



Harvest Fiesta

for the Benefit of Puento ala Salud

[a sample fundraising plan for 3rd party fundraising organizations]



Objectives for the Event and Their Importance

Establish public awareness of Puente ala Salud –

- Appeal to the humanistic side of the public by demonstrating the hardship of those workers because donors, volunteers, and community businesses will need a purpose for supporting the organization.
- Show how migrant workers bring money to the community so that supporting the organization will be seen as helping the community as a whole.
- Show a cost savings to the community by offering much needed healthcare and health education because donors give for a cause and will appreciate the additional benefits to their community.
- Show that there are currently poor healthcare facilities for migrant workers. This will demonstrate Puente ala Salud's purpose or mission.
- Show how society benefits through education and productivity. For example, these migrant workers could also be the community's future workforce. This again can emphasize the purpose of the organization.

Create relationships with future donors and volunteer leaders –

- We need it to sustain the organization and continue to grow and need volunteers and donors to do that. Rally volunteers to help with fundraiser.
- Volunteer leaders can create peer contacts in the community thus facilitating more funding and additional volunteers for Puente ala Salud.

Gain affiliation with community corporations –

- Local corporations want to be recognized to the community i.e. "We care as good corporate citizens" In turn, corporations could help with funding, create awareness of Puente ala Salud and could be a resource for more volunteers.
- The kids they take care of are their future work force.
- Big corporations validate the event. For example, the familiarity to the public of Ralphs or Albertsons.

Raising funds for Puente ala Salud –

The more funds we have the more people we can reach.

We need a new van to serve twice our population –

- To help Puente ala Salud to reach the remaining 60% of the population we are not touching.
- Streamline the flow of patients seen by doctors – Patient exams could be dedicated to one van while the other is used for registration, patient education, etc. Thus increasing clinic productivity.
- A new van would allow for services that are currently not available such as dental and vision care.
- It will allow for more advanced technology. A newly equipped van would help to advance Puente ala Salud to provide the latest in clinical care.
- Will help to cut back on the number of expensive emergency room visits that have been the alternative for most migrant families we have been unable to reach. The extra van will provide convenience for families without transportation and without financial resources for hospital visits.

Description of the Event

We plan to hold a Harvest Fiesta! The event will be a festive fall family event for both adults and children. People of all backgrounds are likely to find the activity familiar, as well as new and exciting. The event is planned to be a fun learning experience that is entertaining for guests and volunteers.

There will be hayrides and various exhibits to highlight the agricultural contributions of the migrant workers. Some of the entertainment activities will include a hayride, pie eating contest, apple bobbing, clowns, a ring toss, the opportunity to make homemade ice cream and bounce in an inflatable balloon. Foods of all types will be available as part of the admission price, including the familiar hot dogs, hamburgers, steaks, and soft drinks. Beer, wine, salsa, jams and the opportunity to make your own homemade ice cream can be purchased at a small fee. A sampling of the fruits and vegetables harvested by migrant workers will also be available.

Volunteer migrant workers and their families will perform cultural dances and folklore for those attending the event in order to demonstrate specific cultures to the regions they came from. Volunteer musicians that involve the migrant workers and their families will accompany the dancers. Through these personalized performances we hope to create sensitivity and individual awareness of the migrant workers and their contributions to the community. In addition, we hope to humanize the event through their efforts and show the purpose behind Puente ala Salud.

Thus, the Harvest Fiesta will center on community, food, families, and entertainment by involving families, corporations, and small businesses. We hope in this way to create a bond of personal partnerships with each entity and increase our donor base.

Sponsorship from respected local businesses and corporations will create new donor relationships and lend credibility to the event. Consequently, the event will, in effect, be partially subsidized by local companies.

Admission to the event is \$25 per adult and \$12 per child. The admission will be retained for the benefit of Puente a La Salud and to meet the event budget expenses. Additionally, volunteers will gather in-kind gifts toward the event to cover some of the expenses and underwriting. Ultimately, these contributions will yield a 50% profit for Puente a La Salud.

Our Harvest Fiesta is truly a collaborative event drawing on the shared and combined expertise of many individuals, companies, corporations, donors, and patrons. Puente a La Sauld is making a difference and we hope our event will continue to assist them in accomplishing their goals.

Meeting the Objectives

We plan to hold a Harvest Fiesta! Including hay rides and exhibits to highlight the agricultural contributions of migrant work with local foods including fruits and vegetables harvested by the migrant workers. We also plan to have some of the farming families perform cultural dances. This will help to create individual awareness of the migrant worker's contribution to the community, humanize the event and the purpose behind Puente ala Salud.

Our objectives include the following with a description of how we plan to meet the objective:

A. Establish public awareness of Puente ala Salud

- Through the use of various displays throughout the Harvest Fiesta, using pictures, charts, and graph displays, we will show the challenges that farm workers and their families face. On the same displays, we will show the benefits that Puente ala Salud provide to these people through the Mobile Van and other services.
- Information will be listed in brochures and on the ticket jackets describing Puente ala Salud's history and mission. Additionally, numerous people that have been impacted by the efforts of Puente ala Salud over the years will be highlighted. We will be sure to include quotes from those who have benefited from the services and share personal testimonials explaining how Puente ala Salud has impacted the lives of the patrons.
- Moreover, we will have a trivia contest titled "Farm Workers Contributions to the Growth of Orange County" and give away prizes to people who can answer the questions correctly. Example questions might include: How many hours per day does the average Farm Worker put in? (answer: 11.2) How many days per week does the average Farm Worker work? (answer: 5.9) How many pounds of food are grown annually in Orange County? (answer: 4.7 million pounds) What percent of the migrant farm worker population has health care coverage? (answer: 7%) etc. (Sample answers were an estimate by group participants and are considered factual)

B. Create relationships with future donors and volunteer leaders

- We need it to sustain the organization and continue to grow and need volunteers and donors to do that.
- The Harvest Fiesta will be centered on community, families, food, and entertainment and will encompass local families, corporations, and small businesses. The location will be in a "family friendly" environment. This will help to create relationships with future donors and an affiliation with community corporations.
- Some of the entertainment will involve entering contests by sharing business card information. This will allow us to contact some of those who attend the Harvest Fiesta for future volunteer and donor activities.
- Advertising the **Harvest Fiesta** will provide community awareness and assist in the recruitment of volunteer leaders.

C. Gain Affiliation

- Local Corporations want to be recognized to the community i.e. "The children they take care of are their future workforce. Big corporations will validate the event.
- Sponsorships from local corporations and small businesses will create relationships with donors, give credibility to the event and help to keep our costs down to assist with raising funds. Volunteers will be working directly with Puente staff to solicit these gifts
- We will also be publicly thanking companies who have given toward the project through thank you advertisements in local newspapers and magazines.

- We will thank our corporate sponsors on large banners at the event itself to provide public recognition

D. Raising funds for Puente a la Salud

- The more funds we have the more people we can reach with the goal being the purchase of a new van to serve twice our population.
- Admission to the Harvest Fiesta will be \$25 Adult \$12 to help raise funds. We will also have volunteers gather in-kind gifts toward the event to cover some of the expenses. We will make a special effort to thank these people at every opportunity.
- Throughout the event, we will make the needs of the organization known. Members of the staff and volunteers will “canvas” the event, without being intrusive, to “meet and greet” guests who may be possible future major donors.
- Future sponsorship and naming opportunities will be mentioned in some of the printed material available at the information booth at the event. This will include a brochure on Puente a la Salud as well as “fact sheets” on the organization. Specific documents focusing on naming opportunities for a series of items including van equipment, the van itself, food items donated for events, and other tangible products that Puente a la Salud needs will be provided at an information table. Additionally, a letter from the executive director inviting people with further questions to contact her/him will be mailed to each guest.
- Also, we will advertise the Puente a la Salud.com website on all of our banners and in all of our printed materials. This will be done not only so people can visit the website for more information, but also so that they can make a gift online if they choose to do so.

Timeline for Puente A La Salud “Harvest Fiesta”

June

Discuss
Objectives 6/15
Develop
Timeline 6/15

July

Create Budget
7/15
Assign
Committee 7/15

Sign with Park/Initiate
Permits, etc. 7/31

August
Underwriting Deadline:
Letters/phone solicitation
8/15

Collect Merchants Donations
8/15

September

Order
Invitations/Signage 9/1
Negotiate rentals/entertainers 9/15

October

Invitations Mailed 10/1
Meet with caterers 10/1
Map out event
10/15
Line up volunteers 10/15

November

Day of Event
6 am set up
8:30 am volunteers arrive
9 am rental delivery/food set-up
Week after event: evaluation

Plan of Action

The special events group, the "A" Team was responsible for planning a fund raising event to showcase Puente a La Salud. Puente a La Salud is program of St. Joseph Hospital, which for the past 8 years has been responding to the health needs of the families who help Orange County grow.

The events committee has decided that the event a "Harvest Fiesta" will be held November 28, 2000 from 11 am till 4p.m. Group A (named the "A" Team) had six months in which to plan for this event. The following is the plan of action for the event.

A series of meetings were held during the month of June. In which the previous years' event were accessed and estimates were made for the coming event. Items for the event that were agreed upon during the meetings were as follows:

- Event type
- Site of event
- Objectives
- Committees/committees chairs
- Event chairperson
- Review/assessment of past events
- Budget

It was agreed that the entire group would meet monthly to progressing to every 2 weeks and then once weekly, as the event date approached. It was left to the committees to schedule their own meeting. Committee chairs are to meet with the event chairperson every 2 weeks and on an as needed basis. A formal job description was developed and given to each committee chair. Training sessions and mentorship programs were also offered. Factors that affected and influenced the choice of committee chairpersons included: current and/or past standing in the community, past involvement with Puente a La Salud and a willingness to devote time. A timeline for the event was then established.

The committees are as follows:

- Decorations/invitations
- Food/securing in-kind gifts
- Setup/take down
- Volunteers coordinator
- Ticket sales/advertisement

Each committee will meet regularly and complete their tasks according to the established timeline (see page 5).

A post mortem of the event will be held to review and evaluate the event (see event evaluation at report's end). Each committee will evaluate the event and a final meeting will be held to discuss the results 1-week after the event date.

On the day of the event, volunteers will be scheduled in 2-hr blocks. The attire is to be denim jeans or overalls, work shirts, and bandanas. Each volunteer will have a name tag worn on his or her left chest. In addition to volunteers at stations and at each kiosk, there will be volunteers circulating on the event grounds to offer help and information to guests. Workers who have volunteered to work the event setup will need to check in by 6am. All others are required to check in 45 minutes prior to the start of their shift. The event will begin at 11:00 am and close at 4:00 p.m.

Puente ala Salud “Harvest Fiesta” Event Evaluation

FINAL BREAKDOWN OF COSTS

Food and Beverage \$ _____

Entertainment and Rentals \$ _____

Decoration \$ _____

Printing and mailing \$ _____

Advertising and Promotion \$ _____

Venue and Insurance \$ _____

Gross Income \$ _____

Expenses \$ _____

Profit \$ _____

ATTENDANCE

Attendance Total: _____

- () Attendance was mostly members, their family and staff
- () Even mix of members, family, friends, guests and staff
- () Members and outside groups
- () Other

ANALYSIS/EVENT DISCUSSION

Did the event attract new, potential donors and members?

Did the even stimulate moral among the support group member?

Does the support group wish to participate in the event again?

Did the event strengthen the support of the current donor/members?

Was the event organized and run smoothly?

Were there any major problems or conflicts that need addressing?

Was the promotion of the event effective or could improvements be made?

Was the fundraising goal met for this event?