

## ENGL 306 Project Proposal: Marketing and Logistics

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### Project Overview

The Save a Community with Meal Dollars project is a donation table set up every Tuesday from Nov. 7 to Nov. 20th. Students can donate the dollar amount of a SNC meal to the BCCG to raise awareness for food insecurity and food justice to help fund the community gardens. Meal dollars, custom cash or money via cash or credit are accepted and will count towards HR hours. This event will be building up to #givingtuesday. Members of the Marketing and Logistics team will be in contact with organization presidents and hang posters to advertise the event.

- Establish donation stations in cafeteria, campus center near Phils and Eds.
- Work with advertising committee to establish social media pages to showcase donors with their picture and a short "Humans of New York" style bio.
  - A short interview asking them specific questions.
    - Why did you donate?
    - Have you had experience gardening?
    - How do you think your contribution will help the greater community?
- Find donors to pay for posters and banners Help the Brown County Community Gardens Grow Communio: Skip-a-meal. Save a Community

### Project Vision and Goals

Fundraising Goal: \$500

Our specific mission statement (for Marketing & Logistics group):

Help the Brown County Community Gardens Grow Communio:  
Skip-a-meal. Save a Community

*Team Responsibilities:*

- A set of one-minute pitches for workers
- Infographic for table explaining the BCCG fundraiser
- Working with advertising team for logo, banners, posters, etc.

### Project Timeline

Fact Sheet due for class review: *Oct. 13th*

Research complete for HR hours and possible donors: *Oct. 16*

Banner and poster draft due for class review: *Oct. 16*

Meeting with Drew: *Oct. 17*

Begin donation and organization asks: *Oct. 18*

Reserve table and location: *Oct. 23*

Final banner and posters to print center: *Oct. 23*

Spreadsheet signup for donation station created: *Oct. 25th*

Final Infographic to print center: *Oct. 30*

Begin advertising: Social media campaign, hang up posters: *Oct. 31*

End donation and organization asks: *Nov. 3rd*

Meeting with Drew: Nov. 6th

One-Minute pitches due: Nov. 6th

Donation table dates: Every Tuesday Nov. 7 to Nov. 20th

Social media bio and pic every Mon, Wed. and Fri Nov. 8-22

Meeting with Drew: Nov. 27th

### **Project Needs**

We would like to make the donation drive available for Human Resource hours. Education majors need 25 HR hours per semester on campus during their first two years. They are always looking for HR opportunities and it would be beneficial to tap into this population. We would need the Research team to look into how we could make our event capable of being an HR event. Also, we will be working with the Advertising team to start a social media campaign centered around the SNC donors, the sponsorship packet from Donor Relations and approval from the Editing team for our posters, banners and infographic.

For our graphic design elements, we will need posters, a banner and infographics focused around our SNC mission with a continuous theme as well as a continuous fact sheet, for both national and local levels, that will be used to inform local and business audiences with help from the research team to compile such facts. We will need a graphic designer, or help from the Visioning and Editing Team, and a budget to accommodate such graphic needs.

In addition, we will also need to create one minute pitches for both our donation station as well as pitches for the sponsorship and donor team.

Will need to create a social media page, Facebook for certain, complete with descriptive bio about BCCG, our fundraising mission, and project goals. And update it regularly with stories and testimonials from people involved with BCCG and people who have donated.

We may also need help from the Sponsor and Donor Relation team to help create a sponsorship packet to be presented to on campus departments and help from the editing team to review thank you letters to said donors. Sponsorship packet for donations to: Emmaus Center for donations for the print center, SNC org presidents for participants, and the Education Department for HR approval

A spreadsheet with the location, times, and volunteers from the class to work the donation station

will be created in October so people from the different groups can sign up for times that work for them. Everyone should be able to work 2-3 times depending on the individual's schedule and flexibility.

### **Project Assessment**

We agreed that each of us will receive an individual grade. The team will log individual work and how it contributes to the overall success of the Giving Station on the ENGL 306 hours log. A mixture of qualitative and quantitative standards to assess our overall grade. Our goal is to raise \$500, but we do not know how the SNC community will react to our campaign. If we achieve this goal, logged an adequate number of hours, and have met our proposed project

timeline; our team will be eligible for an A. If we do not achieve our \$500 goal, but have logged our hours, and met our timeline; our overall execution of the Giving Station, including how well the information is relayed to educate the students, faculty, and staff of St. Norbert College will determine our grade.

Proposed grading scale:

**A:** 90-100; Logged hours, met project deadlines, effectively collaborated with ENGL 306 teams, received feedback from team members and Drew then incorporated feedback into new assignment. The effectiveness of newly obtained professional writing skills. Effectiveness of donation station and the individual's work in doing so.

**B:** 89-80; Some logged hours, met few project deadlines, did not collaborate well with ENGL 306 teams or used feedback given., donation station somewhat present around campus, choppy use of mission statement throughout project, and unclear use of professional writing skills.

**C:** 79-70; No logged hours, did not meet any project deadlines, did not collaborate with ENGL 306 teams or other team members. Work was not intentional nor did it contribute to the project within the Marketing and Logistics groups as well as the overall goal.

**Commented [1]:** specific things to grade and why? who gets grades; collectively or individually?

**Commented [2]:** I think we should have Drew look at specific documents that we create. In my opinion that is the best way to grade us, or as individuals, at least based on our professional writing skills. Another method or part of grading could be our ability to collaborate with different teams, when it comes to real world job fields and projects, collaboration and teamwork is imperative for success. Also we could think about receiving a grade based on the effectiveness of donation station or money raised, or at least set personal fundraising goals, because our ultimate mission is to fund the BCCG. With that being said it may or may not be difficult to grade individually since a lot of the work will be done collaboratively both within our team and with others. Sorry that got super long but just wanted to get some thoughts out there.

**Commented [3]:** I agree, Tyler! I think it should be an ABC grading scale. I'll edit the one we have now so y'all can have a better understanding of it all. I like your ideas. I'll BE sure to add that in