

Student NAMA Chapter Fundraising and Financial Management

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):

In order to ensure adequate funds for this year, the CAMA Saskatchewan Student Chapter took on a number of initiatives. This included an array of fundraising events, as well as contacting agriculture firms across Saskatchewan for sponsorship. It was our goal to reach a combined sponsorship and fundraising total of \$25,000 in order to be able to send 20 students and 2 advisors to Kansas City in April. This figure was determined by projecting how much flights, hotels, and registration would cost, as well as looking at previous years costs in order to determine how much we would need.

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

In order to attain our goal of \$25,000, CAMA outlined a number of fundraising events we would undertake in order to help us reach our goal. After brainstorming, we outlined 4 fundraisers we thought would be the most successful. This included a student slow pitch tournament where students entered a team for a \$250 entry fee. Next, we decided on hosting a BBQ alongside one of our sponsoring agriculture firm's events to raise money and promote conventional agriculture. In second term, we planned to do a raffle ticket sale for a Valentine's Day dinner and a one-night stay at a hotel. Alongside that, our fourth and final plan for fundraising was to host a student pub crawl.

There were a number of key planning factors that were important for the success of the CAMA Slow Pitch Tournament. We planned it for September so that students weren't already busy with heavy school schedules to ensure a good turnout. We decided that if we had 4 teams enter, and raised \$1,000, that the event could be considered a success.

For the BBQ, we planned the event in conjunction with another agriculture firm's event so that there was already a supplied customer base to sell food to. We decided that if we raised over \$500, this event could be considered a success.

In second term, we decided our Raffle would be a good idea for a number of reasons. We could sell tickets during the month of January, and then give away the perfect Valentine's Day gift at the start of February. We decided all members would be responsible for selling at least 5 raffle tickets each, ensuring that at least 150 tickets would be sold. We decided on a ticket cost of \$25, meaning our goal was to raise at least \$3,750 from this fundraiser.

The last fundraiser we planned for was a student pub crawl. This was a fun, unique way to get students talking about CAMA, and we decided it would be a good way to end off the year. This plan included having two buses full of 120 students combined, bar hopping to four different bars within Saskatoon. We planned to sell tickets for \$15 each, and established that our goal was to sell at least 100 tickets and raise \$1,250 after costs.

On top of our fundraising events, the CAMA student chapter planned to reach out to over 100 agriculture firms that might be willing to sponsor us. We developed a 'sponsorship package' that the firms would receive in return, including a number of incentives that sponsors would get in return for providing us with funds. We established a sponsorship goal of \$20,000.

In order to execute the number of plans we had made for our fundraising events, tasks and responsibilities were divided equally amongst members. The CAMA executive took on a large responsibility role in terms of organizing, but it was all hands on deck with all members from CAMA contributing both time and efforts to ensure the success of our events.

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

For the CAMA Slow Pitch Tournament, a group of members took on outlining the rules and getting teams to sign up. After sign-up was complete, another group made the draw and got all the materials we would need prepared before the date of the event. During the event, we had a lot of CAMA members participating, but another group of members volunteered to sit out and coordinate the tournament to ensure everything ran smoothly. Executive members were in charge of collecting each team's entry fee and recording scores, as well as settling any disputes or tiebreakers on the field. Overall, the event was a major success.

For our BBQ fundraiser, tasks were once again divided up and executive members were responsible for making sure everything was in order and tasks were complete before the event. A group of members was in charge of buying all the food supplies, while another group was in charge of setting up for the event. During the event, a group of CAMA members were responsible for cooking while the rest of the participating members served food, collected money, and cleaned up.

The CAMA Raffle was an easy fundraiser to plan and organize, because each member was in charge of selling 5 tickets. Someone was in charge of ordering the tickets and buying the gift cards for the hotel and restaurant, and from there we just had to sell the tickets. Our treasurer was in charge of collecting money and making sure everyone had sold his or her 5 tickets before the draw date. Once the winner was revealed, the prize was delivered to her via the CAMA member that sold them the ticket.

The CAMA Pub Crawl was a little harder to execute than the rest of our fundraisers, but tasks were once again divided equally between executive and general members. A group was in charge of ordering buses. Another group was in charge of contacting the pubs that the event would be visiting throughout the night, and one person was in charge of designing and printing the tickets. We had a sale date at school where many of us members came together to push ticket sales, and after selling out we just had to make sure everything was in order for the date. The night of the CAMA Pub Crawl, wristbands were distributed to people who had bought tickets, and the pubs that had agreed to host us took care of everything else. Overall, the event was a success, and it was a good way to get students interested in joining CAMA in future years.

Very few challenges arose during our fundraising efforts, due to the fact that we had a large group and were able to divide tasks so that nobody felt overwhelmed with responsibilities. CAMA received good response to our events from both the public and students, which made it easy to run our events smoothly. One area where the CAMA group was challenged was in asking for sponsorship money from agriculture firms. We had set a high goal, and it is hard to ask people for money. In order to get passed these challenges, we had a meeting where we role played on the best way to speak to a potential sponsor, and the steps one should take when making contact, asking for money, and following up. After all members were clear on the best way to gain sponsorship money, we all signed up to contact

potential sponsors throughout Saskatchewan, taking advantage of our professional and personal networks when doing so.

The CAMA Slow Pitch tournament was a success, with 5 student teams entering, alongside a professor team. Supplies, materials, and volunteer time were provided, so CAMA incurred no cost and raised \$1,500 off of the event.

CAMA partnered with Farm and Food Care Saskatchewan and hosted a BBQ alongside one of their events. This fundraiser was a success, as we sold over 150 burger meals for \$5 each, raising \$750 for CAMA. Farm and Food Care covered all of our food and drink costs, and once again we did not have to incur any costs for this fundraiser.

The CAMA raffle for a one-night stay at the James Hotel in Saskatoon and supper at The Cut was also a success, bringing in \$3,850 after selling 154 tickets. We did incur the cost of the certificates to the hotel and restaurant, and also had to purchase tickets. After costs, CAMA still gained a \$3,270 profit from this fundraiser.

The CAMA Pub Crawl proved to be a hit, as we sold all of the available tickets and made \$1,800 off of ticket sales. However, we did have to cover the cost of transportation as well as the cost to print tickets, but still walked away with \$1,500 from the fundraiser.

Our sponsorship goal for the year was to raise \$20,000 from outside sponsorship from a variety of agricultural firms across Saskatchewan. This year, CAMA was able to bring in \$21,500 worth of sponsorship money from outside companies, bringing our total fundraising amount to \$28,520, which surpasses our original goal of \$25,000.

Describe the results in measurable terms. (25 points):