



RMHC[®]
Huntington

2018
JMC 439
RMH
Campaign

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THE HOUSE

Tucked away behind Cabell Huntington Hospital is one of Huntington's treasures-- The Ronald McDonald House of Huntington. The House, which can serve up to 20 families a night, is a home away from home for families, so they can stay near their child during treatment. The Ronald McDonald House, incorporated in Huntington 30 years ago, firmly believes that families are stronger when they are together.

"Our mission was built on the simple idea that nothing else should matter when a family is focused on the health of their child-- not where they can afford to stay, where they will get their next meal, or where they will lay their head at night to rest," says Jaye Toler, director of development for the Ronald McDonald House.

The staff of the Ronald McDonald House strongly believes that the child having his/her family close helps the child heal faster and cope better with their circumstances. Not only this, but having a place to stay lessens the financial burden on families who are taking time off work to stay with their child. The Ronald McDonald House Charities of Huntington even serves the sick children themselves, sometimes.

"Children receiving outpatient treatment, like chemotherapy, live at our House (often for months or more) instead of staying at the hospital," Toler says.



Countless families have been served and are grateful for the House. Shannon Deskins, grandmother of a young girl named Jenna who received chemotherapy at Cabell Huntington Hospi-



tal, is extremely grateful for the service and care their family received.

"I don't know what we would have done without Ronald McDonald House in Huntington, I really don't," she said. "They've given us a place to stay, close to the hospital where Jenna receives treatment for her Leukemia. We have a roof, a place to do our laundry, warm meals."

Every day, they help families like Hayden's - a teen who was in disastrous car accident and overcame brain surgery. Jenna who is now 32 months in remission. Along with the many others with cancer, heart conditions, or victims of car accidents. These families travel many miles to Hoop's Family Children's Hospital. Without Ronald McDonald House Charities of Huntington, they would be forced to stay in a hotel room - or worse, some families sleep in their cars. Join the House in offering help to families facing their worse nightmare - children with catastrophic illnesses. They believe keeping mom and dad close is the best medicine, but can't do it without getting help from generous donors like you.

THE TEAM



DIRECTOR

GINNY BLAKE

Ginny is a Huntington, West Virginia native. Ginny has worked as a Sundance Music Festival Intern for Cloud21 PR and Digital Marketing, the Spring Semester 2017 On-Campus Big Brother Big Sister Representative, and currently works as a marketing intern for The Marshall Artist Series. Ginny has had articles for Sundance published in the Washington Post, has designed show playbills for acts such as Stephen Stills and Judy Collins, John Mulaney, and Yonder Mountain String Band, and writes many of the press releases for MAS shows. Before entering the public relations field, Ginny also worked as a sales intern for Steel of West Virginia. Upon graduation, Ginny intends to pursue a Juris Doctor degree. She aspires to ultimately serve as a state senator or circuit judge. Her goals include tackling the opioid epidemic that has rattled Appalachia, ensuring sexual assault victim protection from strategic lawsuits- an increasing occurrence on college campuses-, and work as a child advocate.

ASSISTANT DIRECTOR

JAMES HOYLE

James Hoyle has tried his hand at just about everything, from retail to computer repair to journalism. He enrolled at Concord University and was accepted in 2012 and began pursuing a degree in Education. When he discovered that this would not be for him, he switched to English, and never looked back. He wrote for the school paper for three years and interned with West Virginia Public Broadcasting, where he assisted in the production of the award-winning radio program Inside Appalachia. He graduated in 2016 cum laude with a degree in English with an Emphasis in Professional Writing and Journalism with a minor in history. He also earned the James B. Shrewsberry Award for Academic Excellence from Concord for the 2016-2017 academic year. He is currently pursuing a Master's of the Arts in Journalism Degree and plans to graduate in 2019.





PROMOTIONS CHAIR

LILLIE BODIE

This is Lillie Bodie, Appalachian native of Huntington, WV. Lillie works full time at Bahnhof Wvrsthaus and Biergarten - - home of the giant pretzel, while juggling her undergrad at Marshall University. Lillie is a part of Black Scholars Society, University's chorus, and the Deans Council at Marshall. Prior to this Lillie has worked as Social Media and Promotions director for local music festivals. Overall, she plans on concluding an undergrad in Public Relations and Music, taking time off to develop her music, then furthering her education at USC, with a masters in journalism. Hopefully, then fulfilling her goal to work with non-profit organizations, and creating her own to help single-parent homes.

BUSINESS CHAIR

RACHEL RIDDLE

Rachel is a fun loving lifeguard, student, cat mom, and exercise enthusiast. Finding a passion in talking and interaction has led her to Marshall University where she studies Public Relations and is actively pursuing a minor in Communications. After graduation she plans on attending law school and pursuing a career in Crisis Management.





MEDIA RELATIONS

PATRICK O'LEARY

Patrick O'Leary is a junior from Charleston, West Virginia studying sport management and public relations. Since December of 2015, he has worked as an intern in the Marshall Sports Information Department, serving duties such as writing press releases and recaps, running social media accounts, and working with statistics among other duties with nearly every Marshall athletics program. In April 2016, he was named the primary media contact of Marshall cross country and track and field. He hopes to pursue a career in sports public/media relations in the following graduation in December 2018.

RESEARCH

Situation: The Ronald McDonald house needs both funding and a younger audience base. Most of their donors are middle-aged/retired. It has been found that once Millennials find a charity to donate to they stick with it, unlike the generation before them. As for funding, the Ronald McDonald house needs about \$650,000 a year. 35% comes from McDonalds, but they cannot count on that fully.

Goal: to raise money and awareness for the Ronald McDonald House

Objective:

- Educate people as to what Ronald McDonalds is
- Raise funds for the house
- Discover areas to expand from last year's campaign

Audience:

- Community members
 - *Fresh out of college – young parents
- ~People who are able to give, but may not be aware of how
 - *Marshall Alumni
- Marshall Students
 - *Typically low on funds
 - *Very busy
 - *Many different backgrounds and stories
 - *Not a lot of knowledge of the Ronald McDonald House
- Previous and current donors

BUSINESS RELATIONS

For this semester's campaign, Rachel Riddle was assigned the title of Business Director.

Rachel began the semester by calling and meeting up with every connection she had. She collected money from small businesses as well as many auction items. Rachel had high hopes for a large sponsorship from a company named Service Wire in Milton, WV. After speaking with the CFO at the company numerous times I was informed that they would be using their charitable donation to help veterans and active duty soldiers. Although this was upsetting, the team agreed it was a great learning experience to be able to network with the company and grow from the occurrence.

For the V Club and Reverse Raffle events, Rachel recieved a lot of auction items from the Teays Valley area. She also got large donations from businesses like Wells Fargo and smaller sponsorship donations from law firms like Greene & Ketchum and Jackson Kelly.

The team also worked tirelessly to land sponsorships with City National Bank and The Union Bar and Grill. While the team did not snag as many sponsorships as previous years, they did recieve a large amount of auction item donations from various businesses and organizations.

REVERSE RAFFLE AUCTION ITEMS

Ozark Trail LED Camping Lantern	2 knitted dollies	2 sets of plastic cups	scrapbook
Coleman (4) tent	2 character knitted hats	sunscreen	love sign
Ozark Trail Outdoor Blanket/ Tent Rug	Autographed basketball	24 pack of water	Staur earrings
snowshow mid week pass	Weekend stay in nashville hotel	Red canvas bag	wine
artistry salon spa certificate	beckley movie tickets	ABC nails gift certificate	2 copper gnome necklaces
sign and candles (live well one)	signed powers ball	My Bella certificate	stained glass thing
Yoga Essentials: Swan Yoga	signed poster by redskin player	Hurricane Floral	snakeskin plate
Ananda Hemp Oil	& Sage, Parsley, etc. board	WV themed tea towel	chocolate hazelnut spread
Top Hat Ballroom Dancing	handmade afghan	certificate to splash park (4)	candy
Pinot Noir wine	Boos Block cutting block	metal water bottle hurricane wv	herbs
2 is company glasses	small platter	birds, blooms, and butterflies ceritificate	jar of olives
candles, decor, and bath basket	holiday spatula and kitchen towel set	putnam market certificate	olive wood cutting board
Almost Heaven basket with jams	snowman decoration	8x10 MU Fountain portrait	candle an matches
giovannis pizza (\$10)	Erica Bingham teapot	WV wooden sign	spaghetti and sauce
jims certificate	Sherill Woods novels	upcycled necklace of bullets	basket
sweatshirt blanket from brand yourself	small plate flower globe	Lollia Dream white tea and honeysuckle	book (assorted)
Alex and Ani	6 knitted doilies	shea butter hand cream	Huntington Musuem of Art
paula vega certificate	Shark Skin stemless wine glasses (4)	Lollia Dream white tea and honeysuckle	leather tote
painted glass rose bowl	Amazing Grace canvas blanket	makeup bag	elhajj salon and spa certificate
2 Fern Michaels books	American Girl Doll	Lollia Dream white tea and honeysuckle	clinque beauty set
small grill	2 Hydrofacials from Dr. Vaughn	shower gel	assorted cologne
collapsible mu trash can	Batman hour visit certificate	Shark Skin stemless glasses	robe
mu tumblers	4 tickets to Cedar Point	Wicker Box	stories canvas
marshall seat cushions	2017 Barnet Bobblehead	decorative mason jar	orange tote
marco hat	2 tickets to hall of fame	crystal and cork bottle stopper	Dr. Butler whitening package
mu rooling cooler	2018 topps team card set	"Oh Beer" Metal Bottle Opener	
cinderella story book	fidget spinner	1-4 pack of lil red solo cup shot glasses	
cincinatti zoo	2018 calendar	bottle of wine	
Bball nerf hoop	2018 pocket schedule	mini detail gift card @ keaton's collision	
4 COSI tickets	bobbleheads	center (\$30)	
Disney Princess Wall	4 cincinatti reds against cubs	4 Piece Tool Kit (Hammer, Phillips and	
knitted hats	parking pass	Flathead Screwdrivers, Pliers, and Belt	
2 other rockers	red fold nup utility wagon	Pouch	
1 knitted octopus	2 beach towels	Primitave Wooden Window Wall Hangig	
2 small blanket	boogie board	knitted kitchen items (12 TOTAL)	
1 medium blanket	bubble kit	thirty one bag	
4 newborn hats	beach tos	love friends sign	

SPONSORSHIP REQUESTS

Valley Health
Fratelli's
Gino's Pizza and Spaghetti House
O' Reilly Auto Parts
Dinsmore & Shohl LLP
Jenkins Fenstermaker
Underwood Law Office
Farrell, White, & Legg
Woelfel & Woelfel
Scott Orthopedic Center
Dr. Susan C Touma
Dr. James R Bailes
Elain M Young
BB&T
Area Advertising
HIMG
Fairfield Inn & Suites
"Cabell Huntington Bureau / Red Ca-
boose
James R. Butler, DDS
HIT Center
Minute Man Press
Corp of Engineers
Blanton Chiropractic
Huntington Steel
Unlimited Future, Inc.
Workingman's Store
Pullman Plaza
Special Metals

Steptoe & Johnson
Bellomy & Turner
Latta's
Aaron's Products
Chase Bank
WV Electric Supply Co.
Appalachian Power
InfoCision Management
White Way Cleaners
Huntington Pediatric Dentistry & Orthodontics
Huntington Chiropractic Accident & Injury Clinic
Marshall Pediatrics
Bulldog Creative Services
Strictly Business Computer Systems (Inc.)
Steel of WV, INC
PNC Bank
Terzetto Creative LLC
CSX
Wells Fargo
Congressman Evan Jenkins
Jeanette Rowsey
Congressman Alex Mooney
Congressman David McKinley
Senator Shelley Moore Capito
Senator Woelfel
Senator Plymale
Delegate Chuck Romine
Delegate Carol Miller
Delegate Sean Hornbuckle

Senator Ojeda
Governor Justice
Senate President Mitch Carmichael
City National
The Union

MEDIA RELATIONS

The media relations effort was led by Patrick O'Leary who led in a various efforts to promote the event through local media outlets.

Press releases were sent out multiple times to cover three main events for the capstone effort: the Chipotle "Cause and Effect" fundraiser, the V Club fundraiser, and the Reverse Raffle event. On February 27, the Huntington Herald-Dispatch placed the press release for the V Club fundraiser. In addition, an article by Derek Halsey for the Herald-Dispatch was published on March 1 which was a feature on BASIE, one of the bands that performed at the event at V Club fundraiser for Ronald McDonald House. The end of the article discussed how the band would perform at the event, which was an upcoming event at the time.

A press release for the Reverse Raffle event was placed in the Herald-Dispatch on April 27, the day before the major event for the capstone group. The release detailed all of the main features of the event to which the original press release detailed.

The press release sent out additionally reached WCHS-TV, which sent two crew members and a camera crew to the Reverse Raffle event, taking shots of the event and interviewing group leader Ginny Blake. The news story placed on the evening news.

Two of the most effective media relations efforts were op-ed pieces. O'Leary had an op-ed with the headline "Patrick O'Leary: Marshall students help Ronald McDonald House (Gazette)" published on April 12. The op-ed had over 100 Facebook reactions to the piece. Additionally, James Hoyle had an op-ed published April 21 in the Herald-Dispatch. This too received many reactions on Facebook.

In addition to working with newspaper outlets (Huntington Herald-Dispatch, Charleston Gazette-Mail, Marshall Parthenon) and television outlets (WCHS-TV), media relations efforts reached radio. O'Leary was in contact with Judy Eaton of TCR Country in regards to speaking on the event on the air. Lil

In conclusion, media relations efforts did their part in reaching not only a significant amount of media placements but on a variety of platforms.

For Immediate Release:

February 21, 2018

Contact: Patrick O'Leary, Media Relations Intern [oleary7@marshall.edu]



Chipotle in Huntington to Host Fundraiser for Ronald McDonald House
Event takes place Sunday

HUNTINGTON, W.Va.—Chipotle Mexican Grill will be hosting a “Cause an Effect” event to help support Marshall University Public Relations capstone student’s campaign to raise funds for the Ronald McDonald House of Huntington.

The event takes place at the Chipotle at 2151 5th Avenue in Huntington near the campus of Marshall University on Sunday, February 25 from 4 to 8 p.m.

Participants looking to help the campaign must show a flyer of the event via phone or print to the cashier and 50 percent of the proceeds will go to the Ronald McDonald House of Huntington.

The flyers can be retrieved by photos of hard copies on Marshall’s campus and on Facebook under the page “Ronald McDonald House of Huntington Chipotle Fundraiser.”

Marshall University Public Relations capstone students as part of their capstone class are assisting with public relations efforts for the Ronald McDonald House of Huntington to raise funds throughout the Spring 2018 Semester. The campaign culminates with a Reverse Raffle event on April 28.

For more information on the campaign, visit the website at muandrmhc.wixsite.com/2018campaign.



THE V CLUB NIGHT CLUB IN HUNTINGTON WILL BE HOSTING A BENEFIT FOR THE RONALD MCDONALD HOUSE OF HUNTINGTON THIS SATURDAY NIGHT, MARCH 3RD WITH DOORS OPENING AT 8 P.M.

THE EVENT IS OPEN TO ADULTS AGES 18 AND OLDER AND WILL FEATURE GREAT LOCAL ARTISTS SUCH AS THE Dividends, Basie, THE Karpet Dabs, and Shenanagram! THE V CLUB ASKES FOR A 10 DOLLAR DONATION AND THERE WILL BE A SILENT AUCTION WITH ALL PROCEEDS BENEFITING THE RONALD MCDONALD HOUSE OF HUNTINGTON

BID FOR FOUR DAY PASSES TO THE FIREFLY MUSIC FESTIVAL THIS JUNE FEATURING WORLD-RENOWNED ARTISTS LIKE KENDRICK LAMAR, LIL WAYNE, EMINEM, AND MORE!

YOU DON'T WANT TO MISS THIS INCREDIBLE EVENT BENEFITING THE RONALD MCDONALD HOUSE OF HUNTINGTON

HEAD TO THE V CLUB LOCATED AT 741 6TH AVENUE IN HUNTINGTON THIS SATURDAY NIGHT WITH DOORS OPENING AT 8 P.M.

For Immediate Release:

February 27, 2018

Contact: Patrick O'Leary, Media Relations Intern [oleary7@marshall.edu]



V Club in Huntington to Host Benefit for Ronald McDonald House
Benefit takes place Saturday night

HUNTINGTON, W.Va.—The V Club Night Club will be hosting a benefit for the Ronald McDonald House of Huntington on Saturday, March 3rd with doors opening at 8 p.m.

Bands such as the Dividends, Basie, the Karpets Dabs, and Shenanagram will perform at the V Club located at 741 6th Avenue in Huntington.

The event is open to adults age 18 or older. A \$10 donation will be taken at the door with proceeds going directly to the Ronald McDonald House. There will additionally be auction items for sale at the event, including four-day passes to the Firefly Music Festival in Dover, Delaware this summer from June 14-17.

Tickets for that event featuring world-renowned artists such as Kendrick Lamar, Eminem, Arctic Monkeys, Lil Wayne, and more can additionally be bid for online at www.32auctions.com/RMCHVClubAuction.

This is the second Ronald McDonald House benefit at the V Club, with last year's event raising \$1200 total.

Marshall University Public Relations capstone students as part of their capstone class are assisting with public relations efforts for the Ronald McDonald House of Huntington to raise funds throughout the Spring 2018 Semester. The campaign culminates with a Reverse Raffle event on April 28.

The capstone students hope to surpass the proceeds made last year at the V Club for the Ronald McDonald House between wristband sales, donations, and auction item sales.

For more information on the campaign, visit the group's website at muandrmhc.wixsite.com/2018campaign.

The Ronald McDonald House, incorporated in Huntington 30 years ago, firmly believes that families are stronger when they are together. The average amount of families served by the house in a month is around 40. Families typically stay for around two weeks, however some may need to stay for months or years. The home strongly relies financially on donations from patrons and the community. While they do receive funding from McDonalds, the average amount they receive annually is only about 35% of their budget.

For Immediate Release:

April 27, 2018

Contact: Patrick O'Leary, Media Relations Intern [oleary7@marshall.edu]



Ronald McDonald House to Host Reverse Raffle Fundraiser Saturday
Marshall capstone students key in organization of benefit

HUNTINGTON, W.Va.—The Ronald McDonald House of Huntington will be hosting its annual Reverse Raffle fundraiser Saturday evening with “A Night at the Sock Hop” which will send attendees to the diner feel of the 1950’s and 60’s. The benefit begins at 7 p.m. and will take place at the Black Sheep Harley-Davidson Clubhouse located at 408 4th Street in Huntington.

The evening will feature food, drinks, dancing, and music from City Heat. Silent auction items will be available for bidding and one lucky winner of the reverse raffle will win \$1,000.

Tickets are still available and are \$50. Tickets may be purchased online at Eventbrite.com or on the event’s Facebook page “Reverse Raffle—A Fundraiser for Ronald McDonald House.”

The event is the culmination of a semester long capstone project for Marshall University public relations students. The five-person team has worked all semester to raise funds and awareness for the Ronald McDonald House.

The Marshall capstone students’ goal is to sell 250 tickets and overall to raise \$20,000 of the \$650,000 annual operating budget for Ronald McDonald House. The group is still hoping to sell approximately 100 more tickets and are always accepting donations for the home.

For more information on the campaign, visit the group’s website at muandrmhc.wixsite.com/2018campaign.

“When we think we have it stressful and tough, we realize that those who we are working for have it incredibly tougher and more stressful and uneasy than us,” Marshall junior Patrick O’Leary said. “When we realize that, our motivation to gain support for Ronald McDonald House grows even more.”

The Ronald McDonald House, incorporated in Huntington 30 years ago, firmly believes that families are stronger when they are together. The average amount of families served by the house in a month is around 40. Families typically stay for around two weeks, however some may need to stay for months or years. The home strongly relies financially on donations from patrons and the community. While they do receive funding from McDonalds, the average amount they receive annually is only about 35% of their budget.

Patrick O'Leary: Marshall students help Ronald McDonald House

Written by: Patrick O'Leary

Like most capstone courses for any major, the capstone course for Marshall University public relations is set up to put to work everything which has been learned in the program throughout the student's collegiate career. The course is expected to be rigorous, time consuming, and often may be stressful.

However, the capstone course in Marshall's public relations program is more than just that. In addition to having the attributes of any capstone, the class gains real-world experience by serving as assistants to the public relations team of local organizations in Huntington.

A group of students is working with the Ronald McDonald House of Huntington. The nonprofit organization, located directly behind the Hoops Family Children's Hospital at Cabell Huntington Hospital, works with families who deal with more than just stress from a capstone course.

Ronald McDonald House provides a "home away from home" for families with seriously ill children — such as children battling cancer, born prematurely, injured in car accidents or drug-exposed newborns being adopted. Some families spend weeks at the home. Others spend months away from their own home.

Like most capstone courses for any major, the capstone course for Marshall University public relations is set up to put to work everything which has been learned in the program throughout the student's collegiate career. The course is expected to be rigorous, time consuming, and often may be stressful.

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A group of students is working with the Ronald McDonald House of Huntington. The nonprofit organization, located directly behind the Hoops

Family Children's Hospital at Cabell Huntington Hospital, works with families who deal with more than just stress from a capstone course.

Ronald McDonald House provides a "home away from home" for families with seriously ill children — such as children battling cancer, born prematurely, injured in car accidents or drug-exposed newborns being adopted. Some families spend weeks at the home. Others spend months away from their own.

Tickets are \$50, and our goal is to sell 250 tickets. Our overall goal is to raise \$20,000 of the annual \$650,000 operating budget for Ronald McDonald House. There will be plenty of fun and impressive silent auction items to bid on for the events. Plus, one lucky winner will win the prize of the Reverse Raffle.

Sure, this course has been stressful. Sure, this course has been tough. Sure, this course has been unlike any other. Five people working together to raise funds for a nonprofit organization is far from easy. Yet, when we think we have it tough, we understand that the reason for our efforts is for children and families who are battling a cause much tougher than ours — and that is when our motivation grows even more.

Please consider purchasing a ticket for the Reverse Raffle fundraiser. You do not need to be present to win the raffle prize. It goes to a just cause. Tickets may be purchased online at [Eventbrite.com](https://www.eventbrite.com) under the title "Reverse Raffle at the Sock Hop." Check us out at our Facebook group page, which has a link to purchase tickets at "Reverse Raffle — a fundraiser for Ronald McDonald House."

You may even mail a check to Ronald McDonald House, 1500 17th St., Huntington, WV 25701.

This capstone course has been an incredible experience. I hope you will consider assisting with this cause.

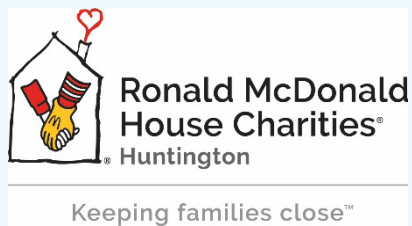
SOCIAL MEDIA / PROMOTIONS

The social media and promotions chair was to regulate and manage social media accounts. I began by creating and implementing a social media strategy to gain followers, likes, and audience for or events. My duty was to promote each individual event, and the overall main fundraiser, the Reverse Raffle. For each event I created an events page on Facebook, then invited friends, and posted information regarding the event, regularly on the page. Also when creating events, I designed graphics for the page and fliers that would be hung up around the community. There was a countdown to pursue people to buy tickets to the Reverse Raffle Event. Also we held an online auction of a pair of firefly tickets, which was sold to the highest bidder. Posting on personal social media accounts was very helpful, as well. Social media chair will exceed beyond social media pursuits and responsibilities though to help the goal of the team. By planning events, gaining and securing sponsorships and donations, promoting the events, and putting together the Reverse Raffle.

Lillie planned a couple of events to gain money for Ronald McDonald House that would lead to the Reverse Raffle fundraiser. These events were the Benefit Concert for RMH at V Club, and the Comedy Night at Black Sheep. When planning the concert, Lillie found bands willing to play for free, donation items for the auction that took place during the event, a free venue, and also plan the schedule for the event. She also created a donations letter, to let people read so they would understand more about what the campaign was for. To create the comedy night, Lillie reached out to the comedians who previously participated in the comedy night, and asked if the campaign could charge admission for Ronald McDonald House at their next event. Once agreed, she created the advertisements for the event to gain a larger audience, and promote the fundraiser, along with an event page on Facebook.

Gaining sponsorships and collecting donations was a huge segment of the job. Lillie as social media and promotions chair went door to door of local businesses with a booklet arranged of all of the information on the events to gain money. To gain the best sponsorships, Lillie set up an interview at large businesses with who was in charge of donations, and then went in to speak to them in person. This chair also held the duty to secure donations and sponsorships by calling back frequently, checking in, and sending invoices, etc. Also Lillie was in charge of getting a liquor license for the Reverse Raffle event, since Black Sheep Harley Davidson wasn't permitted to sell alcohol. To obtain the liquor license Lillie worked with the mayor's office. Another aspect of this chair was to get the alcohol for the event. Lillie reached out to local brewery's to donate, but it was less hassle and money to buy it locally from stores with money we raised. Also Lillie got in contact with the band that performed at the reverse raffle, and dealt with the payment, set up, and contact with the live entertainment.

Overall, the Social Media Chair paired with Promotions and successfully promoted the event, and gained money for the Ronald McDonald House. Simultaneously Lillie created various events to achieve the total goal and provide entertainment to the Reverse Raffle with other contributions.



May 2, 2018

Invoice From: Ronald McDonald House Charities of Huntington, Inc.
1500 17th Street
Huntington, WV 25701
Tax ID: 55-0643445

To: Chapman Printing, attn.: Marshall Reynolds

For: \$1,000 - Reverse Raffle Fundraiser

Checks can be mailed to the Ronald McDonald House at the address above.

**Benefit For
Ronald McDonald
House**

Featuring
**THE DIVIDENDS
BASIE
THE KARPET DABS
SHENANAGRAM**

**March 3rd 2018
Friday V Club
Huntington UK
\$10 Suggested Donation**

WWW.VCLUBLIVE.COM

A stylized illustration of Ronald McDonald, the iconic mascot for McDonald's. He is depicted with his signature red hair, white face, and a wide, toothy grin. He is wearing his traditional red and white striped shirt, a yellow vest with the McDonald's 'M' logo, and yellow overalls. He is also wearing red shoes with yellow laces. The background of the poster is a vibrant, abstract pattern of red, purple, and blue.

A gold tinsel banner with white stars at the ends, hanging across the top of the chalkboard.

Duck, Duck, Goose
IS SUCH A FUN GAME

Let's play

Matilda, Matilda, Jane
*Last person to post Matilda
before I post Jane wins!*

REVERSE RAFFLE

EVENT PLAN

What: The participants are offered the opportunity buy raffle tickets, and when their number is drawn they are disqualified. Halfway through the event the losing ticket holders may buy back into the raffle. The last ticket remaining wins the auctioned item. All proceeds will go towards to Ronald McDonald House for the Tri-State budget.

Setting: Black Sheep Harley Davidson Clubhouse

Date: April 28, 2018

Time:

- Raffle begins at 7 p.m.
- Silent Auction ends at 10:30
- Event ends by 11 p.m.

Ticket Prices: \$50 per person

Raffle ticket prices:

- Buy in starting at \$10 and gradually increases throughout the night

Attire: Cocktail

Food: Catering from Holy Smoke BBQ

Extras:

- Photo booth
- Silent auction
- City Heat for live entertainment

SCHEDULE

10:00 AM Meet at Harley Davidson to begin set up.

10 – 3 PM Set up and organize

3:30 – 5:30 PM Leave and get ready for event

5:45 PM Be back at HD

6:45 PM Everyone at their stations

7:00 PM Doors open and event begins

7:45 PM Jaye and Ginny open. Jaye introduces House, Ginny introduce evening and explains Pom-Pom game. Lillie explains buyback process for Reverse Raffle Buy Back.

8:00 PM CITY HEAT BEGINS PLAYING

James pulls first 35 numbers.

8:35 PM James pulls 36-70

8:00 PM PHOTO BOOTH OPENS

James pulls 71-105

Beginning of Pom-Pom game

8:20 PM James pulls 106-120

9:15 PM James pulls 120-130

BUY BACK ENDS

9:30 PM James pulls 131-140

Ginny sells golden ticket and then pulls to final three

10:00 PM WINNER ANNOUNCED

10:15 PM PHOTO BOOTH CLOSES

10:30 PM SILENT AUCTION ENDS

Team comes to stage to end the evening

Ginny thanks everyone

11:00 PM Begin teardown

CORPORATE TABLES

Should your members of your organization be interested in coming to our Reverse Raffle, there is a way to buy a table reserved solely for you and company! Below are the prices of reserving a corporate table.

ONE CORPORATE TABLE

- Table of 8 seats

COST: \$500.00

TWO CORPORATE TABLES

- TWO tables of 8 seats
- Facebook recognition as attending

COST: \$1,000.00

THREE + CORPORATE TABLES

- THREE tables of 8 seats
- Recognized as a "One Cool Cat" level sponsor

COST: \$1,200.00 +

LEVELS OF SPONSOR- SHIP

King of Rock 'N Roll **\$10,000 +**

- Named presenting sponsor
- Reverse Raffle Prize sponsor
- Corporate table (8 tickets)
- As well as benefits of lower levels

Rebel With A Cause **\$5,000 - \$9,999**

- Name displayed at event
- Name displayed on event website
- Facebook recognition as sponsor
- Corporate table (8 tickets)
- Company information distributed at event

One Hip Daddy-O **\$1,000 - \$4,999**

- Name displayed at event
- Name displayed on website
- Facebook recognition as sponsor
- 4 complimentary tickets

Hot Diggity Dog **\$500 - \$999**

- Name displayed at event
- Name displayed on website
- Facebook recognition as sponsor
- 2 complimentary tickets

One Cool Cat **\$250 - \$499**

- Name displayed at event
- Name displayed on website

Greaser **\$100 - \$249**

- Name displayed at event

FINANCES

	Amount		MONEY OUT	Amount	
Harley Davidson Black Sheep	0		Dance Floor	\$362.20	
McGinnis Inc. of South Point Ohio Sponsorship	\$300		Photo Booth	475	
			Catering	\$3,950	
Chipotle	\$139.15		City Heat	\$1,270	
V Club	\$1,716		Alcohol	\$227	
Ticket Sales			Amazon dec- orations	\$72	
The Union Sponsor- ship	\$150		Flowers and centerpieces	235	TAKEN OUT OF ST JOE MON- EY
City National Bank Sponsorship	\$150		Liquor license	100	
RACHELS DAD	\$400				
Robin Keller	\$100				
Comedy Night	\$385	(100 TO LIQUOR LI- CENSE)			
St. Joe Parishon- ers (not counting 2 tickets Sold and w/o checks)	\$1,184	(250 GIVEN TO GINNY FOR SUP- PLIES)			
Marshall Reynolds	500				

Mountain State Well- ness	100				
Timmy & Jerri Wal- roth St Joe's check	100				
Jonathon & Rori Sala- va St Joe's check	100		SUM OF LEFTOVER		\$11,274.45
David Peters St Joe's check	50				
Javier & Ortrud Valle- jos St Joe's check	50				
Tom & Katherine Jones St Joe's check	20				
John Hamrick St Joe's check	25				
Bertha Meadows St Joe's check	20				
Kimberly Riddle	100				
Dorothy Sentouksi donation for Sebas- tian Morris	25				
Jayson Keller dona- tion	100				
Paulette Goheen - St Joseph's parishioner	25				
John Short cash bar tab	20				
Auction Sales	2,665				
TOTAL		\$17,965.65			

EVALUATION

S

- We had a great team of students that worked diligently to make sure this campaign was a success. We utilized our connections.
- Last years portfolio gave us strong connections with businesses in the Tri State that were willing to support our cause again, as well as a list of do's and dont's that were extremely helpful when navigating the campaign.
- Our professor, Dr. Hapney, and the Director of Development at the Ronald McDonald House, Jaye Toler, were extremely helpful in assisting and guiding our group when needed.
- Our group had a lot of personal connections throughout the local business world that allowed us to raise funds and auction items for the cause.

W

- Our group was small. Last semesters group had 17 students and this semester we had 5. This alone cut down on the networking opportunities available because there is only so much that 5 people can do.
- It was our first time. Because it was our first time it took us a little while to get our footing and get into the swing of things. I think if we had more time we could've raised more money for the house but it was a great learning experience.
- We had trouble with businesses not getting back to us in a timely manner or not getting back to us at all. This made getting sponsorships difficult.

O

- Getting involved with other events to become potential fundraisers
- Theme was very trendy – set food and music
- Utilize social media on personal accounts for – donations and sponsors

We had many opportunities taking this creative approach with the reverse raffle. Our theme allowed us to match food and music, and give our fundraiser a trendy vibe. Also other events around the area, gave us the opportunity to become involved and a method to fundraise money for the Ronald McDonald House, such as Black Sheep's comedy night.

T

- Other fundraising events occurring within that weekend – Autism Walk, Color Run, HMOA , Marshall's Spring Game
 - o Ticket sales
 - o Sponsors
 - o Donations
- A threat of having the Reverse Raffle was all the other fundraisers going on, for good causes. For example, there was the Autism Walk the day before and the Color Run the morning of the event. Another threat was big events asking for donations, this lessened the chance of us getting anything donated from the same business, and lowered the quantity of our sponsorships.

