

*University of San Diego*  
**HOLIDAY CHALLENGE**



*Working to make a difference during this festive time!*

**22 December 2016**  
**Dr. Carl M. Rebman Jr.**

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## EXECUTIVE SUMMARY

### PROJECT NAME:

Holiday Challenge:  
The Blood Drive and Blanket Making Project

### PROJECT SPONSORS:

University of San Diego School of Business, Carl Rebman  
University of San Diego University Ministry, Mary Krueer  
5998 Alcala Park,  
San Diego, CA  
(619) 260- 4135

### American Red Cross Blood Services, Dharma Nichols, Jared Bass

4229 Ponderosa Ave. Suite C, San Diego, CA 92123  
Cell (858) 967-1077

### NEED FOR PROJECT:

The holidays are a time where people celebrate and prepare for a new upcoming year. It is also a time when they take stock of their lives, find grace and it is also a time when they seek to help others in need. This is fortunate as the holidays are also a time when many people need help the most. Many different organizations at USD that are committed to the mission seek to provide assistance in various ways. The eventually goal of the holiday challenge is to provide a single venue that can capture the synergies of all of these activities to increase the impact and reach of the much needed assistance.

The initial scope of this project is to focus on a Blood Drive and making blankets, which are two very vital needs during the November/December holiday season.

There is a constant need for regular blood supply because blood can be stored for only a limited time before use. Regular blood donations by a sufficient number of healthy people are needed to ensure that safe blood will be available whenever and wherever it is needed.

Blood is the most precious gift that anyone can give to another person — the gift of life. A decision to donate your blood can save a life, or even several if your blood is separated into its components — red cells, platelets and plasma — which can be used individually for patients with specific conditions.

It is also needed for regular transfusions for people with conditions such as thalassemia and sickle cell disease and is used to make products such as clotting factors for people with hemophilia. Blood is also important for helping to fight cancer. Blood doesn't cure cancer, but it can keep patients healthier and stronger, helping offset damage done by the cancer, chemotherapy, and radiation. Blood buys time. It gives hope.

Here are some statistics about cancer:

**1.6 million**

**Estimated number of people diagnosed with  
cancer in the United States every year**

**15,780****Estimated number American children and adolescents who will be diagnosed with cancer in 2016****39.6****Percentage of men and women who will be diagnosed with cancer at some point during their lifetimes**

San Diego County continues to grapple with homeless issues, with many unsheltered people living on the streets. Many have untreated mental illness and many are veterans who have lived on the street for years, gradually losing hope for their future.

The number of homeless people in San Diego continue to increase each year while the number of beds and homeless shelters cannot keep up with demand. As such, many homeless are still left to find places on the street to sleep. For men and women on the streets, a blanket can make a life and death difference. This becomes quite challenging in the winter months when the weather drops and creates a needs for blankets to help those individuals deal with the adverse conditions of the night.

***HOPE starts with a warm blanket***

The 2015 Point-in-Time Report revealed a total of 4,156 unsheltered homeless were counted; 66.5% of the unsheltered homeless were enumerated in the City of San Diego. There was a 4.3% increase in the number of unsheltered homeless between 2014 and 2015. In addition to the unsheltered homeless, there were 4,586 homeless persons that spent the night in an emergency shelter, transitional housing, or a Safe Haven program. The number of homeless persons staying in the shelter system rose by 1.4% from the previous year. Veterans made up 15% of the unsheltered homeless population in San Diego County.

Other organizations that conduct similar blanket making projects to illustrate the need for this type of event.

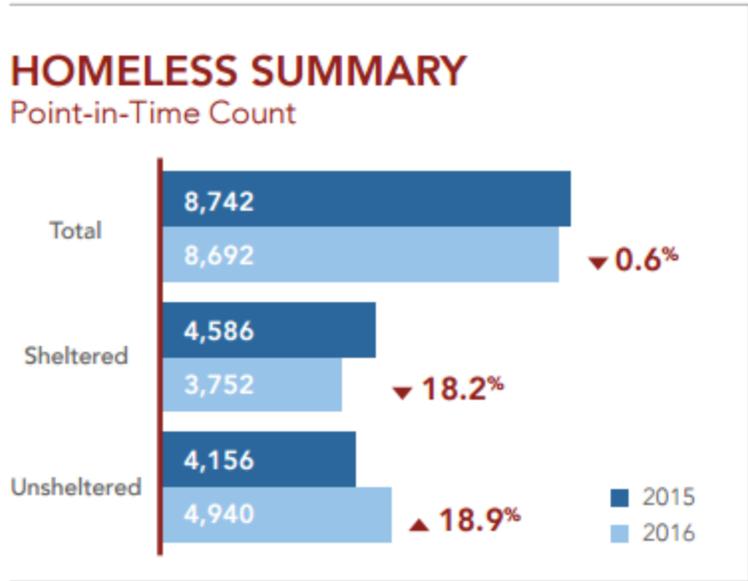
<http://www.operationblanket.com/blanket-drives.html>

<https://bringinghumanityback.com/334/>

<http://www.blanketsforthehomeless.org/>

<http://www.ugm.org/site/PageServer?pagename=blankets>

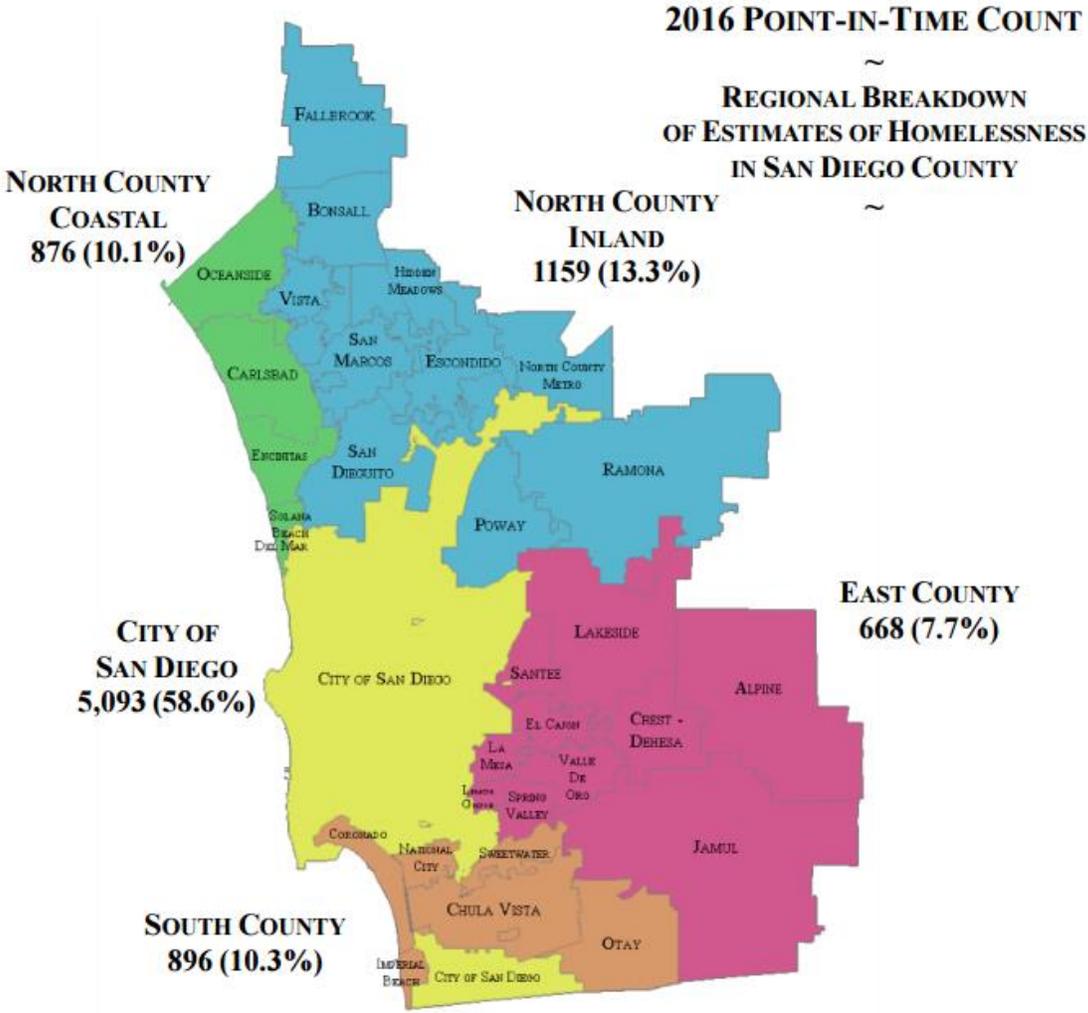
Here are some other statistics regarding the homeless population in San Diego.



### UNSHeltered HOMELESS SUMMARY – Point-in-Time Count\*

	2016	% of unsheltered
Men	3,550	71.9
Women	1,356	27.5
Transgender	34	0.7
Veterans**	573	12.3
Chronically Homeless Individuals**	1,087	22.0
Mental Health Issues**	674	14.4
Substance Abuse**	392	8.4
Became Homeless in San Diego	3,470	70.2
Became Homeless Elsewhere	1,183	23.9

\*Estimates are extrapolated from a sample of 1,173 general surveys and 1,109 adult surveys. \*\*Adults only



San Diego County Regions	Homeless Persons				
	Sheltered	Unsheltered	Total	% by Region	% Change
City of San Diego	2348	2745	5093	58.6%	-8%
North County Inland	721	438	1159	13.3%	+26.1%
North County Coastal	381	495	876	10.1%	+38.2%
South County	199	697	896	10.3%	+26.9%
East County	103	565	668	7.7%	-29.3%
<b>San Diego County</b>	<b>3752</b>	<b>4940</b>	<b>8692</b>	<b>100%</b>	

Source: San Diego Regional 2016 Point-in-Time Count

**PROJECT DELIVERABLES:**

The main project deliverables would include the actual blood donations and completed blankets. Secondary deliverables would be related to the following action activities necessary to produce the main deliverables. These would include:

- **Marketing and Recruiting Materials:** Fully design and implement a marketing strategy plan with marketing materials as main deliverables. This may include compiling emailing lists, funding sites (gofundme or changefunding), social media (Facebook and Twitter), flyer campaigns, and word of mouth.

- **Website and other design considerations:** Create a fully functioning website that offers information as well as registration opportunities. In addition, a logo would be created that illustrates and highlights the event.
- **Finance/Sponsorship:** Contacting local companies to obtain prizes, coupons, and any other considerations that can be offered as inducements to assist with the recruitment process.
- **Operational Planning:** Prior to and day of record planning of project needs, costs and delays. Fully exhaust communication of plan to involved parties and outlets of operation.
- **Success Criteria:** Observing high event attendance. Conversion rate of attendees to advanced registrations. A desire to repeat the event. Education and awareness of event resulting in future involvement by other USD organizations.

**REQUIRED TEAM SKILLS:**

An energetic, organized, and committed team is needed to make the entire project plan successful from start to finish and everything in between. All three skill sets have direct impact to the final event’s performance and success. In addition, it is important that the team possess frequent, clear, and excellent communication skills while also accepting responsibility for their task/role in the project. The team skills will remain as an overarching theme to the style in which we hope to complete deliverables.

- **Energy:** A positive team keeps the team as a whole happier and better invested. Happier team interactions tend to go above and beyond when pleasing partners, working with others, and promoting event spirit.
- **Organization:** Organization is important for determining work completion credibility. Unorganized work is just as useless as incomplete work. Always maintain a level of organization in order to keep the team as a whole moving forward.
- **Commitment:** A strong committed team will find that any time spent and invested in the project will output higher returns. Commitment reflects a basic desire to be a part of the project plan. Show this commitment by being fully present or participative in small and large aspects of the project.
- **Communication** It is imperative that each member maintain open and constant communication regarding their roles and progress on their tasks. This will avoid duplication of tasks and prevent wasting time that could be spent on other activities.
- **Responsibility** Each team member must be aware and understand that the success of the project depends on the completion of their assigned task(s). Responsibility also includes having a backup plan in case the team member cannot complete their tasks.

**TEAM TASKS AND ROLES:**

Role	Tasks	Responsibilities
Marketing	<ul style="list-style-type: none"> <li>• Devise campaign slogan and strategies</li> <li>• Create consistent marketing materials</li> <li>• Distribute and manage materials and social media accounts</li> <li>• Create website and logo/ad design for event</li> </ul>	Promote event. Gain exposure and excitement in the campus and surrounding community.
PR	<ul style="list-style-type: none"> <li>• Maintain contact with potential partners and participants</li> <li>• Respond to needs of interested parties</li> </ul>	Manage potential customer touch points. Communicate effectively to all parties involved.

Role	Tasks	Responsibilities
	<ul style="list-style-type: none"> <li>Provide and capture documentation of event and assist with promotion of the event</li> </ul>	
<b>Operations</b>	<ul style="list-style-type: none"> <li>Organize materials needed prior to and day of event, this would include food and decorations</li> <li>Prepare logistic plan of volunteer and team member activities during the event</li> <li>Work with Finance to manage account spending, costs, and revenues</li> </ul>	Overview the physical and technical operative needs of the project from start to finish.
<b>Finance</b>	<ul style="list-style-type: none"> <li>Fundraise or gain incentives for participants by contacting companies</li> <li>Manage Account spending, costs, and revenues</li> </ul>	Account for funds or investments needed to deliver a top notch event.

**PROJECT SALES PITCH**

The sales/advertising pitch used on flyers and the website play an important role in generating interest and involvement in the event. While there are many different possible constituencies to communicate with the most important focus should be on those individuals who are on the fence. Many people will be naturally inclined to get involved and there are others that might need a little more persuasion. This is the importance of the sales pitch.

In the past the sales pitch has focused on how **“one donation can save three lives.”** There was no real tagline used to promote making the blankets. Future campaigns could focus on how blood can help with efforts to assist with cancer treatment or how blood is needed for disaster victims from Hurricane Andrew. Lastly, there could be a focus on how low the blood supply is during the holiday season.

Other items that could be helpful in the sales pitch would be to focus on how USD gives to the community and this is one mechanism for individuals to do so. There could also be some attention to the homeless issue. Using a previous example, **“HOPE STARTS WITH A WARM BLANKET.”**

**PROBLEM ANALYSIS**

**PROBLEM STATEMENT**

Many university organizations and departments offer different types of programs during the holiday season. This project seeks to provide a main event that can serve as a conduit for other organizations to join in and combine their projects into a singular strong focal point. The specific event is a Blood Drive and Blanket Making event.

There is a constant need for regular blood supply because blood can be stored for only a limited time before use. Regular blood donations by a sufficient number of healthy people are needed to ensure that safe blood will be available whenever and wherever it is needed.

The number of homeless people in San Diego continue to increase each year while the number of beds and homeless shelters cannot keep up with demand. As such, many homeless are still left to find places on the street to sleep. For men and women on the streets, a blanket can make a life and death difference. This becomes quite challenging in the winter months when the weather drops and creates a needs for blankets to help those individuals deal with the adverse conditions of the night.

**PROJECT OBJECTIVES**

- To exceed previous year’s blood donations and production of blankets. In 2014, there were 43 donations and 45 blankets made and in 2015 there were 35 donations and 63 blankets made. Measured by number of pre-registrations, actual participants, and actual donations and blankets produced.
- Inclusion of other organizations and combined activities. Measured by number of organizations participating and number of activities.
- Increased awareness of opportunities and services the American Red Cross and Interfaith Ministry has to offer for our local community as well as a concern for the homeless. Measured by posts on social media.

**PROJECT SCOPE**

USD Holiday Challenge  
30 November 2016

**Project Characteristics and Requirements:**

- 1) Set date and work with University Center to reserve room.
- 2) Work with American Red Cross to arrange their personnel for blood drive donation.
- 3) Work with University Ministry to include Students for Life as well as St. Didacus Collection.
- 4) Contact other organizations (Ad Club) for participation. Conduct research into what other events/activities/drives that other campus organizations are doing (Toys for Tots, School of Business Toy Drive)
- 5) Create logo and website for donation and blanket making signups.
- 6) Create flyers and other advertising options (video)
- 7) Contact companies for donations for either door prizes or to give to participants.
- 8) Promoting ahead of time the event features and functions, especially the need to have blood donors. Prepare and encourage others to participate in multiple ways.
- 9) Plan food and entertainment for all of those coming to the donate and make blankets.
- 10) Have cameras available for capturing pictures and video of event.

**Project Deliverables:**

- 1) Team Charter
- 2) Project Schedule
- 3) Work Break Down Structure
- 4) Three Status Reports

5) Final Takeaways/Lessons Learned Report

**RETURN ON INVESTMENT**

**EXPECTED BENEFITS:**

Projects such as these do not result in any quantifiable monetary benefit. Although in this case there can be an estimation of the benefits to increasing the quality of life for humans. For example, each single blood donation can be used to help save 3 people’s lives. It is currently unknown how long a blanket will last nor the value of providing warmth on a cold winter’s night. There are other intangible benefits that can be gained by fostering goodwill among the community as well as working with other organizations. Lastly, there are tremendous benefits to the feeling that each participant receives when providing a service that helps make someone’s life a little easier.

**EXPECTED COSTS**

The costs listed below are approximated values from previous years while estimating a potential increase due to inflation and other factors. One particular expense area that needs to be refined is Event Food, and last year’s Fabric Material expense was \$403.04

Costs	Expected Values
Venue Space: provided by USD	\$0.00
Marketing Materials	\$150.00
Blanket/Fabric Materials	\$500.00
Event Food	\$250.00
Miscellaneous (door prizes, etc)	\$100.00
<b>Total:</b>	<b><u>\$1000.00</u></b>

**MEASURES OF SUCCESS**

The project success criteria will be defined and managed to match the tasks and goals of each role assignment. The role assignments include Marketing, PR, Operations, and Finance. The Project success criteria will be different for each of these subsets. However, as a whole the project success can be more broadly defined and broken into 2 main components:

- 1) **Promotion Success:** Previous years have produced between 90 and 125 preregistrations for blood donations and blanket making. Projects will be considered a success by obtaining similar numbers. Also success will be determined by the count of traffic to the website and other social media metrics.
- 2) **Performance Success:** In 2014 there were 43 donations and 45 blankets produced. In 2015, there were 35 donations and 63 blankets produced. Project will be considered a success by matching or exceeding last year’s numbers.

**PROJECT DESIGN**

**REQUIRMENTS ANALYSIS**

A requirement matrix could be used for this project although most of the main requirements will be taken care of by either the American Red Cross or the University Center. The only requirements that will need to be researched will be logo/website considerations as well as communication channels. This research can

be conducted either through Internet searches or by interviewing and working with members of the USD AD Club.

### **FEASIBILITY STUDY**

The assessment of feasibility of this event is considerably easy given that the Holiday Challenge has already been produced and executed successfully in the past two years. Other additional factors to ensure the feasibility of this project is the inclusion of University Ministry, support from the School of Business, and previous support from ASB. The event is flexible and open to creative input by project managers and shareholders. The scale of the event is also flexible enough to include additions to shareholders or present parties. Economically, this project is feasible due to previous support from the previous mentioned organization. Technically and Operationally, this project is feasible due to most of the operations are taken care of by the American Red Cross and the staff of University Center.

### **RISK MANAGEMENT STRATEGY**

Risk Management strategy is integrated with the communication strategy plan as the only real risks involved with this project would a failure of donors/volunteers to appear, failure of the American Red Cross to appear, and the inability to purchase blanket making material. All of these are highly unlikely and perhaps the most likely worst cast scenario would be the inability for people to donor blood. In case of this event the donors could just be directed to assist with making more blankets. In any event most risks can be mitigated by creating and monitoring a successful communication management strategy plan.

### **COMMUNICATION MANAGEMENT STRATEGY**

There are two main components of the communication management strategy. The first component is designing a communication system within the project team members. The second is creating a communication management strategy to monitor the marketing and public relations functions.

The first component can be addressed by having the team determining which method or communication tool(s) to be utilized during the project. There are several different tools available including using Asana, Slack, Microsoft Project, Google Docs, Dropbox, and Email. Of the previous listed tools relying on email listserv alone might not be the best selection. Aside from selecting the tools, each team member will produce three different status updates at various stages of the project. Specifically, these stages would occur within the first couple of weeks, then in the middle of the project, and lastly three days before the event. The team should elect one person to be in charge of ensuring constant communication among team members.

The second component could be addressed within the status updates and it should be a separate individual from the team member assigned to intra-team communication. This component would consist of monitoring the frequency of communication to other organizations, potential donors, and company/corporate sponsors.

**PROJECT DEVELOPMENT**

**TIMELINE**



**Recruitment/Finance/Incentives**

The Recruitment team will be in charge of recruiting campus student groups to either participate in the Holiday Challenge through donors and other activities. The finance and incentive teams will also work with the recruitment team to identify potential company/corporate sponsors.

**Operations**

The Operations team will be in charge of the way the event will operate from beginning to the end. Operations will be charged with attracting potential walk in donors, assisting potential donors with paperwork, keeping track of statistical information. Another important task of operations is to make sure that there are enough refreshments and other nourishment opportunities for donors. Lastly this team will need to ensure that entertainment options are available for those individuals who are waiting for donors.

**Marketing**

Marketing will be in charge of making the website including the information required for potential participants to obtain information register for the event. The team will be required to create social media websites that will push advertising through social media websites such as Facebook, Instagram, etc. Marketing along with Operations will be in charge of putting out flyers around campus, placing banners on buildings, and other promotional activities (campus radio, tv). The marketing team will also need to work with various new outlets and create press releases to promote awareness of the event.

**STAFFING**

The staffing plan listed below illustrates the different tasks, roles, and responsibilities to be fulfilled. It is anticipated that each team member will self-selected each responsibility area and it presumed that all students will assist with other areas as requested and needed. The communication management plan should be utilized to prevent confusion and duplication.

Personnel	Responsibility	Roles
Student 1	Marketing	Creates logos/design/flyers
Student 2	Marketing	Determines media placement and frequency
Student 3	Finance	Contacts companies and sets up sponsors
Student 4	Operations	Creates logistical plan, food selection, flyer placement and distribution
Student 5	Communications	Coordinates all intra communications and activities

### TESTING/DOCUMENTATION

Documentation happens throughout this project since day one. From the beginning, tasks are documented to assure that it is clear who is doing what. Of course this can change from week to week but at least there is a starting point. A project plan is drawn out of the estimate time that it will take to complete the whole project till the day of the event. There can be documentation of each job/task completed during the project. When participants register via website or mail in application, their information is recorded and documented. Documentation happens when the participant runner and vender applies. Also there is documentation when the runners registered and vendors show up on the event day and check in at the desk. This is used to keep record of the actual amount of outcome. This amount can then be tied to the estimate and judging from the difference, the project can be deemed as a success or failure.

### FINAL ANALYSIS/METHOD OF EVALUATION

The project will be constantly evaluated during the course of the semester. Final Analysis will occur at the end of the event and will be measured by the metrics described in the Measures of Success Section. Overall success will be determined by the number of preregistered donors/volunteers and end result of donations and blankets made.

### APPENDIX

This section contains some of the documentation from previous blood drives.

1. St. Didacus Collection Request Letter
2. Email letter to Student Organizations
3. Email letter to Faculty
4. Activity Report from last semester
5. Lessons learned from last semester

**ST. DIDACUS COLLECTION LETTER**

Tonight's St. Didacus collection will be donated to the second-annual USD Holiday Challenge Blood Drive and Blanket Making Event. This event is being organized by Dr. Carl Rebman's School of Business Administration Project Management class in conjunction with University Ministry, Advertising Club and USD Bullpit.

Last year's Blood Drive brought in over 43 pints of blood, and created over 45 blankets. With these donations, we were able to provide the Interfaith Shelter Network blankets to keep the homeless warm and the Red Cross was able to save over 120 lives.

During the holiday season, high blood demand is met with a low blood supply thus making the need for this Holiday Challenge ever more important. This year's goal is to bring in over 75 pints of blood and to create over 100 blankets.

The funds collected today will be used create more blankets to ensure that the Interfaith Shelter Network can continue to deliver blankets to the homeless. We would love to have you donate blood; the event is taking place in the UCs A&B on December 2<sup>nd</sup> from 10am- 4pm. Thank you for your generosity and support.

**EMAIL LETTER TO STUDENT ORGANIZATIONS**

Dr. Mr./Ms. President,  
Please excuse the abrupt introduction and I am writing to seek your assistance with our endeavor.

My ITMG 494 Business/IT Project Management Class is putting on a San Diego Holiday Challenge: Blood Drive and Blanket Making Charity Event. We are currently reaching to as many people as possible, and are excited about making this one of the most successful blood drives/blanket making events on campus.

To make this happen, we are looking for the maximum assistance, participation and donations we can generate. The event is taking place on **December 2<sup>nd</sup> from 10am-4pm in UC Forums A and B.**

*The following are the ways that assistance is needed:*

<b>DONATING BLOOD</b>	<a href="http://carl.sandiego.edu/holidaychallenge/register_blood.asp">http://carl.sandiego.edu/holidaychallenge/register_blood.asp</a>
<b>MAKING BLANKETS</b>	<a href="http://carl.sandiego.edu/holidaychallenge/register_blanket.asp">http://carl.sandiego.edu/holidaychallenge/register_blanket.asp</a>
<b>DONATING FUNDS FOR BLANKET MATERIALS</b>	<a href="https://www.gofundme.com/USDBloodDrive">https://www.gofundme.com/USDBloodDrive</a>
<b>SPREADING THE WORD</b>	<a href="https://www.facebook.com/events/627392730742810/">https://www.facebook.com/events/627392730742810/</a>

If you would consider forwarding this announcement to your club and encouraging your members to participate, my class and I would greatly appreciate it!

Thanks in advance for your assistance with this endeavor and please don't hesitate to contact me with any questions.

Cheers,

Dr. Carl Rebman Jr. (619-260-4135 [carlr@sandiego.edu](mailto:carlr@sandiego.edu) )

**EMAIL LETTER TO FACULTY**

Dear Colleagues,  
 My ITMG 494 Business/IT Project Management Class is working on the Second Annual USD Holiday Challenge Blood Drive and Blanket Making Charity Event. The class has been working with the USD SBA AD Club (along with Morgan Poor and Justine Rapp), the USD Interfaith Ministry/ Students for Life (Mary Krue), Associated Students, and I am sending this message on their behalf to reach out to you as they could use your assistance.

***The following are the ways that assistance is needed:***

<b>DONATING BLOOD</b>	<a href="http://carl.sandiego.edu/holidaychallenge/register_blood.asp">http://carl.sandiego.edu/holidaychallenge/register_blood.asp</a>
<b>MAKING BLANKETS</b>	<a href="http://carl.sandiego.edu/holidaychallenge/register_blanket.asp">http://carl.sandiego.edu/holidaychallenge/register_blanket.asp</a>
<b>DONATING FUNDS FOR BLANKET MATERIALS</b>	 <a href="https://www.gofundme.com/USDBloodDrive">https://www.gofundme.com/USDBloodDrive</a>
<b>SPREADING THE WORD</b>	 <a href="#">Facebook Blood Drive Event</a>

If you would consider making this announcement in class and encouraging your students to participate (especially signing up in advance) the students and I would greatly appreciate it. ***In addition, there will be raffle prizes given to those who donate blood and/or assist with making blankets.***

Thanks in advance for your assistance with this endeavor and please don't hesitate to contact me with any questions.  
 Best,  
 Carl

**EXAMPLE OF ACTIVITY REPORT**

October 15<sup>th</sup>- Attended AD club meeting

- Attended AD club Meeting during dead hours
- Jared came to share what he wanted in the blood drive
- My group came up with the Holiday Party idea with food
- Became the foundation of what the event would be link

October 27<sup>th</sup>- Completed write up for University Ministry St. Didacus collection

- Submitted via email and also brought print out to class
- Class worked together on Oct. 27<sup>th</sup> to edit my write up and submit to Mary to put in the bulletin
- This write up became our core message to spread on website, facebook and gofundme

October 27<sup>th</sup>- Created gofundme.com website

- Created Go Fund Me website for class
- Gofundme.com/USDBloodDrive
- Used the information created from Mass bulletin and used the previous years video for content.
- Shared with class the link to video to put on facebook and flyers
- Collect \$30 but with the service fee it came out to be \$27
- Transferred money on December 4<sup>th</sup>

November 5<sup>th</sup>- Attended AD Club Meeting

- Attended AD club meeting
- Went over various logos and marketing ideas
- Ad Club signed up for various groups of the marketing/ promotion
- Recorded all the information and sent to the President of AD club
- Never heard back from AD club

November 8<sup>th</sup> –emailed President of ad club

- Emailed the president of AD club for logos he created
- Responded back with logos
- I posted logos on slack and dropbox

November 10<sup>th</sup>- Contact Sorority Panhellenic

- Contact sorority Panhellenic to see if they could make this a sorority/ fraternity event
- Unable to due to time
- Able to make it a volunteer hour event for sororities
- Due to time, unable to promote this event since they had other events planned

November 10<sup>th</sup>- Emailed Urbane for donation

- Emailed Urbane to see if they would donate for raffle price
- [Marissam@urbanecafe.com](mailto:Marissam@urbanecafe.com) responded and would mail 5 free sandwich vouchers

November 17<sup>th</sup>- Created Google Doc

- Created Google doc for sign up volunteer times for the class
- Posted the doc on asana under task
- Students signed up for 2-4hour time chunks

November 17<sup>th</sup>- Contact AD Club President for Flyer

- Emailed Ad Club president to create a flyer
- Sent him the exact details to be on the flyer
- No response, but Professor heard from him

Exact Details:

Wednesday, December 2nd from 10am-4pm.

UCs A&B

Blanket making and Red Cross Blood Drive

Holiday Treats and Prizes included

November 17<sup>th</sup>- Invited Friends to Facebook Event

- Invited 100 friends to the Facebook event

- Also posted this event on USD Panhellenic Page and announced this event to my sorority
- November 17<sup>th</sup>- Created my postings on USD
- Submitted request for event to be on USD list of events website
  - Submitted request to be on Blue Buzz the week of event
  - Submitted request to be on Marquee sign
  - <http://www.sandiego.edu/mypostings/>
- November 19<sup>th</sup>- Email Presidents of USD Clubs
- From Torero Org compiled a list of USD Presidents to have Ryan email
- November 29<sup>th</sup>- Create Day of Activity Schedule
- Created a Day of Activity Schedule to be used as a check off of things to do
  - Shared it on Asana Conversations
  - Became a base line of task to complete day of
- November 29<sup>th</sup>- Created and Items needed Document
- Created an items needed document
  - Shared on Asana conversation
  - Listed things to bring/ buy for the event
- November 30<sup>th</sup>- went to dollar store
- Went to dollar store and purchase 6 poster board to write on as signage for event
  - Purchase 2 red table plastic cloths
- December 1<sup>st</sup>- Emailed Urbane since no vouchers had been sent
- Urbane envelope of vouchers got bounced back
  - She told me to go to store to pick up vouchers
- December 2<sup>nd</sup>- DAY OF EVENT
- Volunteered from 12:30-4pm
  - Worked in the blanket making room cutting fabric
  - Showed others to make the tie blankets
  - Picked up garbage
  - Corrected other blankets that were made incorrectly
  - Asked people to sign in
  - Thanked people for coming
  - Folded blankets and pre cut blankets to tie
  - Checked in with check in table to see if they needed assistance
- December 3<sup>rd</sup>- Picked up Urbane Vouchers
- Picked up Urbane Vouchers from Linda Vista location
- December 3<sup>rd</sup>- Raffle Winners
- Used an online random number generator to find winners of vouchers
  - Wrote the names of Fiji giftcards , Urbane vouchers, and Target giftcards
  - Sent out mass email to the winners to pick up in Olin 235

**DESCRIPTION FOR USD MYPOSTINGS AND GOFUNDME**

Second-annual USD Holiday Challenge Blood Drive and Blanket Making Event. This event is being organized by Dr. Rebman's School of Business Administration Project Management class in conjunction with University Interfaith Ministry, Advertising Club and USD Bullpit.

Last year's Blood Drive brought in over 43 pints of blood, and created over 45 blankets. With these donations, the Red Cross has been able to save over 120 lives and keep the homeless warm.

During the holiday season, high blood demand is met with a low blood supply thus making the need for this Holiday Challenge ever more important. This year's goal is to bring in over 75 pints of blood and to create over 100 blankets.

The funds collected today will be used ensure that University Interfaith Ministry can continue to deliver blankets to the homeless. We would love to have you donate blood; the event is taking place in the UCs A&B on December 2nd from 10am- 4pm. Thank you for your generosity and support!

**LESSONS LEARNED FROM 2015 HOLIDAY CHALLENGE**

Red Cross:

- Communicate to Red Cross that you are unhappy with the service they provided
- You expect at least 100 people to give blood, and the staff did not support that
- Would have liked marketing materials printed by them 2 weeks in advanced
- Did appreciate they purchased food day of event
- Have an area where students rest with food after they donate blood
  - It felt very rushed after students donated to leave/ unsafe

Blankets:

- Update directions to make it not fold over
- Show class ahead of time how to make them
- For day of event schedule list one volunteer to be in charge of the blankets
- Request for more large circle tables to make blankets at
- Have an example blanket at each table
- Offer students to make blankets while they wait to donate blood

AD Club:

- Communicate with them the second week of semester what you want them to do
- Ask them to take charge of the marketing/posting
- Create groups at a meeting to work on various aspects of promotions
  - Have AD club insure the groups complete task
- Be more of a partner and sponsor of the blood drive
- Request that AD club is mandatory to attend event
- Good to have a club for putting up sign purposes and register event funding through them

University Ministry:

- Good funding through Mass donations
- Appreciated them being at day of event for support
- Enjoyed that they brought some baby blankets for variation
- Overall the timing over everything with them worked great

iMovie:

- Make the appointment with media center for class to be the second week of school to begin making movie
- Provide previous year footage and photos to use
- Give students class time to work on imovie and editing since it is a tedious task

Marketing:

- Have AD Club make the signs in meetings
- Put up the signs 1 week in advanced/ change the date of blood drive (2 weeks after Thanksgiving break)
- Have AD club post signs and flyers in different areas of campus
- Start branding it as one concrete logo and flyer with description

Donations:

- Continue with raffle donations
- It encourages people to sign in also gives back a prize to students putting in their time
- Contact more business to get even more prizes

Day of Event:

- Post signs in the UC to say check-in table
- Post signs in the UC to say Donate Blood with arrow to that room
- Post signs in the UC to say Make a Blanket for Homeless with arrow to that room
- Post signs in the UC to say Food with arrow
- Make everything very clear
- Get shirts made for class so students know who to go to for questions
- Make the event be on a Tuesday or Thursday when students have dead hours to donate more time
- Have event be in November before Thanksgiving OR
- Have event be in Middle of December, 2 weeks after Thanksgiving break

Sign Up Process:

- Talk with Red Cross Ahead of time to see how many people they can handle per hour
- Make the sign up schedule to fit the needs of red cross (ex. Have only x many of people her hour) then allow for walk ins
- Send reminders of sign ups with the document that says if you can donate blood or not
- Ask for the numbers to be given at number 1 till 100 and label those with the specific time of arrival (help manage how long things take)

Overall:

This event turned out well. People seemed to enjoy themselves either making blankets or donating blood. The food worked out and people appreciated it. The blankets need to have better direction. With an example blanket at each table.