

College/University (DO NOT abbreviate. Spell it out so credit is given to the correct chapter.) University of Saskatchewan

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Explain the measurable goal your chapter established for increased fundraising or financial management. (25 points)

To increase fundraising for the year our chapter took part in multiple fundraisers, increased sponsorship reach, and volunteered to represent our group positively. Our goal was to reach \$25,000 in order to take 13 students and 2 advisors to San Diego in April. This number is determined through projecting flights, hotels and registration costs to attend the competition. On top of this we took into account other years budgets as well as exchange rate as to not short ourselves.

Describe, in detail, the plan that was developed and how results would be measured. (25 points)

To reach our goal of \$25,000, our group came up with a list of fundraiser activities as well as reached out to other businesses in ways to raise money for our group. We had many meetings on fundraisers that would be successful and get the whole group contributing. This started out with "volunteering" for co-op by putting together their Christmas gift baskets. Next we sold tickets for a booze basket. In the second semester we sold tickets for a Saskatchewan Rush lacrosse game and finally we held a pub crawl to raise funds as well as awareness of the CAMA group to other students.

There was a significant amount of planning that went into these as we don't want any overlap of events for selling tickets as well as had to work with the Agricultural Students Association as to not plan events during theirs.

For the co-op fundraiser we helped put together their yearly Christmas baskets and get them all ready for shipment. We received \$1,000 for helping co-op with this and they expressed they are looking forward to it next year.

Our booze basket brought in more than we expected. We sold tickets at 1 for \$5 or 3 for \$10. We planned on selling 20 tickets each through 20 people and ended up selling 500 tickets. We felt this was a very successful fundraiser as we planned on selling over the Christmas break as students would be going home and around extended family.

We reached out to the Saskatchewan Rush team about doing a fundraiser which we felt would be beneficial to raising money. We decided to sell game tickets for \$30 and bus tickets for \$10 making \$8 on the game tickets and \$10 on the bus tickets to the game. we sold 50 tickets which we recognized as successful

Finally we will do a pub crawl in March as a final fundraiser. We are planning on selling tickets for \$20 and would like to sell minimum 100 tickets. this would raise roughly 1,600 after all costs.

Aside from these fundraising events, the Saskatchewan student chapter reached out to roughly 150 agricultural firms that would look at sponsoring our team. WE created multiple benefits to sponsoring including a resume package, logos on clothing and tickets to our critique breakfast. We were looking at getting roughly \$20,000 from our sponsors.

Outline the execution of the plan, including any challenges that arose during implementation and how they were solved. (25 points)

We split up tasks for each event including planning, promoting and volunteering for each event equally among students in our chapter. Our executive group took on leading rolls and had general members help them out and split up the task. This allowed for us to have a sense of manager and workers helping complete the goals. When it came down to hosting or planning events every member contributed in some way and in any way they could.

The co-op fundraiser posed little challenges except that they wanted 20 students participating and we could only round up 11. Being hard workers we all showed up ready to work and it turned out that 11 was plenty as we got the task done in a very timely matter.

The booze basket took a lot of planning as we needed ticket to sell, pricing and a license. This was managed by a very hard working executive member who did a great job. A big problem was getting a license to sell a liquor basket but through many phone calls, she made it happen in a short time.

The Rush lacrosse game posed a bigger task as we needed to sell 50 tickets. With other big events coming up up after ours was set it drew some people away and 50 was a difficult number to hit. Through a great amount of time and promotion we managed to hit out target of 50 and had a very successful and fun night as a group. This was done by selling tickets on campus, creating Facebook pages, networking with different groups and students as well as forcing some of our friends to come.

The pub crawl is currently being created and worked on and has yet to bring up any challenges. It can be difficult ordering busses, getting confirmation from bars, and keeping everyone together and on time but through our 3 groups we have created to do so, I am very confident this will be a smooth event that will create more awareness of the group, bring us all together and bring in more funds.

Overall minimal serious challenges arose but much more small and day to day challenges came up that we were able to worth through in meetings and over the phone. Our group in general did a great job completing tasks on time and have been incredibly helpful in raising money for the competition.

Describe the results in measurable terms. (25 points)

Our first fundraiser, the co-op gift baskets, brought in an even \$1,000 which was very helpful in kickstarting our year

Secondly, we had the booze basket which exceeded expectations of 400 ticket where we sold close to 500 bringing in about \$1,300 to the group after the booze was bought. This was very successful as it was fairly easy to sell tickets to a liquor basket and it was within a couple of weeks.

Third we had the Rush game which didn't do as good as we had hoped but through a lot of promotion and selling we sold 50 tickets at \$18 dollars profit each bringing in \$900. This is an event we would do again but with better timing it would be much more successful.

Lastly we will have our pub crawl in March. This we are expecting 100 to be the lower end of tickets sold at 20\$ a piece . After costs are accounted for we are looking at making minimally \$1,600 but are hoping for closer to \$2,000.

Overall on fundraising that puts us around \$5,000 and we were hoping to bring in \$20,000 from outside sponsorship which is currently around \$22,600. All together this puts us a little bit under \$28,000 which has surpassed our goal of \$25,000.
