

Final Mini Case Study

PROJECT STATEMENT-

We worked with Loving Food Resources, a nonprofit that makes sure individuals who are HIV/AIDS positive and individuals in hospice care get enough food, to create, organize, and orchestrate a new casino night fundraiser.

RESEARCH/BACKGROUND-

Loving Food Resources is a nonprofit food pantry that provides food, health, and personal care items to individuals throughout the western North Carolina counties living with HIV/AIDS or who are receiving home hospice care. As a nonprofit Loving Food Resources relies on a combination of fundraising, individual and organizational donations, and small grants to provide services to their clients. The pantry provides over 90 people with an average of 45 pounds of food and personal care items per week.

Traditionally, LFR has one large fundraiser per year. The event, The Affair in White, serves as a major revenue boost for the organization. Nancy Gavin, director of the organization, served as the contact for the group. Our initial meeting with Nancy yielded that LFR wanted to add a second fundraising event in 2017.

LFR's operating environment is somewhat saturated with similar food bank service providers. They are in competition with resources like Manna Food Bank for acquiring resources. However, LFR uses this to their advantage by teaming up with Manna, as well as local food vendors to have food resources donated.

ACTION-

Goals

We broke down our goals for the project into three sections; reputation management, relationship management, and task management.

- Reputation management refers to the goal of creating a fun environment for the casino night as well as creating or maintaining a positive attitude towards LFR.
- Relationship management was to create a positive, working relationship between PNC Bank, First Citizens Bank, and LFR.
- Task management related to our goals to attract 250 guests to the event, raise \$15,000 from the casino night, and positively influence the philanthropic citizens of Western North Carolina.

Objectives

Our objectives for the project were:

- To have an effect on the awareness of philanthropic citizens of Western North Carolina, specifically to increase attention about Loving Food Resources' casino night fundraiser. (300 within three months)

- To have an effect on the acceptance of philanthropic citizens of Western North Carolina, specifically to increase interest about attending and donating to Loving Food Resources' casino night fundraiser. (250 within three months)

- To have an effect on the action of philanthropic citizens of Western North Carolina, specifically to increase donations during Loving Food Resources' casino night fundraiser. (At least \$15,000 at the fundraising event)

Strategies and Tactics

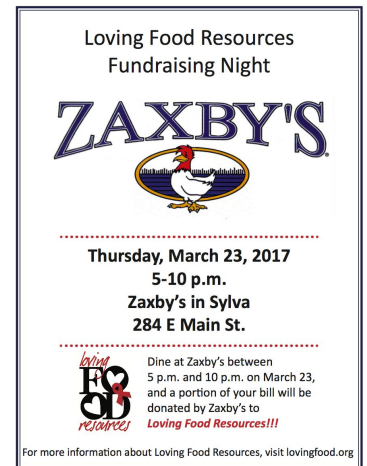
- Strategy 1: Inform our audiences about the casino night that LFR is hosting.
 - Tactic: Use social media posts
 - Tactic: Create a flyer about the casino night to distribute

- Strategy 2: Work with local businesses to spread awareness about LFR's casino night.
 - Tactic: Reach out through email, phone, in person to local businesses to inform them about LFR's casino night
 - Tactic: Contact businesses who have worked with LFR in the past

- Strategy 3: Encourage attendees to donate money and other resources to LFR at the casino night fundraising event.
 - Tactic: Collect money through ticket sales.
 - Tactic: Inspire attendees to donate to LFR with suggested donations.

COMMUNICATION-

For this part of the project, LFR had someone else doing social media and website work. However, we did create several flyers, one of which was used to advertise the event through the flyers being posted around Asheville and at our Zaxby's percentage night, handbills Nancy distributed, and a pdf version of the flyer being posted on social media.



EVALUATION-

Based on what we could evaluate at the event, everything went great and ran smoothly. The final evaluation numbers are still pending at this time. Results are expected to be in on Tuesday, May 2, 2017.