## YEAR PLAN

### *Sponsorship and Fundraising Coordinator*

### *Jonah Marie Tria*

### McMaster Science Society

### 2019-2020

(i be slackin’ don’t tell on me [🙈](https://emojipedia.org/see-no-evil-monkey/))

2019-2020 Year Plan

**Letter from the Position**

My name is Jonah, I am a Life Sciences student, and your Sponsorship and Fundraising Coordinator (SFC) for 2019-2020. I am thrilled to be working with an amazing team to better serve you this year and hopefully develop a foundation and network that will be serving our greater science community many years down the road. This position is very new, and I want to use this formative period to foster connectivity between the different portfolios of the MSS during the planning of our diverse programming.

To put it more simply, my role is to secure sponsorships and fundraise for any and all events being organized by the MSS, such as Welcome Week for science students, the Quantum Leap conference, and Formaldehyde. Beyond simply raising money for these initiatives, I want to strengthen the relationships between past and future business partners to our society, and to clearly demonstrate how far their dollar goes. With the plans we have underway, hopefully companies will soon be clamouring to partner with us, because we do our all to enrich the undergraduate experience of some of the best and brightest students out there, and we are always striving for improvement.

Especially in the context of this role, I am dedicated to accountability, transparency, and being ambitious. In the immortal words of rapper and philosopher Blueface, “Chase a bag, don't worry 'bout what I'm doin'”.\*

Jonah Marie Tria
Sponsorship and Fundraising Coordinator
sponsorshipandfundraising@mcmastersciencesociety.com

\*(but actually don’t hesitate to reach out if you are worrying about what I’m doing)

**OBJECTIVES:**

|  |
| --- |
| **Postmortem Sponsorship Packages** |
| **Description/Current State** | Currently, the MSS uses sponsorship packages to reach out to businesses and other entities when requesting monetary funds, donations, or other resources. This consists of descriptions of the events, letters, and an outline of the benefits of sponsoring the event. I want to extend this idea into an ongoing two way conversation between the planners of the event and our sponsors; this will take place in the form of additional information booklets detailing our planning process and how their money is being used, and finally a summary of the event after it has passed. |
| **Goal** | * Strengthen ties between past sponsors and the MSS
* Display commitment to transparency and accountability with regards to allocation of funds, return on investment
* Build a portfolio/documentation of past successes to encourage businesses to sponsor us in the future
 |
| **Barriers to Success** | * Needs a lot of manpower - recording, writing, editing, designing
* There has to be strong collaboration between planners to make this accurate and effective
 |
| **How?** | * Current sponsorship package will be supplemented with an update midway through planning and one final update after the event is over
 |
| **Long Term Implications** | * Past and current sponsors will know how the MSS uses their contributions
* Other businesses will be encouraged to partner with us based on the successes of past events and a clear explanation of how they will benefit from sponsoring us
 |
| **Partners** | Welcome Week PlannersQuantum Leap CoordinatorFormaldehyde Coordinator |

|  |
| --- |
| **MacSci Minutes x Sponsorship Outreach** |
| **Description/Current State** | MacSci Minutes are a super dope thing that we could be using to get companies to give us money!! WOo!! |
| **Goal** | Make MacSci Minute videos specifically tailored for attracting sponsors * show off our past successes
* clearly communicate how partnering with us will benefit the sponsor
 |
| **Barriers to Success** | * Making a final product that will be attractive to our audience
* Man power and amount of time this project will need
 |
| **How?** | * writing and creating videos to be circulated in the Hamilton community with the explicit goal of making that specific event enticing to businesses and organizations
 |
| **Long Term Implications** | * Have more material to use for securing sponsorships
 |
| **Partners** | Communications TeamScience students |

|  |
| --- |
| **Emergency Fundraising Protocol** |
| **Description/Current State** | Last year a sponsor for an event fell through last minute, and the SFC needed to raise a large sum of money in a very short amount of time. I want to create a protocol for doing just this in the event this happens again.  |
| **Goal** | Create a step by step strategy that will be applicable to any funding emergency to be used by future Sponsorship and Fundraising Coordinators* will include business contacts to past sponsors with established ties to the MSS, cost breakdowns and Return of Investment analyses for fundraising ideas (i.e. Donut sales, bake sale tabling etc.), information on how to apply for grants within and outside of McMaster
 |
| **Barriers to Success** | Feasibility* how relevant and effective will this information be from year to year? needs to be updated frequently

Will of God * sometimes shit happens and no package can make it better

 ¯\\_(ツ)\_/¯ |
| **How?** | * use transition report from past SFC to start package
* get access to sponsorship tracking forms from MSS groups, incorporate information into protocol
* use fundraising experience and additional research to add further resources
 |
| **Long Term Implications** | Hopefully this makes it less stressful for future SFCs when things go wrong :) |
| **Partners** | Past SFCWelcome Week Planners Finance Portfolio |

**EVENTS & PROJECTS**

|  |
| --- |
| **Welcome Week** |
| **DATE** | August - September 2019 |
| **PURPOSE** | Secure sponsorships and fundraise for welcome week activities |
| **PROCEDURE** | * Coordinate with welcome week planners
* send out sponsorship request packages
* schedule and enact fundraising throughout the summer
 |
| **DIFFICULTIES** | * Student Choice initiative lowers our base funding so we need even more sponsorships
* Not successful in securing sponsorships in previous years; need to restructure plan/approach in contacting businesses
 |
| **PARTNERS** | Welcome Week Planners |
| **PROJECTED OUTREACH** | Hamilton CommunityMcMaster Students |
| **BUDGET** | TBD |

|  |
| --- |
| **Quantum Leap** |
| **DATE** | February 2020 |
| **PURPOSE** | Secure sponsorships and fundraise for Quantum Leap conference |
| **PROCEDURE** | * Coordinate with Quantum Leap Coordinator
* Send out sponsorship request packages
* Schedule and enact fundraising throughout the summer and fall
 |
| **DIFFICULTIES** | * Smaller team to do fundraising, committee has not been hired yet
* Lower campus traffic during summer impedes fundraising initiatives
 |
| **PARTNERS** | Quantum Leap Coordinator |
| **PROJECTED OUTREACH** | Hamilton Community MacSci students (goal of 150 in attendance) |
| **BUDGET** | TBD |

|  |
| --- |
| **Formaldehyde** |
| **DATE** | Winter 2020 |
| **PURPOSE** | Secure sponsorships and fundraise for Formaldehyde |
| **PROCEDURE** | * Coordinate with Formaldehyde Coordinator
* Send out sponsorship request packages
* Schedule and enact fundraising throughout the summer and fall
 |
| **DIFFICULTIES** | * Who wrote that hatin’ ass post on McMaster Confessions about our giveaways at last year’s Formaldehyde? smh
 |
| **PARTNERS** | Formaldehyde CoordinatorFormaldehyde Planning Committee  |
| **PROJECTED OUTREACH** | Hamilton Community MacSci students |
| **BUDGET** | TBD |

|  |
| --- |
| **Postmortem Sponsorship Packages** |
| **DATE** | 2019-2020 |
| **PURPOSE** | Strengthen ties with past sponsors, display transparency and accountability  |
| **PROCEDURE** | * Document planning of events
* Write, edit and design packages for circulation
* Send packages to sponsors
* Collect feedback, assess effectiveness
 |
| **DIFFICULTIES** | Making packages brief and concise but accurate and specific |
| **PARTNERS** | Communications portfolioWW PlannersQuantum Leap CoordinatorFormaldehyde Coordinator |
| **PROJECTED OUTREACH** | Hamilton CommunityBusiness OwnersMcMaster students and alumni |
| **BUDGET** | $0 |

|  |
| --- |
| **MacSci Minutes x Sponsorship Outreach** |
| **DATE** | 2019-2020 |
| **PURPOSE** | Make our initiatives attractive to potential sponsors |
| **PROCEDURE** | * Write, film and edit spots
* Circulate videos to media outlets and businesses
 |
| **DIFFICULTIES** | * Securing media contacts willing to propagate videos
* Assessing effectiveness of videos
* Manpower and time
 |
| **PARTNERS** | Communications portfolio |
| **PROJECTED OUTREACH** | Hamilton Community |
| **BUDGET** | $0 |

|  |
| --- |
| **Emergency Fundraising Protocol** |
| **DATE** | 2019-2020 |
| **PURPOSE** | Have a contingency plan for the worst case scenario; establish a resource for future SFCs to refer to |
| **PROCEDURE** | * talk to previous MSS execs and ask them about successes failures in planning/budgeting for events
* make a list of potential sponsors and businesses contacts
* have a list of fundraising ideas with pros and cons of each
 |
| **DIFFICULTIES** | * updating this information will become the responsibility of future SFCs
* making the information accurate and relevant
 |
| **PARTNERS** | Welcome Week PlannersQuantum Leap CoordinatorFormaldehyde CoordinatorPast Sponsorship and Fundraising Coordinator |
| **PROJECTED OUTREACH** | Future SFCsExternal PortfolioMSS execs |
| **BUDGET** | $0 |

**GOALS TO STRIVE FOR**

**5 things that you wish to have prepared for the beginning of September:**

1. (this is for july/august really) Finalize all sponsors and collect funds for WW
2. Continue fundraising for Quantum Leap conference
3. Finalize fundraising plan with Formaldehyde planning committee
4. Complete and send sponsorship update packages for Welcome Week
5. Complete first MacSci Minute spot for WW

**5 things to be completed during the fall term (1st):**

1. Finalize venue for Quantum Leap conference, finalize budget
2. Continue fundraising for Quantum Leap Conference
3. Secure sponsorships for Formaldehyde
4. Start compiling information for Emergency fundraising protocol
5. Complete MacSci Minute spot for Quantum Leap

**5 things to be completed during the winter term (2nd):**

1. Finalize all sponsors for Quantum Leap Conference
2. Finalize all sponsors for Formaldehyde
3. Send out sponsor update packages for all relevant events
4. Complete more MacSci Minute spots
5. Finalize Emergency Fundraising Protocol

**TIMELINE**

|  |  |
| --- | --- |
| **Month** | **Objective/Project/Event/Goals** |
| June | * Update WW sponsorship package
* Send out sponsorship requests/start fundraising initiatives
* Finalize Quantum Leap Sponsorship package
* Send out sponsorship requests/start fundraising initiatives
 |
| July | * Continue sending out sponsorship requests/ fundraising initiatives for Welcome Week
* Work on MacSci Minute spot for welcome week
* Continue sending out sponsorship requests/ fundraising initiatives for Quantum Leap
 |
| August | * Finalize WW sponsors, ensure projected budget is in touch with reality
* Continue sending out sponsorship requests/ fundraising initiatives for Quantum Leap
 |
| September | * Start Emergency protocol package with info from WW
* Send sponsor update package for WW
* Continue sending out sponsorship requests/ fundraising initiatives for Quantum Leap
* Send out sponsorship requests/start fundraising initiatives for Formaldehyde
 |
| October | * Continue sending out sponsorship requests/ fundraising initiatives for Quantum Leap
* Send sponsor update package
* Continue sending out sponsorship requests/ fundraising initiatives for Formaldehyde
* Send sponsor update package
 |
| November | * Continue sending out sponsorship requests/ fundraising initiatives for Quantum Leap
* Work on MacSci Minute spot for Quantum Leap
* Continue sending out sponsorship requests/ fundraising initiatives for Formaldehyde
* Work on MacSci Minute spot for Formaldehyde
 |
| December | * Continue sending out sponsorship requests/ fundraising initiatives for Quantum Leap
* Continue sending out sponsorship requests/ fundraising initiatives for Formaldehyde
 |
| January | * Finalize Quantum Leap sponsors, collect all remaining funds/donations
* Finalize Formaldehyde sponsors, collect all remaining funds/donations
 |
| February | * Send final sponsor update package for Quantum Leap
* Send final sponsor update package for Formaldehyde
* Create more MacSci Minutes spots
* Continue working on Emergency protocol package
 |
| March | * Finalize Emergency protocol package
 |
| April | * Complete Transition Report
 |