3 the LEC may find a better facility to host the Black & White Gala over the next few years

Conclusion

Sponsors are need for the Life Enrichment Center’s Black and White Gala. This proposal offers a plan to address this need.