

Wings of Hope

Clean Out Domestic Violence



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Executive Summary

Wings of Hope Family Crisis Services provides safety shelters for women and children seeking help from domestic violence, sexual assault, stalking and child abuse or neglect. Last year, PRSSA collected enough donations to create 19 emergency hygiene kits. Our goal this year was to collect at least 25 emergency hygiene kits.

Our target audiences for this fundraiser were SMSC students and faculty, residential life and greek life. Our tactics for collect donations include an event and spreading awareness to our audiences through social media, tabling and announcements.

We collected more than 500 toiletry items over the course of two weeks. We used PRSSA budget to help buy more products to create 50 emergency hygiene kits to donate to Wings of Hope. I have evaluated the process of the fundraiser as well as compiled some suggestions for next years fundraising committee.



Problem Statement

Wings of Hope housed 63 women and 83 children last year in their safety shelters. When these women and children come to Wings of Hope, they are fleeing dangerous and abusive situations. Many do not have time to pack even basic necessities like everyday toiletries. Wings of Hope needs donations to help fulfill the basic toiletry needs of those staying in the shelters.

Goal

Last year, PRSSA and AdClub donated 19 hygiene kits to Wings of Hope. Our goal this year is to top that and donate at least 25 kits. We will use a combined effort of donations and PRSSA's budget to gather the items needed to create the kits.

Target Audiences



Situation Analysis

Company

Wings of Hope Family Crisis Services “provides comprehensive and confidential services to individuals and families experiencing domestic violence, sexual assault, stalking and child abuse or neglect.” It strives to provide “safe and confidential services to victims of interpersonal violence, empower victims of crime and hold perpetrators accountable and seek change through community awareness and client advocacy.” Wings of Hope serves a five-county area of Noble, Lincoln, Logan, Pawnee and Payne. Its services include: safe sheltering, 24-hour help line, individual and group counseling (both for abusers and victims), parenting education, victim advocacy, sexual assault response team, children’s programs, relief nursery, community education, volunteer opportunities, interventions for abusive individuals, consultation, and protective order information and assistance.

Competition

Direct Competition

Any other organization hosting a fundraiser or event during the semester, especially during the two weeks we collected donations, would be considered direct competition. Some of the biggest fundraisers in the Spring Semester are Dance Marathon (Children’s Miracle Network) and the Remember the Ten run (OSU Counseling Services.) It will be difficult to get donations if people are committed to a different cause or event already.

Indirect Competition

Time and Spring Break are the biggest indirect competitors. People are busy with jobs, classes, other organizations and time commitments. Being involved in other areas makes it seem like they can’t contribute because they don’t have time. Spring Break signifies that school is almost over. It is the light at the end of the tunnel, and most students begin to tune out anything other than focusing on summer coming. Having an event/fundraiser after Spring Break lumps it into the “tuned out” category. Many students travel or shop during Spring Break so they also have a limited budget or income after they return for the final weeks of school.

SWOT

Strengths

- Heightened awareness of domestic violence issue
- Strong sense of community in Stillwater/OSU
- Only family crisis center in Stillwater and surrounding area

Weaknesses

- One of many fundraisers (even Domestic Violence) at OSU
- Modest budget (don't want to spend more than we raise)

Opportunities

- OSU has more than 20,000 students.
- Many organizations that need community service points

Threats

- OSU permission/regulation of events
- Other organization's fundraisers
- Time



Objectives, Strategies and Tactics

Objective Collect donations to create 25 hygiene kits for Wings of Hope.

Strategy 1 Host an event to collect items and raise money for hygiene kit items.

Tactic 1 Host an all-you-can eat pancake night.

Pancakes for Wings of Hope, an all-you-can-eat pancake night, would be held at the Student Union the week before Spring Break. Many students attend the pancake nights during finals week. This event would mimic that, but we would charge and the proceeds would benefit Wings of Hope.

Tactic 2 Use toiletry items as the "ticket" to attend the event.

Have students bring one full-sized toiletry item on the list in order to attend the event. Or could charge two full-sized items per person and three per couple depending on type of event.

Tactic 3 Sell tickets for the event.

Charge \$5 per ticket to the event and use the money to purchase items needed for hygiene kits.

Evaluation

Approval from OSU to use the Student Union did not go through. They do not allow student organizations to use the facility because they would have to allow every organization to use it. Plus, they have to hire staff to set up and clean the kitchen. It also took a month to hear back from OSU; so we were not able to host the event because we didn't have enough time left to plan it.

Objectives, Strategies and Tactics

Strategy 2 Collect toiletry donations in boxes around campus.

Tactic 1 SMSC Students and faculty

Created and posted fliers around the journalism building. PRSSA, AdClub and their members used social media to spread the word about the fundraiser. Members of PRSSA and AdClub spread word of mouth to other students and faculty members.

Tactic 2 ResLife Students

A PRSSA member and President of Bennett Hall offered to help spread the word to the other residential halls. We provided donation boxes in the lobbies of Bennett, Wentz and Kerr-Drummond. We also pitched an email to the Housing Coordinator to help spread the word.

Tactic 3 Greek Life

Several members of PRSSA are also members of Greek Life sororities. They took boxes and fliers to their houses to collect donations.

Evaluation

With efforts of tabling, social media and representatives in SMSC, ResLife and Greek Life, we were able to collect more than 500 toiletry items. Combined with some of PRSSA's budget, we created 50 emergency hygiene kits for Wings of Hope.

For next year's fundraiser, I have some suggestions based on what I've learned helping plan this.

Suggestions

1

It will take at least two months longer than you think it will. Getting approval for an event, on campus or off, will take about a month. If you want to try to collect donations from Walmart, Walgreens or CVS, it takes at least four to six weeks for approval.

2

I think an event to collect either donations or money or both would help the fundraiser be more successful. Again, this would need to be planned months out to make sure that the event is successful.

3

If the committee chooses to just collect donations, I would try to get ResLife more involved. They always have a large turn out during Homecoming and Sweepstakes. Try to create a competition between the dorms and offer an incentive to the hall that raises the most money or donations.

4

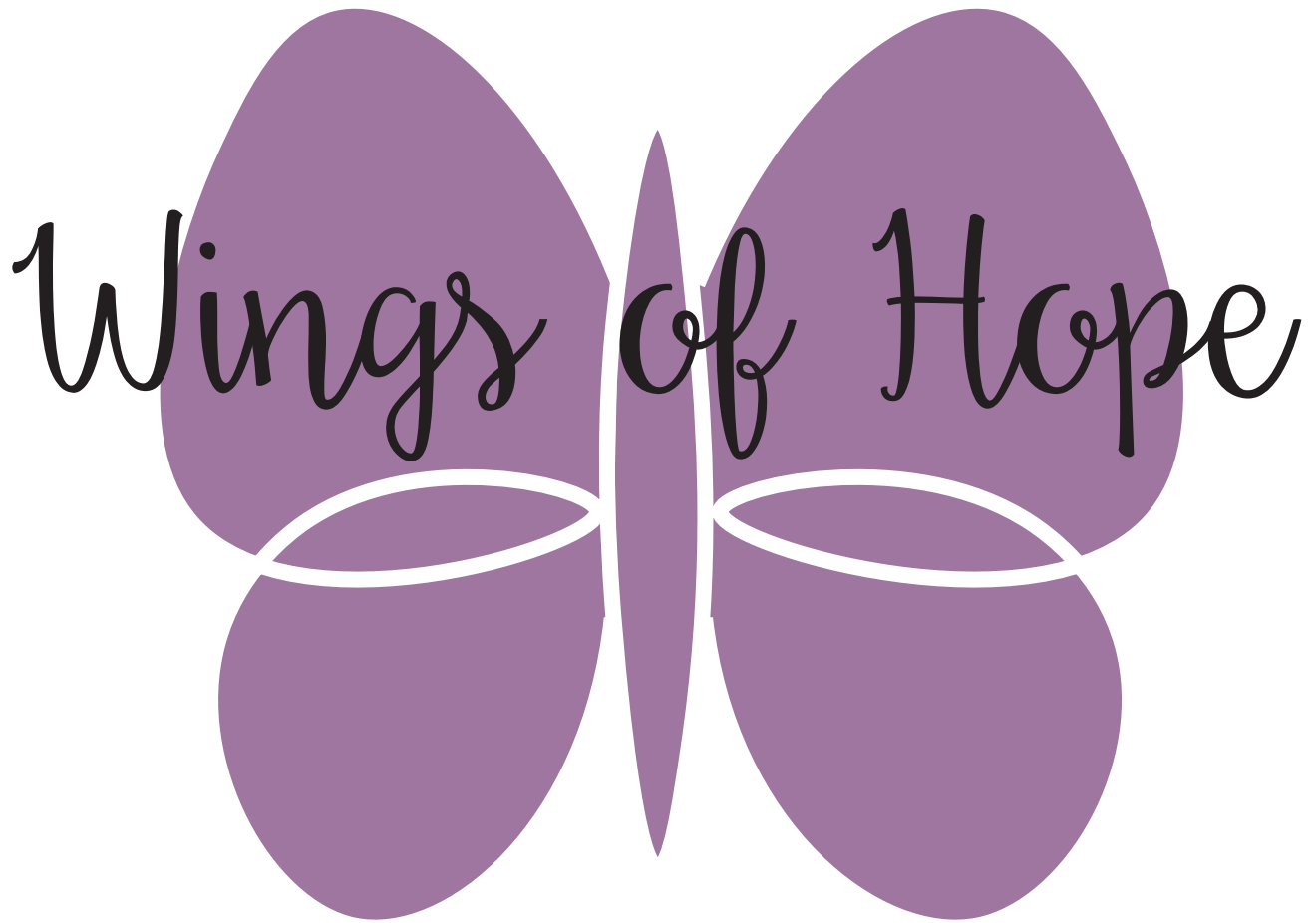
I think trying to involve SGA would also be helpful in spreading awareness of the fundraiser. I'm sure that someone involved in PRSSA, AdClub or SMSC is on SGA or has connections.

5

Boosting social media presence would also help raise awareness. I think we could be more active on Facebook and Twitter by trying to get OSU accounts to share and retweet about the fundraiser.



Wings of Hope



Appendix





**DON'T JUST LET
DOMESTIC VIOLENCE
FLY**

PRSSA
WINGS OF HOPE
ADCLUB

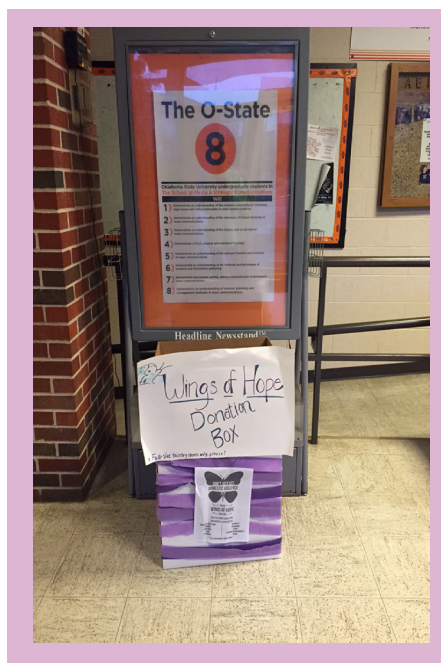
**THE FOLLOWING DONATIONS
ARE GREATLY APPRECIATED:**

SHOWER GEL/BAR OF SOAP	TOOTHPASTE
SHAMPOO	TOOTHBRUSH
CONDITIONER	LOTION
RAZOR	FEMININE HYGIENE PRODUCTS
DEODORANT	TISSUES

****FULL SIZED PRODUCTS ONLY PLEASE****

Flier for collecting donations (designed by committee member) ^

Where some of the donation boxes were located v





^ Putting the emergency hygiene kits together ^

All 50 kits packed and ready for Wings of Hope v





The Committee ^

Delivering all 50 kits to Wings of Hope! v

