

# Harvest in the Park



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## Client Overview

The Coleman Foundation is a nonprofit organization located in Kent, Ohio that is dedicated to supporting children, adults, and families who face mental health and rehabilitation challenges. The organization offers behavioral health services to give hope back to these individuals facing such problems. The Coleman Foundation offers a number of different services to its patients including psychiatry counseling, suicide prevention, employment services, and adult day services.

## Research

Through research, it has been found that people are willing to give money towards a fundraising cause. Since The Coleman Foundation is a nonprofit organization devoted to children and supporting growth in life, most people attending a fundraising event for this cause would most likely donate money. Families are also likely to attend a fundraising event when there are activities to entertain their children.

After research, the conclusion was made that the Coleman Foundation is in need of a fundraising push. To help address the need for donations to the new Center of Excellence, a fundraising event was created to serve this need. This fundraising event benefiting The Coleman Foundation focuses on a family environment where children can enjoy seasonal activities in a convenient location. The event is affordable and family oriented and all incoming money will benefit The Coleman Foundation's causes. The event pulls all free and available resources from around the Kent community and focuses on a small, reasonable budget.

## Situation Analysis

The Coleman Foundation plans to build a new center for kids with Attention Deficit Hyperactivity Disorder, known as the Center of Excellence for Children. The organization has projected a \$750,000 goal for the new center. Though The Coleman Foundation does have regular donors and incoming funds, the organization will first put this money to its regular needs like upkeep on its residential housing, programs, and employees. Also, with a \$750,000 goal, The Coleman Foundation will need outside resources and fundraising to help build awareness and funds.

To help increase donations for the Center of Excellence for Children, a fall themed festival will be held, known as Harvest in the Park. Harvest in the Park will be a fundraising event for members of the Coleman Foundation, as well as members of Kent and surrounding communities like Ravenna, Stow, and Hudson. Harvest in the Park will be a family friendly event focusing on seasonal activities like pumpkin painting, face painting, a number of fall and Halloween arts and crafts activities, a scavenger hunt, and a Halloween costume fashion show, which will be the main fundraising event. Harvest in the Park will take place at Fred Fuller Park in Kent on October 19, 2013. Contact will be made with local craft stores like Michael's, Hobby Lobby, and All Media Art Supply for donations of art supplies for the event. Acme will be contacted for a donation of light refreshments, and local restaurants will be asked to set up booths to sell their food. Other local businesses in the Kent and surrounding area will be asked to donate small amounts of products or gift cards to create several different baskets that will be raffled to guests. Kent State University will also be contacted for support for volunteers and a photography professor, David LaBelle. Students will be asked to volunteer to help set up and run the event. Professors will be asked to donate their time to help kids with arts and crafts help and with other activities. To combat against a smaller attraction of guests because of the time of year when many

other carnivals and Halloween events take place, guests will be informed of the fundraising benefits. Information about the Coleman Foundation and the kids in need will be included in promotion materials. Guests will be encouraged to attend Harvest in the Park rather than another event that may take place near the event because of the cause and benefits of this specific one.

## Problem Statement

The Coleman Foundation is presented with the opportunity to expand upon its already philanthropic organization by creating the Center of Excellence for Children who are faced with ADHD. However, with a lofty monetary goal and not enough donations, The Coleman Foundation is in need of a fundraising push.

## Objectives

1. To generate awareness about Harvest in the Park and its fundraising benefits to The Coleman Foundation by September of 2013.
2. To obtain donations from local business for Harvest in the Park by September of 2013.
3. To attract 500 attendees to Harvest in the Park on its event date of October 19, 2013.
4. To raise \$8,000 in donations for The Coleman Foundation through the Harvest in the Park benefit festival.

## Audiences

### Primary Audiences

- The Coleman Foundation members
  - Children who are a part of The Coleman Foundation and their families.
  - Children who will be a part of the Center of Excellence for Children.
  - Other members of The Coleman Foundation and their families.
- Kent and surrounding area residents
  - Families in the area will be sent information about Harvest in the Park.
- Kent State University students and professors
  - Students and professors involved in the art department will be asked to donate their time to Harvest in the Park.
- Local businesses
  - Craft stores, restaurants, and other local businesses will be asked for donations.

### Secondary Audiences

- Local media
  - Record-Courier

- The Daily Kent Stater and Kent Wired to reach Kent State students
- Kent Patch to reach residents online

## Strategies and Tactics per Objective

### 1. To generate awareness about Harvest in the Park and its fundraising benefits to The Coleman Foundation by September of 2013.

- **Traditional advertisements**

- Place advertisements in Record-Courier, The Daily Kent Stater
- Send news releases to local media
- Create a public service announcement for local radio stations
  - Black Squirrel Radio, other local radio stations

Harvest in the Park PSA:

DID YOU KNOW YOU CAN HELP CHILDREN IN YOUR AREA JUST BY SPENDING A DAY IN THE PARK WITH YOUR FAMILY? THE COLEMAN FOUNDATION IS A HOSTING A FUNDRAISING EVENT SATURDAY, OCTOBER 19<sup>TH</sup> IN KENT. COME TO FRED FULLER PARK FOR HARVEST IN THE PARK. ARTS AND CRAFTS, RAFFLES, AND OTHER FUN ACTIVITIES WILL BENEFIT THE KIDS OF THE COLEMAN FOUNDATION. VISIT HARVEST IN THE PARK'S FACEBOOK PAGE FOR MORE INFORMATION. THIS MESSAGE IS BROUGHT TO YOU BY THE COLEMAN FOUNDATION.

- **Nontraditional advertisements**

- Kent Patch
- Record-Pub
- Kent Wired
- Flyers
- Doorknob hangers

### 2. To obtain donations from local businesses for Harvest in the Park by September 2013.

Send information about Harvest in the Park to the following businesses and ask for donations:

- **Michael's Craft Store, Hobby Lobby, All Media Art Supply**  
Ask to donate craft supplies like paints, paint brushes, fall themed coloring book pages, crayons, construction paper, scissors, face paints, glue, pipe cleaners, glitter, and felt.
- **Acme in Kent.**  
Ask for donations of refreshments that will be handed out at Harvest in the Park like water, cans of pop, small bags of chips, cookies, and candy.

- **Restaurants in Kent.**  
Cajun Dave's, Ray's Place, Funky Ladle's, Wild Goat's Café, Dave's Cosmic Subs, and Hungry Howie's. Ask restaurants to participate in a concession area. Businesses keep their revenue in return for participating for free.
- **Wal-Mart in Ravenna.**  
Ask to donate pumpkins for the pumpkin painting section of Harvest in the Park.
- **Other businesses in Kent.**  
Business will be asked to donate products or gift cards of a reasonable value (\$20 to \$40) to create baskets to raffle to attendees.
  - Tree City Coffee- gift card, coffee mug, bag of coffee
  - Michael's Craft store- art kits, crayons, makers, stencils, paper
  - Anu Eco Salon- free facial and massage certificate, lotions
  - Off the Wagon- assortment of toys
  - Gift cards from Chipotle, Scribbles Coffee, Panini's
- **Kent State University**  
KSU will be contacted to ask for student and professor volunteers. Students from art club will be asked to participate, as well as students in Greek organizations. Students will help set up the event and run the event. In return, both groups will receive community service hours and experience. Art Club students will be allowed to showcase and sell their artwork in a designated area. David LaBelle, a photography professor at KSU, will be asked to run a photo booth. Also, a donation of A/V resources like microphones, speakers, and lights will be asked of Kent State.

### 3. To attract 500 attendees to Harvest in the Park on its event date of October 19, 2013.

- Create promotional items like flyers, doorknob hangers, and advertisements.
  - Items will be hung around Kent and surrounding areas. Local businesses will be asked to hang flyers in windows weeks before Harvest in the Park. Local schools will be contacted to hand out flyers to students.
- Create a Facebook event page.
  - Send invitation to residents of Kent and surrounding areas that are on Facebook. Facebook page will include information about The Coleman Foundation, Harvest in the Park, and the date, location, and price. The Facebook event will be linked to the Coleman Foundation's Facebook page and updated periodically about the event.
- Contact families of The Coleman Foundation.
  - Notify families involved with The Coleman Foundation about Harvest in the Park. Encourage them to attend the event and sign children up for the Halloween costume contest. Families involved with The Coleman Foundation will receive free admission to Harvest in the Park.
- Ask businesses put out flyers.

→ Local businesses throughout the Kent and surrounding areas will be asked to place flyers about the event on counters or areas where other advertisements are kept

#### 4. To raise \$8,000 in donations for The Coleman Foundation through the Harvest in the Park benefit festival.

- An admission fee of \$3 per adult and \$2 per child will be charged. Members of The Coleman Foundation will enter Harvest in the Park free of charge. A special family rate will be offered. If a family that exceeds five people attends Harvest in the Park, an \$8 admission fee will be charged.
- An assortment of baskets will be available for raffle. Attendees can enter as many times as they would like. Tickets for the basket raffle will be \$5 each.
- A photo booth with fall themed props will be available. Each picture will be \$3 each.
- Face painting will be available. Art students will be asked to volunteer to do painting. Each face painting is \$1 each.
- Local businesses will be asked to keep a donation jar at counters months prior to the event. A donation jar will also be available at the admission table of Harvest in the Park. Donations are optional.
- A scavenger hunt will be organized prior to the event. Anyone planning to partake in the scavenger hunt will be asked to assemble a team of four to five people. There is a \$25 fee per team for the scavenger hunt. There will be a special registration line at the admission table where teams can pay the \$25 fee when they arrive to Harvest in the Park. Local businesses will be offered to do a group rate of \$100 for employees to attend the scavenger hunt. The businesses can register as many employees as needed. Employees will still be asked to remain in groups of four to five, but the \$100 rate will register more.
- The main fundraising event will be a Halloween Costume contest. Children from The Coleman Foundation will have the chance to showcase their Halloween costumes. Parents of children who attend The Coleman Foundation will be notified a month before Harvest in the Park about the opportunity, though it is optional for children to participate. The Coleman Foundation children will model their costumes for an audience. The winner will be decided based on the amount of money he or she raises. Audience members will be asked to donate whatever they can, though a \$30 to \$50 minimum will be suggested. An emphasis on the benefit of The Coleman Foundation will be made to audience members. The winner be announced towards the end of Harvest in the Park.

### Key Messages

1. Harvest in the Park is bringing together local businesses and community members to support The Coleman Foundation's charitable cause.
2. Harvest in the Park is a day of family fun for a cause.
3. Harvest in the Park is an affordable day of family fun for kids, benefiting kids.

## Event Overview

The purpose of holding Harvest in the Park is to raise at least \$8,000 through donations for The Coleman Foundation's new Center of Excellence for Children. Harvest in the Park will take place on Saturday, October 19, 2013 from 1 p.m. to 4 p.m. If there is threatening weather on the planned day of the event, a rain makeup date will take place the following Saturday on October 26, 2013. There will be a number of different family oriented activities at the event. Harvest in the Park will center on arts and crafts for children of all ages, the Halloween costume contest, and wrap up with the optional scavenger hunt.

- **Arts and Crafts activities:**

- Pumpkin painting
- Fall themed coloring book pages
- Creation of pilgrim hats
- Pinecone turkeys
- Extra craft supplies (construction paper, scissors, glue, crayons, markers, glitter) will be available for children to have the opportunity to create whatever they would like

The arts and crafts activities will take place in an indoor shelter at Fuller Park called the Roy H. Smith Shelter House. Tables, chairs, and restrooms are included inside the building.

- **Scavenger hunt:**

The scavenger hunt activity will take place at the end of Harvest in the Park. Members of The Coleman Foundation and residents of Kent and surrounding communities will be notified about the scavenger hunt through flyers and doorknob hangers. Attendees will be asked to assemble four to five member teams prior to the event. A \$25 charge will be collected from registered teams at the admission table of Harvest in the Park. Local businesses will be offered a special deal for the scavenger hunt. Businesses may register as many employees as interested for a group rate of \$100. Employees will still be asked to remain in teams of four or five, but more than that may register for \$100, the employees just may be separated into smaller groups. There will be a special line for these teams. The scavenger hunt will revolve around things that can be collected in nature during the fall season. Registered teams can collect the list of items in the hunt at the registration table. Teams will report back to the registration table when they have completed the hunt. Teams will be asked to go around Fuller Park in a designated amount of time and collect items like red, yellow, and orange leaves, pinecones, acorns, pumpkins, and other items. A special announcement will be made when the scavenger hunt begins at 3:30 p.m. The first team to finish will receive a \$25 gift card to Michael's Craft Store.

- **Halloween costume contest:**

The Halloween costume contest will be the main fundraising event. Children from The Coleman Foundation will showcase their costumes on a stage at Fuller Park. The stage is in close proximity to the shelter house. Children and families who are a part of The Coleman Foundation will be notified about the contest prior to Harvest in the Park. The contest is optional. The children will show their Halloween costumes to an audience who will select the winner by the amount of money they donate. A table will be set up for donations and a list of bids will be kept. Donors are encouraged to donate a minimum of \$30 to \$50, though if that is not possible for certain families, any amount will be accepted. The winner



of the contest will be announced later in Harvest in the Park. Since there are children in the Coleman Foundation who may have apprehensions about being on stage, being around loud music, or a crowd of people, parents will be asked to only sign up their children after speaking it over with them. Only children who are comfortable with the idea will be encouraged to sign up to be a contestant.

- **Concessions:**

Local restaurants in the Kent neighborhood will be asked to sell and serve food at Harvest in the Park. Tents will be rented for the restaurants to set up concessions stand at the event. The restaurants will be asked to keep their profits in return for attending at no cost to Harvest in the Park. A concession area will be set up along the walkway from the shelter house to the contest stage. Tables and chairs will also be rented for guests to sit at next to the concession area.

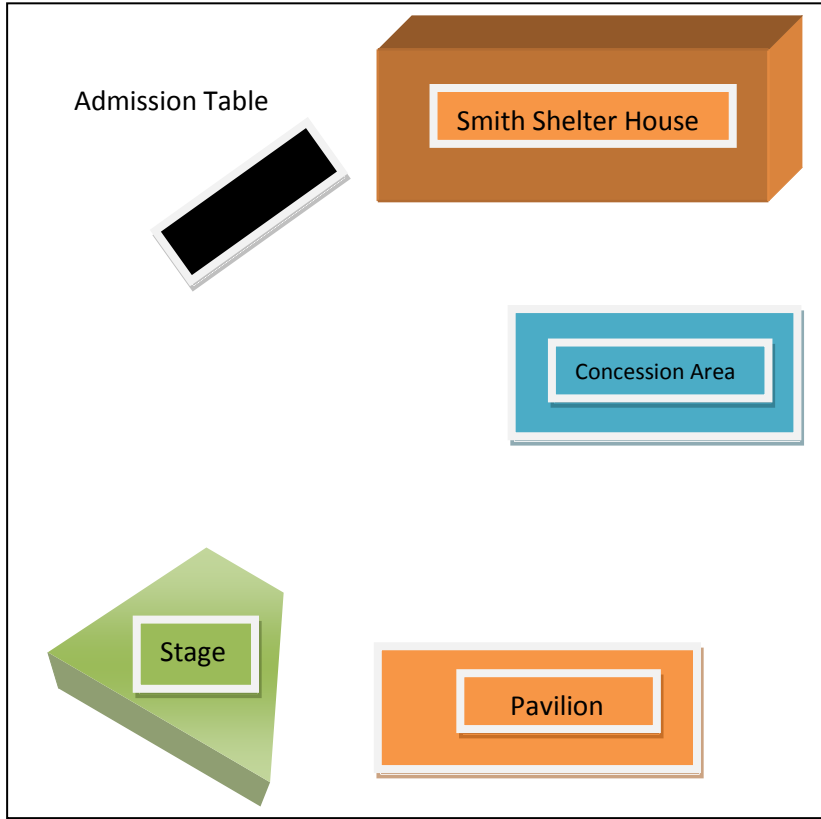
- **Other activities:**

There will be a number of other activities at Harvest in the Park.

- Photo booth. David LaBelle will be asked to run a photo booth that will be equipped with fall themed props for children and families to enjoy. Each picture will be \$3.
- Art students' display. In return for volunteering their time, art students will have a designated area where they can showcase their artwork. Students may sell work, but Harvest in the Park asks that they donate 10 percent of the profits.
- Basket auction. Products and gift cards will be collected from area businesses to create baskets to auction. The auction will be set up next to the stage in a covered pavilion. Each ticket for baskets will be \$5. Guests may enter as many times as wanted. The tickets entered in the raffle will ask for guest's name, phone number, address, and how they found out about Harvest in the Park. The winners will be notified in days following the event.

Guests will pay the admission fee at a table set up in front of the Smith Shelter House. All arts and crafts activities will be set up inside. Free refreshments will be handed out in the shelter house. Parking is available near the shelter house. Since there are children who belong to the Coleman Foundation who may not be able to handle crowds of people or loud music, the shelter house will remain open during the contest. This will serve the purpose of a quieter area for anyone startled by the event to relax and continue crafting in a calmer environment.

**Harvest in the Park set up in Fuller Park.**



## Workback

<b>MARCH 2013</b>	→ Book Fuller Park for October 19. (shelter house, picnic area, stage)
<b>APRIL 2013</b>	→ Contact Michael's, Hobby Lobby, and All Media about donations
<b>MAY 2013</b>	
<b>JUNE 2013</b>	→ Design promotional items
<b>JULY 2013</b>	→ Contact local businesses about basket raffle donations → Contact Wal-Mart about pumpkins → Contact Acme about refreshment donation → Print promotional items
<b>AUGUST 2013</b>	→ Contact Kent State about student and professor volunteers, and A/V equipment → Ask local businesses to put out donation jars. → Begin to pass out first round of promotional items (doorknob hangers, flyers to residents and Coleman Foundation families) → Finalize basket raffle products
<b>SEPTEMBER 2013</b>	→ Rent tables and tents → Finalize volunteer list → Finalize scavenger hunt list → Confirm concession participants → Confirm donations from Acme, Wal-Mart, Michael's, Hobby Lobby, All Media → Complete list of costume contest participants
<b>OCTOBER 2013</b>	→ Complete list of scavenger hunt participants → Place ads in Record Courier and Stater → Pass out final round of promotional items during the first week of October → Assign volunteers to certain stations → <b>Event date: October 19<sup>th</sup></b> → After event: send out thank you cards to donating businesses. Contact basket winners. → ***Rain makeup day to take place on October 26, 2013.

## Day of Event Schedule

<b>8 a.m.</b>	Have volunteers report. Assign to specific stations.
<b>8:30 a.m.</b>	Begin setting up tents, tables, and chairs for concession area.
<b>9:30 a.m.</b>	Begin setting up arts and crafts area inside shelter house. Have designated tables for each craft. Organize supplies accordingly.
<b>10:30 a.m.</b>	Assemble raffle and student display section in pavilion.
<b>11 a.m.</b>	Set up admission table. Have scavenger hunt registration ready. Set up photo booth and face painting areas.
<b>Noon</b>	Have all concession participants report (allow to come earlier if needed).
<b>1 p.m.</b>	<b>Harvest in the Park begins</b>
<b>2 p.m.</b>	Halloween costume contest begins
<b>3:15 p.m.</b>	Costume winner announced
<b>3:20 p.m.</b>	Scavenger hunt teams asked to report to admission table Announcement will be made thanking all sponsors and donors after the scavenger hunt message
<b>3:30 p.m.</b>	Scavenger hunt begins
<b>4 p.m.</b>	<b>Harvest in the Park concludes.</b> Cleanup begins. <small>*scavenger hunt teams that have not yet finished have until end of cleanup to complete.</small>

## Resource Needs

Harvest in the Park will work mainly off of donations. This includes donated goods, money, and manpower.

- Manpower:
  - Volunteers to pass out flyers, doorknob hangers, set up event, run event, and cleanup. Students from Kent State University involved in Greek organizations and the Art Club, and adults with children who belong to The Coleman Foundation will be asked to donate their times. The incentive for students is the chance to showcase their artwork and gain volunteering experience and hours. The incentive for adults close to The Coleman Foundation is the donations to Center of Excellence for Children, and the chance to spend the day with the children.
- Goods:
  - Michael's, Hobby Lobby, and All Media Art Supply will be asked to donate crafts supplies.
  - Acme will be asked to donate light refreshments.
  - Wal-Mart will be asked to donate pumpkins.
  - Local businesses will be asked to donate products or gift cards for a basket raffle.
  - Michael's will also be asked to donate a \$25 gift card for scavenger hunt winner.
- A/V equipment

→ Kent State University will be asked to donate speakers and a microphone for the costume contest. Each child will be introduced by a volunteer while they are on stage. Music will also be played through the speakers.

## Budget

### Promotional items and advertising:

<p><b>Flyers.</b> Flyers will be printed to hand out to families who belong to The Coleman Foundation and community members. 1000 will be printed and distributed at different times prior to the event.</p>	<p><b>\$ 42.95 for 1,000</b></p>	<p><a href="http://www.nextdayflyers.com">www.nextdayflyers.com</a></p>
<p><b>Doorknob hangers.</b> Doorknob hangers will be printed to distribute to houses and businesses in the Kent and surrounding area communities. 2,000 will be printed.</p>	<p><b>\$119.00 for 2,000.</b></p>	<p><a href="http://www.adeasprinting.com/">www.adeasprinting.com/</a></p>
<p><b>Record Courier.</b> Advertisements will be placed in the Record Courier for the event. Two ads will be planned. One will be placed in the beginning of October, and one will be placed the Monday before the event.</p>	<p><b>\$21.12 (\$10.56 each).</b></p>	<p><a href="http://www.recordpub.com">www.recordpub.com</a></p>
<p><b>Daily Kent Stater.</b> An advertisement will be placed in the Daily Kent Stater and on Kent Wired to attract student volunteers.</p>	<p><b>\$105 for side banner on Kentwired.</b> <b>\$65 for 1,000 inserts placed in the Stater.</b></p>	<p><a href="http://www.staterinteractive.com">www.staterinteractive.com</a></p>
<p><b>Banner.</b> A banner will be made and hung at the admission table of</p>	<p><b>\$26.99 for 8 foot by 2.5 foot banner.</b></p>	<p><a href="http://www.vistaprint.com">www.vistaprint.com</a></p>

Harvest in the Park. The banner will welcome guests and mention all businesses with logos that donated to the event.		
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→ Total spent on promotional and advertising items: \$308.09.

**Decorations and other costs:**

<b>Park rental.</b> Fred Fuller Park comes equipped with a shelter house, stage, and sheltered picnic area.	<b>\$50.00 for shelter house</b> <b>\$15.00 for stage and picnic area.</b>	kentparksandrec.com
<b>Tables and chairs.</b> Tables and chairs will be rented and placed around the concession area. Nine 8 foot tables will be rented (tables seat eight). 72 chairs will be rented.	<b>\$45.00 for table (\$5 for each)</b> <b>\$46.80 for chairs (\$.65 each)</b>	www.tiptoptents.net
<b>Tents.</b> Three tents will be rented for the concession area.	<b>\$165.00 (\$55 for each tent.)</b>	www.akrontentrentals.com
<b>Park rental.</b> Fred Fuller Park comes equipped with a shelter house, stage, and a covered picnic area next to the stage.	<b>\$50.00 for shelter house.</b> <b>\$15 for stage and picnic area.</b>	
<b>Other costs.</b> Table cloths, baskets for raffle, props for the photo booth, and other miscellaneous costs will be calculated.	<b>\$100.00 for all other items.</b>	

→ Total spent on decorations: \$431.80.

**Total spent: \$739.89.**

### Estimated amount earned from Harvest in the Park:

Ticket sales	If 500 guests attend, \$1,750 will be brought in from ticket sales. (150 adults at \$3 each, 300 children at \$2 each, and 50 at the \$8 family rate.)
Scavenger hunt	An estimated 25 teams will sign up for the scavenger hunt. This would bring in \$650 (25 teams at \$25 each). An estimate of five businesses will sign up for the group rate. This will bring in an additional \$500 from the scavenger hunt. A total of \$1,150 will be made from the scavenger hunt.
Costume contest	If 200 guests donate \$30 each, the costume contest will bring in an estimated \$6,000.
Donation jars	An estimated \$300 will be collected from local businesses placing donation jars inside stores.
Basket raffle	If 100 guests buy one raffle ticket, \$500 will be earned from the basket raffle. (100 guests buying one \$5 ticket.)
Other activities (face painting and photo booth)	An estimated \$200 will be made from the other activities at the event.

**If the estimated amount of donations is made, Harvest in the Park will collect \$9,900.** After subtracting the \$739.89 spent on supplies, an estimated \$9,160.11 will be made, surpassing the projected \$8,000 objective.

## Evaluation

The success of Harvest in the Park will be measured by comparing the results of the event to the objectives.

### 1. Awareness

- Was effective awareness generated about Harvest in the Park?
  - Guests who enter names into basket raffles will also fill out a short survey before turning in ticket. The survey will ask them how they found out about the event. By finding out how guests found about the event, the effectiveness of promotional items will be gauged.
  - Volunteers will walk around with additional surveys and ask guests to fill out a short survey. The survey will ask guests how they found out about the event, if they enjoyed the event, and how much money they spent at Harvest in the Park. Through this survey, results about the success of the promotional items, the overall enjoyment of Harvest in the Park, and how much money guests were willing to spend will be calculated.

### 2. Donations from business

- Did local businesses donate goods to Harvest in the Park?
  - Businesses that donated will be sent a survey after Harvest in the Park. The survey will ask businesses owners what they donated, if they felt it was a worthy cause, and if they would be willing to donate to a similar event again. Likeliness to donate and Harvest in the Park's charitable recognition will be gauged through these surveys.

- Local businesses that did donate will be sent thank you notes after Harvest in the Park. Business logos will also be placed on a banner hung near the admission table to promote awareness of donating businesses.
- Did Kent State University students and professors donate their times and A/V equipment?
  - The number of student and professor volunteers will be calculated to see if Kent State members were likely to volunteer.
  - Thank you notes will be sent to all volunteers.

### **3. Attendees**

- Did Harvest in the Park attract 500 guests?

### **4. Donations raised**

- Did Harvest in the Park raise at least \$8,000 in donations for the Center of Excellence for Children?