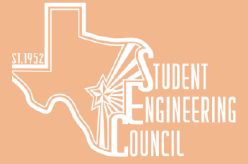
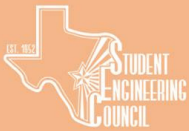


HALLOWEEN CANNED FOOD DRIVE



EVENT BRIEF

MARKETING & ANALYTICS COMMITTEE, FALL 2020



HALLOWEEN CANNED FOOD DRIVE

Funding meals for Central Texans this October

Make your impact here:

<https://www.justgiving.com/team/HCFD2020>



2020

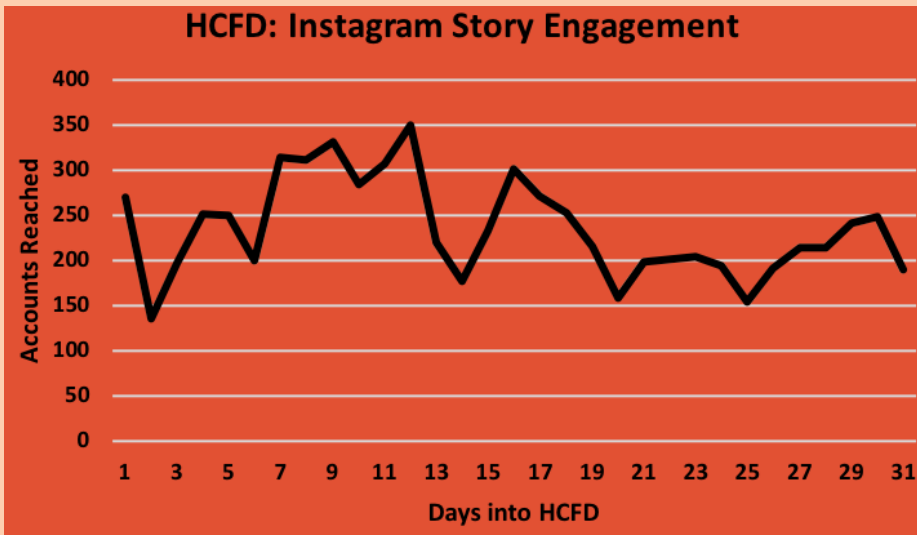
KEY FINDINGS

OUTCOMES, & IMPROVEMENTS

OPERATIONAL SUGGESTIONS

- EARLY PLANNING (ESPECIALLY OF CHALLENGES), FREQUENT COMMUNICATION, AND CREATING AN ORGANIZED TIMELINE WITH DEADLINES WILL MAINTAIN THE FUNDRAISING MOMENTUM
- PRESENTING AT ORG MEETINGS AND INCENTIVIZING ORGANIZATIONS TO SIGN-UP EARLY MAY IMPROVE THE NUMBER OF DONATIONS RECEIVED
- REACH OUT TO CRCS EARLY AND ENCOURAGE THEM TO MAKE THEIR ORG PAGE EARLY

PUBLICITY IMPACT



150+

PEOPLE REACHED THROUGH FACEBOOK ADVERTISING

600+

PEOPLE REACHED THROUGH INSTAGRAM

- FUNDRAISE HEAVILY IN THE FIRST 15 DAYS BECAUSE ENGAGEMENT IS USUALLY AT ITS PEAK WITHIN THAT WINDOW
- INCORPORATING CHALLENGES THROUGHOUT THE MONTH SIMILAR TO HCFD: BOO'D MAY IMPROVE ORG AND INDIVIDUAL ENGAGEMENT

EVENT IMPACT

\$5616

RAISED IN TOTAL

15

STUDENT ORGS PARTICIPATED TO RAISE MONEY

45.1%

OF DONATIONS CAME FROM ENGINEERING ORG DONATION PAGES

- INCENTIVIZE ORGS TO GET MEMBERS TO PARTICIPATE IN CHALLENGES. ONLY 10/40 PEOPLE WHO PARTICIPATED IN THE BOO CHALLENGE WERE NON-SEC MEMBERS
- HAVE SEC MEMBERS WHO ARE PART OF OTHER ORGS FREQUENTLY ADVERTISE HCFD AND PUSH FOR PARTICIPATION

SUGGESTED TARGETS

01

ORGANIZED TIMELINE
CREATING A TIMELINE WITH DEADLINES AND GOALS FOR IDEAS, FUNDRAISING, AND CRCS



02

COMPETITIVE EVENTS

ADDING FUN EVENTS THROUGHOUT THE MONTH TO PUBLICIZE THE FUNDRAISER AND INCREASE ENGAGEMENT AMONG ORGS (FOR POINTS)

03

FREQUENT EVENT REMINDERS

SENDING E-MAIL REMINDERS THROUGH DIFFERENT NEWSLETTERS AND HAVE SERVICE MALS PRESENT AT OTHER ORG MEETINGS TO INCREASE OUTREACH

