DESIGN OF A PROCESS TO IMPLEMENT AN ANNUAL COMMUNITY FUNDRAISER FOR SPROUT UP

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by
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ABSTRACT

Design of a Process to Implement an Annual Community Fundraiser for Sprout Up

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Sprout Up—in San Luis Obispo—is currently a non-profit organization that teaches free environmental science education to first and second graders around the San Luis Obispo area. Due to recent circumstances, Sprout Up will soon be losing its non-profit status, and therefore they will be losing their funding as well. Their problem is that they need a stable annual fundraiser that will help the organization continue to provide free services to local elementary schools as a Cal Poly club rather than a non-profit. Multi-criteria analysis techniques were used to determine what would be the best solution to their problem and found that hosting an annual Gala would be the most beneficial. Using Industrial Engineering tools, a design was created for a process to implement the annual community fundraising event for Sprout Up. The Gala prototype event was held at Santa Rosa Park on May 13th from 3pm to 7pm, and raised roughly $1,200 for the organization. The recommendation is to continue to perform the event annually with changes to the facility layout and starting the project earlier to give more time for fundraising.

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I. Introduction

Sprout Up is a non-profit organization made up of undergraduate college students who volunteer their time in the community teaching first and second graders environmental science education where the current school curriculum is lacking. In the past, the San Luis Obispo chapter has done a Gala as their biggest fundraiser of the year, which historically has raised a few hundred dollars each time and only included college students. Sprout Up requested that a process be designed to implement an annual fundraising community event that centers around environmental science for kids.

The objective of this project is not only to create a well-designed process for annual implementation, but also to provide Sprout Up with a guide on how to implement an annual community fundraiser. Sprout Up will receive project management tools, such as a communication plan, Gantt chart, responsibility matrix, and a risk management plan to ensure that each event from this year on out will be successful. They will also be given a budget plan, a facility layout, and a comprehensive process flow map.

In addition, the design process for successful implementation will be tested. A prototype event will be held at Santa Rosa Park in San Luis Obispo, on May 13, 2107. During the prototype event, time studies, flow analysis, and surveys will be completed, which will be used to then analyze the success of the event. Success will be determined by the amount of funding raised versus the goal, the total increase in community awareness of Sprout Up, and the overall satisfaction of attendees. Simio Simulation Software will then be utilized to simulate potential improvements to the current design. Once improvements have been identified, the process will be updated to include the improvements before the final process and associated tools are delivered to Sprout Up.

Formal training of Sprout Up members on project management and process improvement tools and techniques are outside the scope of this project.

The next section of this report covers the background of the project and contains the literature review which aided in the design process of this project. Then the design and methodology are covered. Finally, the results and conclusions of the project and prototype event are discussed.

II. Background

This chapter will include a more detailed explanation of Sprout Up including why this project is necessary to the success and sustainability of the program. This chapter will also include the literature review which will aid in the design and test of the process for the implementation of an annual fundraiser.

As previously mentioned, Sprout Up is nonprofit organization that provides free environmental education to kids. Currently, the San Luis Obispo Chapter of Sprout Up has over 30 volunteers who teach over 150 first and second grade students each quarter. Each week, volunteers enter classrooms where they teach the students about various environmental science topics. These topics include lessons on the food chain, habitats, water conservation, bees, and many more. The lessons are taught through lectures, art, songs, games, experiments, and journaling.

Because Sprout Up's services are free for schools and students, they heavily rely on donations to fund the program. In the past, the San Luis Obispo Chapter received some funding from the executive board (Headquarters) of Sprout Up. However, this funding will no longer be available starting July 2017 due to changes in the status of the organization. Because the San Luis Obispo chapter will no longer receive funding from the executive board, they need to identify alternative methods of fundraising.

Funding is imperative to the success of Sprout Up because materials are needed for the first and second grade lessons as well as volunteers needing to be reimbursed for gas as they are driving to these locations. Materials include nature journals, supplies for art projects, and items for the students to conduct experiments.

The San Luis Obispo chapter of Sprout Up has held quarterly bake sales, fundraisers at restaurants, and requested a mandatory fee from each volunteer of $10 for every quarter that they teach. In addition, they have held an annual Gala at the end of each year to raise money and celebrate another successful year of spreading environmental science education to the youth of San Luis Obispo. However, this gala was only open to Sprout Up volunteers and usually only profited about $200- $300. Because at least $1,000 is required to sustain Sprout Up each year, they need a bigger, more successful fundraising event that not only raises money; they also require more awareness of Sprout Up. This project designs a process for implementing an efficient and successful annual community fundraising event. This will help sole the funding shortfall, and ensure the success of Sprout Up's future in the San Luis Obispo community.

Literature Review

This section covers the literature review for this project which aided in the developing the design and helped in the testing and analyzing phases. The topics that will be discussed are fundraising events, marketing, multiple criteria decision making, forecasting, event waste management, volunteer management, facility designs, project management tools, and making improvements in a service environment.

Fundraising Events

Fundraising events are often used by many different organizations to raise money and awareness of the organization. Fundraising events have the most potential for success when the event goers will receive some form of personal benefit from attending [1]. The amount of money spent by an attendee at a fundraising event is essentially broken into two groups: the first group contains the money that is spent which covers the cost of the event, and this portion must contain personal motivations such as enjoyment, community status, or other types of personal gain. The second group contains the money that is considered a donation to the organization, or the profit made by the organization on the attendee. The motivation for this group can come from many areas such as support of the organization, leadership, or relationship to organization. However, events that offer private benefits will generally be more successful [1]. It is also suggested that low cost events may be more successful than high cost events because the attendees at lower cost events are more likely to donate large sums [1].

To maximize income at fundraising events, it is important to extract the maximum amount of money everyone is willing to donate. This amount is most likely unique to everyone. To do this, there must be multiples streams of income such as direct appeals or raffles. Because appeals require that the donor believe the cause of the organization, raffles are more successful because they offer another form of personal benefits [1]. When these types of income streams are utilized at events, it has been discovered that generally the "income ratio follows the 'Pareto Rule', that is 80 % of the income comes from 20 % of those present" [1]. This statement claims that 20 % of the attendees will donate 80 % of the money, therefore indicating that multiple income streams are important to the success of a fundraising event because a donor may only choose to donate through one type of income stream, so it is important to have many donation options available.

Marketing an Event

Not only is it important to understand the fundamentals of fundraising events, it is also necessary to understand how to correctly and efficiently market the event to ensure optimal success.

Experiential marketing is described as: "any event that helps market a product/service, idea, place or person" or as "any event that communicates with a target audience" [2]. Charity events are experiential marketing because they help raise awareness of the organization, which can lead to long term changes in attitude in regards to the organization. The event itself is a product in addition to a marketing strategy, because the participant is gaining pleasure and other personal benefits by attending the event. At the same time, the participant also being exposed to the organization as a marketing technique [2].

Measuring the success of a marketing event should be done by measuring the value to the customer. This can be done in many ways, such as, through surveys of how the event affected the customer, as well as by asking the customer how likely they are to discuss the product or event with friends. This technique can also help measure the potential for word of mouth communication of the product [2].

Technology is one of the most efficient ways to reach the maximum possible number of people. Webber suggests that email is one of the most effective ways of reaching people under the age of the 30 because it is costless, specific, and less aggressive than other forms of communications [1]. Furthermore, another way of conveniently reaching people is through Facebook. One example is the ALS Association; they designed a Facebook fundraiser called the "Ice Bucket Challenge" where participants filmed themselves dumping a bucket of ice water on their head and then donated to the ALS Association. Participants would then encourage their friends to take part in the challenge as well. This fundraiser had over 17 million participants and increased revenue by $24 million [3].

Another method of increasing participation at fundraising events is to entice people on the ideas and values of the organization, while also increasing positive attitudes about it. One way to gain sympathy and the attention of donors is through storytelling. Per Tysiac, "skillful telling of a not-for -profit's story…[is] essential for recruitment and retention of donors" [3]. It is important to grab potential donors and participants through storytelling and appeal to their emotions. From the results of a study conducted regarding predicting participation in fundraising events of nonprofits, it was suggested that "organizations would have more success if they developed messaging aimed at increasing positive attitudes about fundraising events and/or by targeting norms through communication that emphasizes the community aspects of such event" [4]. The more positively people view the non-profit and its associated event, the more success the fundraising efforts will be.

Donations

Donations are imperative in up-keeping of nonprofits and can occur through multiple channels for various reasons. Crowdfunding platforms are utilized for people to seek funds towards their project and find others willing to back to project. Researchers have found that certain projects succeed through these fundraising platforms while others pitfall due to lack of preparation and experience. Jinwook Chung and Kyumin Lee collected datasets from Kickstarter that consisted of a multitude of project files to analyze characteristics that made them succeed or fail, and created a statistical approach to aid in predicting whether a project would be successful. The models they designed have proved to effectively predict the success of a project and a range of money of what they can expect [11]. This can be important in attempting to gage how much an organization wants to raise from donors at a specific event.

The philosophy of understanding the feelings of donors participating in fundraising nonprofit events is important in knowing how to reach an audience that will be willing to contribute. Karen Beiser analyzed the reasoning for why donors feel like it is acceptable to spend money and their concerns with the management of each nonprofit organization as well as if they're utilizing their funds properly. Through a short survey, participants answered questions relating to three overall research questions the study focused on:

1. "How much (or) do donor demographics predict the perception of an acceptable amount to spend on fundraising costs for charities?
2. Is there a relationship between a donor's' education level and the amount of information that donor wants or requires before giving to charity?
3. Is a donor's attitude toward charity advertising expenses independent of timely catastrophic events?"

Furthermore, Beiser researched several different types of charities and used demographic variables including age, gender, level of education, and the importance of faith/religion in their life; this study allowed for fundraisers to understand their donors' motivation for supporting them.

Multiple Criteria Decision Making

The analytical hierarchy process (AHP) is multiple criteria decision making tool that can be utilized when making decisions with multiple factors and goals. It is used extensively in every decision field and is simple—yet popular [14]. Essentially, "AHP is an appraising method which combines qualitative and quantitative analysis together, the weight determined by...experts' experience" [5]. Experts can determine the weights of each criteria and each alternative using their experience. The method then leads the decision maker to make optimal solutions based on

those weights. Essentially, the method allows multiple alternatives to be scored on multiple criteria. In addition, these criteria have various weights corresponding to their importance.

Although the weights are data driven whenever possible, they are still subject to the opinions of the experts determining them. Because of this, the accuracy of the AHP results may be restricted [5]. Regardless, AHP is a highly effective decision making tool. It is effective because it can reflect reality, it utilizes experts' opinions, and it considers quantitative as well as qualitative factors [5].

AHP has been used in business, industry, healthcare and many other applications. There are limitations to AHP when applied to uncertain decision making problems [14]. However, that is when fuzzy AHP can be utilized. "AHP operates on the premise that decisions regarding complex problems can be effectively reached by structuring a complex problem into a simple and comprehensible hierarchical structure. It may not, however, fully reflect the human decision making process because it represents human judgements with exact numbers" [13]. Essentially, exact numeric values entered into the AHP model tend to lead to uncertainty, and thus Van Laarhoven and Pedrycz discovered the Fuzzy Analytic Hierarchy Process by simply incorporating fuzzy number into the pair-wise comparison matrix of the AHP. What was found was that FAHP method decreases uncertainty resulting from the vagueness of human judgement.

Though in our project, we used the Analytic Hierarchy Process model without fuzzy numbers; it is important to note that human judgement of inputting the numbers into a pair-wise comparison matrix may be vague or biased.

Waste Management

Good solid waste management is important when dealing with venue-based events to ensure that the event coordinators are putting on a sustainable event without harming the property where it is held. Lack of knowledge regarding composting and recycling can result in detrimental effects to the environment and population. For example, in China, 170.81 million tons of municipal solid waste is generated each year and dumped into the landfill with 60% of that being household food waste. That food waste can be put into compost, but it is sent to the dump and incinerated, producing large amounts of contaminants and wasting a large amount of biomass resources. Food waste contains organic carbon and nutrients that are ideal for composting. China is currently struggling with human behavior and composting food waste as the stakeholders do not cooperate because of lack of motivation [15]. Perhaps this is the result of a lack of education about the urgency of compost in order ensure that future generations will have access to the same resources and healthy living environments that they do now.

Furthermore, composting and recycling for venue based events can be a difficult to manage. American lifestyles revolve around venue-based events which usually include food and drink services generating significant amounts of waste. As the world is heading towards being more sustainable, environmentally friendly operations are becoming more attractive to event managers. The Natural Resource Defense Council and Green Sports Alliance see waste management as a key focus in improving their sustainability performance (environmental wise). "The event itself can be used to promote a green message" [16]. Furthermore, the term 'green event' may be defined as an event that incorporates sustainable practices into management and operations or has sustainability policies [17].

Three baseball games were analyzed at Arizona State University in determining if having employees near composting and recycling bins would help to reduce the rate of contamination. An example of contamination is when items are placed in recycling bins that are not recyclable, therefore contaminating the recyclable items that are in the bins and if the rate of contamination is too high then a recycling facility will reject the batch. They found that the contamination rate in the bins was 11%, whereas without staffing or signage the contamination rate was 34% [16]. It can be found that through employees or volunteers stationed at disposal sites, there is less likely of a chance for contamination in composting or recycling bins [17]. It is hoped that with more education, awareness and practice in changing behavior, individuals will be better able to sort materials into the proper bins with simple signage as reinforcement of that behavior without the need for employees to be stationed there.

Volunteer Motivation & Management

Volunteers for an event play a significant role. They represent "the hidden workforce," given that they do not cost anything for an organization, but their work is imperative to that organization [18]. It is important to understand how volunteers are motivated to attend or volunteer at such events, because otherwise it would not happen. For mega-events, it was found that volunteers were "motivated by the opportunity to socialize, obtain material rewards, enhance the local community status, connect with personal hobbies and interests, and express altruism" [19]. In addition, volunteer satisfaction should also be taken into consideration because it can reflect upon the organization. Volunteer motivation aids in influencing volunteer satisfaction which is integral in determining the success of current and future events.

In volunteer management, there are universal and contingency approaches. Universalistic volunteer management is the perspective that skills of volunteer administration can apply to all settings and are very generic. One model or elements of volunteer resource management developed "requires a specific set of policies, management skills, and program evaluation techniques across all organizations". Whereas, the contingency perspective claims that the "one

size fits all approach" is not appropriate in volunteer management and should vary by organization [20].

Facility Designs

The facility design of a building or space is key to the to the overall design process. The steps that must be taken with starting a new floor plan design are an "initial outline, defined by their exact shape and dimensions, the rooms to distribute and their dimensions, [and] proximity requirements between different rooms or activities [6]. The layout designed using these steps will maximizes the goals of the building.

Facility design is part of the design process of an industrial plan. This planning process contains four stages. The first stage is defining the product and its production process, next one must locate the plant, then design the plant, and lastly construct the plant and the facilities. It is said that "a good design is the one that finds an order of the different elements that is the most economical one for the work and also the safest and most satisfactory one for the employees" [6].

Project Management Tools

Good project management is essential to the overall success of a project. There are many project management tools that can be used to track and assess a project. Some of these tools, and the tools used in this project are communication plans, responsibility matrices, budget analyses, and Gantt charts.

Communication plans layout how and when communication between people and teams will take place. This is essential to keep the lines of communication open and reliable throughout the project. Beyond the communication plan, responsibility matrices define the person or group responsible for completing each task as well as who has input on decisions and final approval. This project management tool helps to hold people accountable for their tasks. Budget analyses help to determine the proper use of money throughout a project based on customer and business constraints, and a budget plan is used in the development of this project. Gantt charts also help keep the project on track. They show the project managers what tasks have been completed and what still needs to be done. A Gantt chart is also used to update the project timeline if the plan changes.

Risk management is another essential tool in the project management process, and is one of the most important aspects of a successful project. The seven crucial steps to risk management are "(1) Identify risk factors; (2) Assess risk probabilities and effects; (3) Develop strategies to

mitigate identified risks; (4) Monitor risk factors; (5) Invoke a contingency plan; (6) Manage the crisis; (7) Recover from the crisis [7]. It is suggested that by following these seven steps, risk management will become more effective in companies.

In a random survey of 400 project managers, 84 responded with usable information. This survey was used to identity the extent to which individual risk management tools contributed to the overall success of the project, the effectiveness and efficiency of projects within their organization, and how risk management in general contributes to the overall success of a project [7].

It was found that classic risk management tools such as decision trees, root cause diagrams, and influence diagrams were not often used within the companies that were surveyed. Instead managers felt that tools such as simulation, responsibility assignments, and prototyping were more effective in risk management [7]. The study also found that the more risk management tools used in the project process, the more effective and efficient the project was for the organization. Lastly, the study found that managers who believe in risk management as an effective process, are more likely to apply risk management tool throughout the project [7]. This study attempted to identify what successful companies do in regards to risk management that other do not.

Making Improvements

When making improvement in a service environment, "continuous process improvement should be based on the data about the performance of each business process and should be strategically considered from the customer viewpoint" [8]. High customer service is important to the overall success of a business.

Simulation can be used to increase customer satisfaction by to decreasing waiting times, increasing service times, and reducing pointless process steps. Simulations is a tool that can be utilized when identity areas of improvements and test potential solutions. The steps of the simulation process defining the system and performance measures, developing the model, and then validating the model [9].

In a process improvement project done at a health care clinic, simulation was used to determine the current state of the process, analyze it, and then make suggestions for improvements in the clinic [10]. These researchers followed the simulation process that was described above. First, they developed an understanding of the current process and collected data. Then, they built a generic modeled followed by a more detailed simulation model that was specific to the health care facility. Next, they analyzing the current state model to identify improvements. Then, they

implemented the changes in the model, and finally determined if the implemented changes made any improvements to the system [10].

The researchers developed three areas for improvement which were, making the X-rays work continuously, ensuring the doctors arrive to their shift on time, and leveling the number of patients throughout the day using a new scheduling system. Changes in these areas resulted in improvements, and it was clear that simulation helped in the process improvement process [10].

The previous literature review assisted in the development of the design process. The following section describes the constraints, requirements, and design approach to the project.

III. Design

The design section of this report outlines the design process used to implement an annual fundraising event for Sprout Up. First, the requirements and constraints for the project are discussed. Then, the initial decisions that were made using AHP are explained, followed by the descriptions of the facility layout, budget analysis, and development of the standard operating procedures and project management tools.

Requirements and Constraints

Sprout Up requested that a process be designed that outlines the necessary procedures for implementing an annual fundraising event. Sprout Up outlined some requirements and constraints for the project.

The requirements set forth by the organizations are that the event must be open to the community, it must help raise awareness for Sprout Up, and that process for implementation must be repeatable and easy to implement. Because the leaders of Sprout Up have very minimal knowledge of project management and event planning, it is important that the process that is designed can be utilized by individuals that do not have any previous formal training.

Sprout Up also stated that they were only able to spend $150 on the event. This heavily constrained the budget, so thus the event must rely heavily on donations and sponsors. The event would also be an end of the year celebration for the instructors, students, parents and community therefore taking place in May every year. Because Sprout Up has constrained the event to take place in May, venues were limited by availability.

Initial Decisions - AHP

The first decision that is required is to determine the optimal type of event to maximize fundraising and awareness potential. The analytical hierarchy process (AHP) was used to determine the optimal event type. Five criteria and seven alternatives were used in the decision-making process. The five criteria include: a positive community event, awareness for Sprout Up, a family friendly event, appealing to college students, and makes money. The seven alternatives include: Battle of the Bands, a Dinner, an Auction, a Corn Hole Tournament, a Gala, a Yard Sale, 5k/10k Run, and a Go Fund Me Account. The alternatives are a wide range of event types while still meeting the requirements set forth by Sprout Up. The diagram used in the decision-making process is shown in *Figure 1* below.

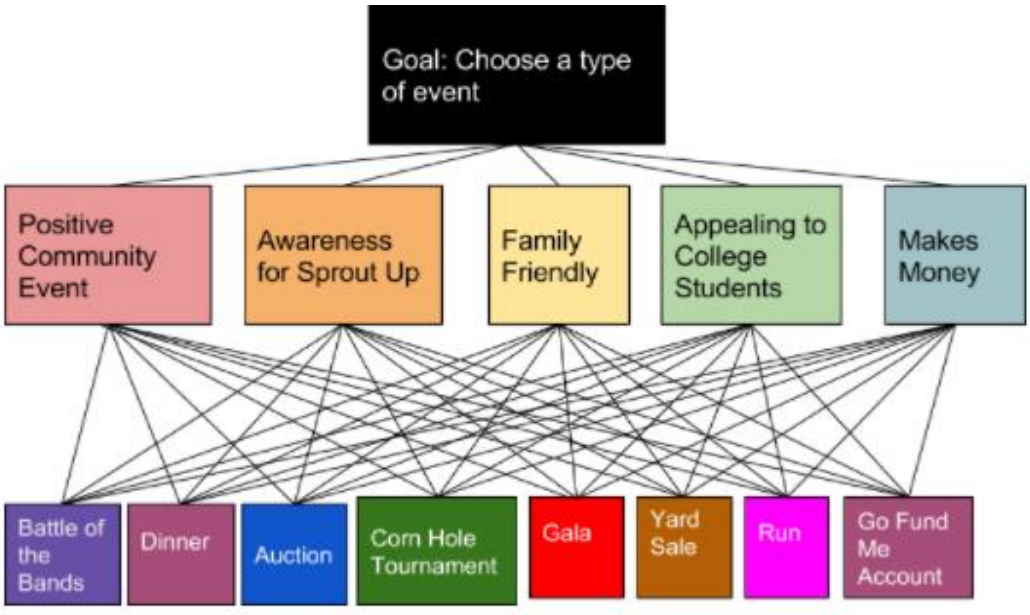


Figure 1: Event Type Criteria and Alternatives

From the AHP process, the Gala ranked the highest out of the event types and was chosen for the prototype event. The full analysis is shown in *Attachment A* in the appendix.

Once the Gala was determined to be the event type, AHP was then used to determine the Gala venue and the activities that should be at the event. The diagram for the event venue is displayed in *Figure 2*, and it was found that the optimal venue is a downtown location. The event will be held at Santa Rosa park because it was the only downtown venue location with open availability. The full event venue analysis is shown in *Attachment B* in the Appendix.

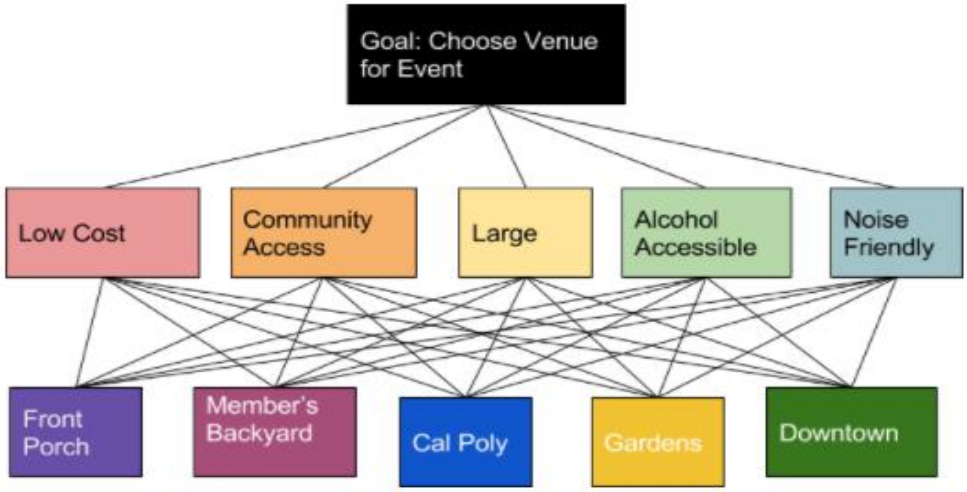


Figure 2: Event Venue Criteria and Alternatives

Lastly, AHP was utilized to determine the top six activities at the event. The alternatives and criteria are shown in *Figure 3*. The activities that will be at the Gala are food and drinks, a silent auction, science booths, lawn games, face painting, and music. The full event activities analysis is shown in *Attachment C* in the appendix.

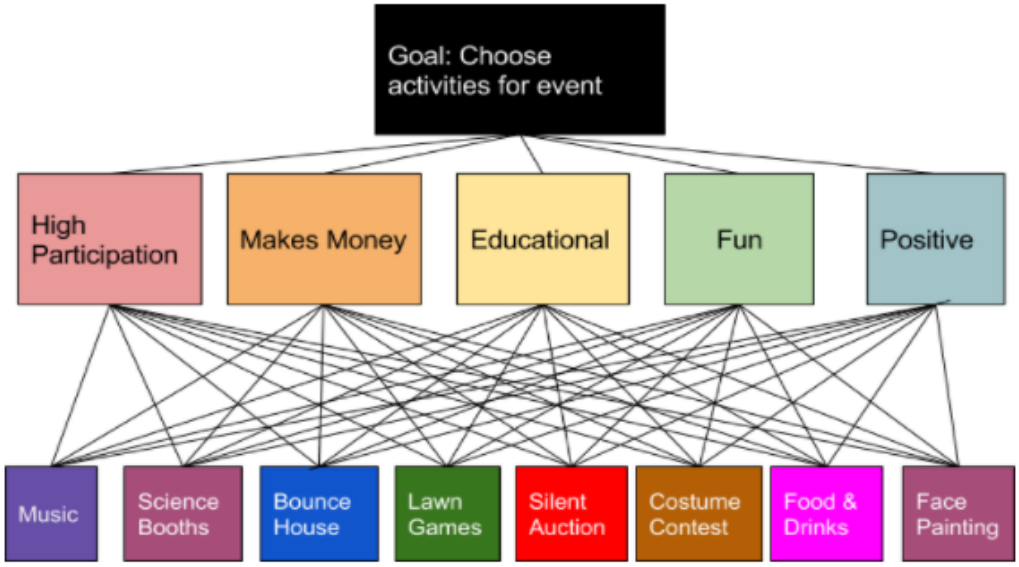


Figure 3: Event Activities Criteria and Alternatives

Standard Operating Procedure Development

Once we determined the type of event, location, and activities, we started the design of a process for annual implementation for the Sprout Up Gala. To standardize the planning process, we developed many procedures and instructional guides for each aspect of the planning phase. These factors include picking the date, applying for the venue, marketing, soliciting donations and sponsorship, purchasing items for the event, and obtaining and organizing volunteers. We also developed a flowchart to display the high-level processes that must be included when planning for the event. The flowchart is shown in the *Figure 4* below.

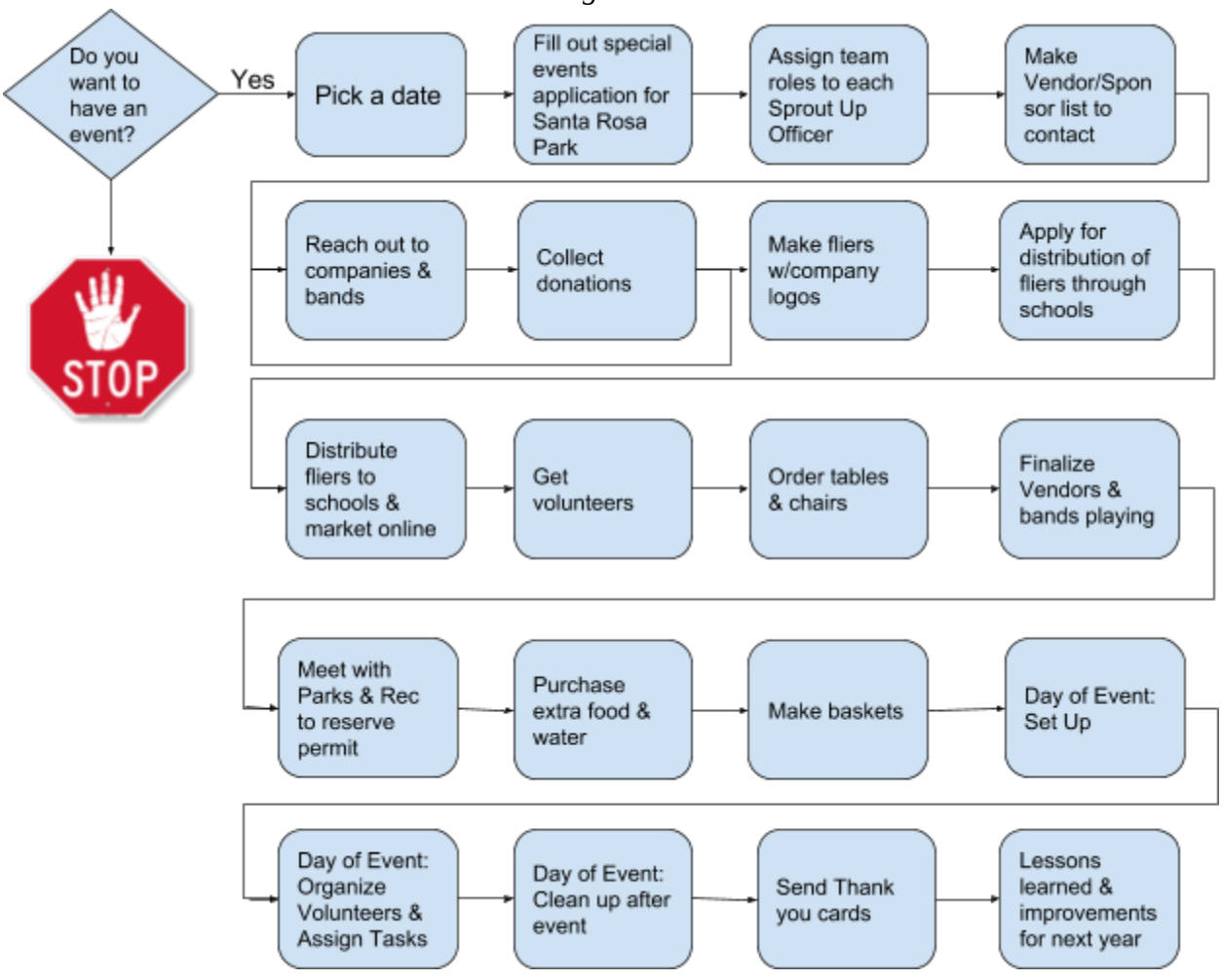


Figure 4: Process Flowchart for Implementation of Sprout Up Gala

The steps outlined in this flowchart are described in greater detail in the instructional manual that is attached at the end of the appendix of this report, *Attachment G*. Each step has a standard operating procedure associated with it that clearly outlines all the required tasks that must be completed to complete the step.

Clear procedures are not the only aspect of a successful project. Project management tools are essential for the successful execution of a fundraising event. We included some necessary tools in the instructional manual as well. These tools include a Risk Management Matrix, a Responsibility Matrix, and a Communication Plan. The Risk Matrix outlines potential risks that could occur at the event. These include things such as bad weather, insufficient volunteers, and unwanted guests. The riskiest events are unwanted guests and bad weather. The Contingency Plan is also outlined in the Risk Matrix. For example, in the event of unwanted guests, the volunteers should ask the person to leave or call the San Luis Obispo police if necessary. The Responsibility Matrix outlines which Sprout Up board member is responsible for which tasks in the planning and execution phases. Lastly, the Communication Plan states who, when, how often, and how information will be transferred between board members when planning the Gala. These tools are also located in the instructional manual which is attached at the end of the appendix, *Attachment G*.

During the planning and execution phases, Sprout Up should follow the instructional manual to successfully plan the Gala.

Facility Design

In addition to the outlined procedures for each task involved with planning the fundraiser, we developed a facility layout for the Gala. The facility layout is an important part of the design process because it helps determine the flow of people throughout the event, which can ultimately lead to the success or failure of the event. It is important that all the activities be set up in a way that allows participants the opportunity to easily see and experience each activity that the event should offer. The facility design must also make sure that the space used by the event is the appropriate amount of space to allow for movement, but also small enough to keep the focus of all the participants.

When designing the facility layout, we considered many things before starting the design. For example, we considered that the silent auction should be located away from the parking lot to ensure the safety of all the silent auction items. We also considered that the band must be able to have access to the power source without having to extend extension cords across the entire event, which would be unsafe for volunteers and the people attending the Gala. Lastly, we decided that greeters should be located near the entrance of the event to provide people with information about Sprout Up and the Gala.

After analyzing the requirements of the facility layout, we considered two final designs. They are very similar, but the first one allows for a larger attendance of people because there is more free space, and the second design keeps the event in a smaller area. These two designs are shown below in *Figure 5* and *Figure 6*.

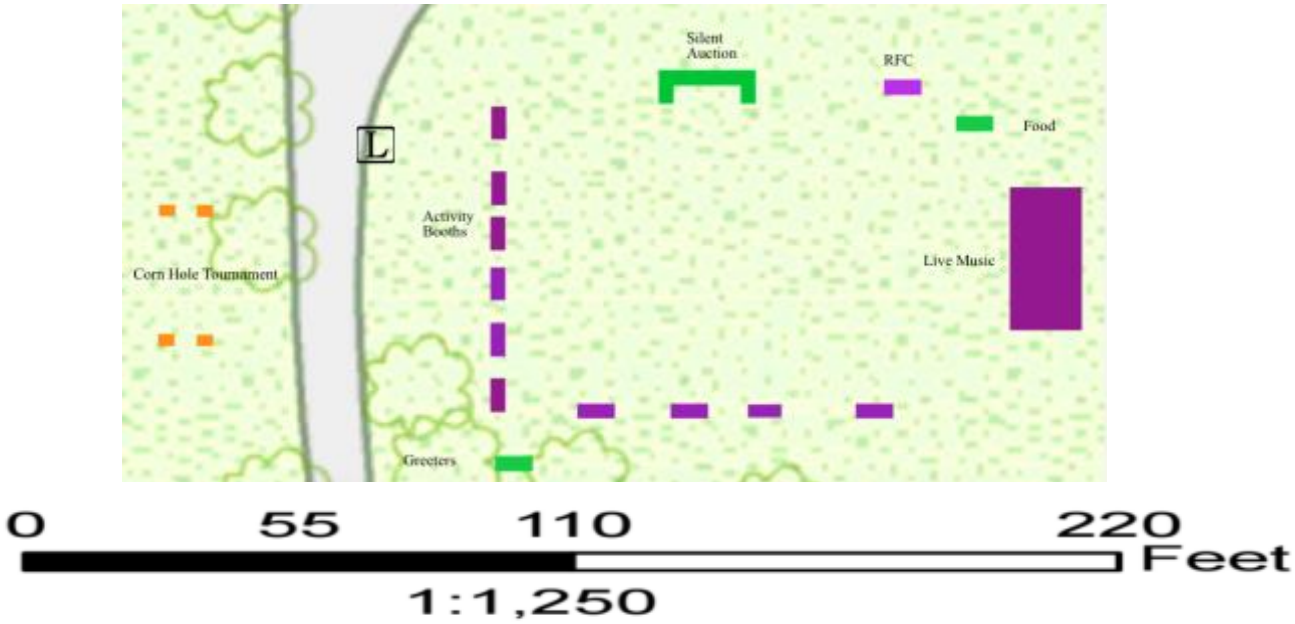


Figure 5: Larger Free Space Facility Design

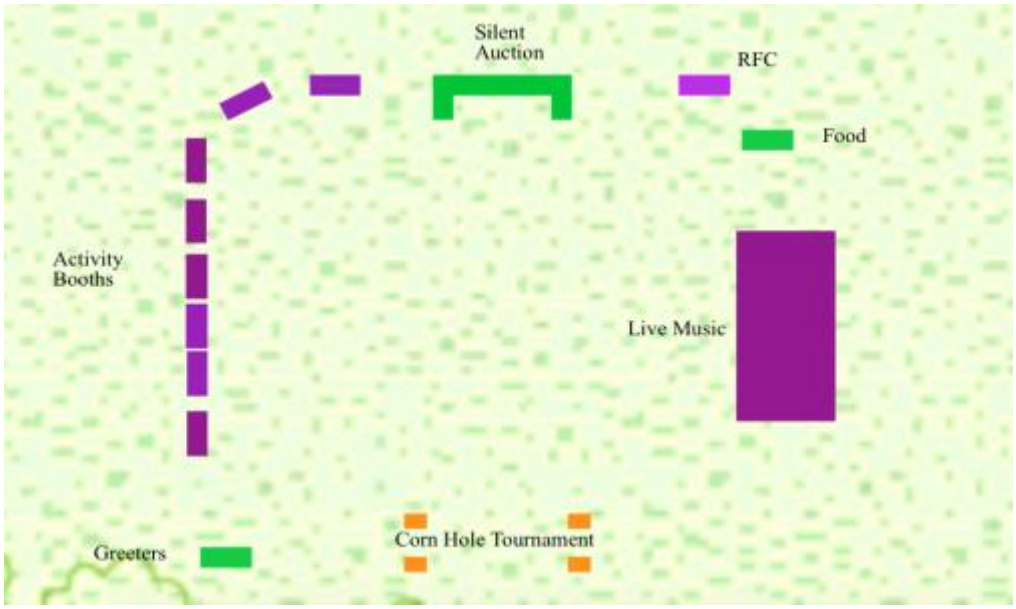


Figure 6: Smaller Free Space Facility Design

(use same scale as in Figure 5 to compare)

After deliberating between the two options, the decision was made to use the second design because the small area would be more successful in keeping the attendees in a centralized location. Furthermore, the second design has the possibility to be made larger if needed on the day of the event.

Budget

A budget is an important part when planning an event. It is especially important when designing an annual event because it helps determine the success of the event every year when compared to previous years. A budget was developed that includes everything that is needed to put on a community fundraiser. This budget will be a helpful guide for Sprout Up in future years. The costs of the event are split up into 5 categories: Logistics, Marketing, Children's Activities, and Corn hole. The summary of the forecasted expenses is shown below in *Figure 7*, and the complete breakdown of all the costs are shown in the appendix as *Attachment D*.

Costs	
Logistics	$1,250.00
Marketing	$330.00
Children's Activities	$60.00
Silent Auction	$75.00
Cornhole Tournament	$0.00
Σ	$1,715.00

Figure 7: Costs Breakdown in Forecasted Budget

It is also important to forecast the revenue that the event is expected to bring in for Sprout Up. To develop this piece of the process, the revenue was forecasted based on many factors including sales, donations, corn hole tournament sign ups, and the silent auction. A variable revenue analysis was performed with 50, 150, 200, 300 attendees using the following assumptions:

1. Cash donations will average to $2/person
2. 25% of attendees will purchase $5 worth of food
3. 1/25 attendees will sign up to compete in the corn hole tournament- sign up is $5/person
4. 1/25 attendees will purchase a Sprout Up wine glass for $7

The variable analysis provides estimates of the revenue for the cash donations, food sales, corn hole tournament sign ups, and wine glass sales. This analysis is shown in *Figure 8* below.

Variable Revenue					
Attendee Predictions	Cash Donations ($2/person)	Food Sales from Costco (25% purchase $5)	Cornhole Tournament Teams (1/25 sign up- $5 per person)	Wine Glasses (1/25 buy glass for $7)	Total
50	$100.00	$62.50	$20.00	$28.00	**$210.50**
150	$300.00	$187.50	$60.00	$84.00	**$631.50**
200	$400.00	$250.00	$80.00	$112.00	**$842.00**
300	$600.00	$375.00	$120.00	$168.00	**$1,263.00**

Figure 8: Variable Revenue Analysis

The silent auction is another source of revenue for Sprout Up. Through research during the Literature Review process of this project, it was found that many people will not purchase silent auction baskets at the value of the basket if they can purchase the items themselves. For this reason, it was projected that the silent auction baskets will be able to be sold for 50% of their value.

Lastly, during the planning and marketing process, sponsorship should be solicited from local companies and campus funding for clubs and student activities. These sources of income will help provide money to purchase the items that need to be bought before the event.

From the forecasted budget, it was concluded that Sprout Up should have an expected profit of $2,150.

The next section of this report discusses the process and methodology of implementing a prototype event to test the processes developed and designed in this project.

IV. Methodology

The methodology section of this report describes the implementation of a prototype event that was used to test the process to implement an annual fundraising event for Sprout Up. The testing of the prototype will help determine if the process that was designed is successful in the goal of raising awareness and funding for Sprout Up. The prototype Gala was implemented on May 13, 2017 at Santa Rosa Park in San Luis Obispo, Ca. The event took place from 3:00pm-7:00pm. The prototype event was designed per the instructional manual that was developed in the design phase.

The prototype event was tested using three methods of analysis. These include profit made by the event, awareness, and the popularity of each activity, which helps indicate which activities should be brought back to every event.

Profit

The profit made by the Gala was measured by comparing the costs of the event to the revenue made by the event. The costs included everything that was described in the budget that was developed in the design phase. The costs include things such as food for volunteers, food for the event, tables and chairs, water, and other materials for the booths. The actual cost analysis for the prototype event is shown in the appendix, *Attachment E*.

The revenue for the Gala was measured by also utilizing the methods explained in the design portion of this report. The revenue includes all sponsorship, donations, and sales made at or before the Gala. The full analysis is also shown in the appendix, *Attachment E*.

The profit was then determined using the following formula: Profit = Actual Revenue - Actual Costs. The results are discussed in the following section of this report.

Awareness

Raising awareness for Sprout Up was one of the initial requirements of this project. To test awareness raising efforts, the number of people who knew about Sprout Up before the event was compared to the number people who know about Sprout Up after the prototype Gala. The findings can be found below in *Figure 9*.

Knew Prior	1,259 people
Reached Online	1,908 people
Reached Through Fliers	11,440 people
∑	13,348 people
Percent Increase of Awareness	860.2%

Figure 9: Awareness of Sprout Up

Popularity of Activities

The popularity of each activity offered at the prototype event was determined by using a Simio model. The input for the Simio model was gathered using data taken from volunteers and stamp sheets that were filled out by the attendees. Volunteers took time studies of random people at each activity to determine the distribution of the processing time at each activity. Attendees were also given stamp sheets that they filled out at each activity. Each activity was assigned a symbol that they would draw onto the attendee's stamp sheet when they came to that activity or booth. This helped determine the probability from going from one activity to the next.

V. Results

Budget

After the prototype event was completed, the forecasted budget was compared with the actual budget to determine the accuracy of the forecasted costs and revenue. The prediction was that Sprout Up would receive a profit of $2,148.52 due the costs and revenue from the forecasted budget. However, after the prototype event, Sprout Up only received a profit of $1,281.63. The difference in profit was due to some small changes in cost and large deviations in the revenue forecast. We forecasted that the costs would be $1,712.48, but the costs were $1,555.37 This was due to unexpected savings and discounts on tables and chairs. The actual cost breakdown is shown in the table below (*Figure 10*).

Costs	
Logistics	$1,051.45
Marketing	$332.18
Children's Activities	$102.42
Silent Auction	$73.32
Cornhole Tournament	$0.00
Σ	**$1,559.37**

Figure 10: Actual Costs of Sprout Up Gala

The revenue of the Gala was expected to be $3861.00, but the revenue was only $2,841.00. This deviation is due to much lower sales than expected and because some of the silent auction items were not sold for 50% of their value as previously forecasted. The breakdown of the revenue is shown in the *Figure 11a* and *Figure 11b*.

Income Before Event	
Sprout Up Budget	$150.00
APCD	$250.00
College of Engineering	$540.00
IME department	$500.00
Grocery Outlet	$200.00
ASI Club Money	$350.00
Σ	**$1,990.00**

Income @ Event	
Donations	$60.00
Food	$41.00
Cornhole	$80.00
Wine Glasses	$0.00
Silent Auction	$670.00
Σ	**$851.00**

Figure 11a: Sponsorship Before Gala, Figure 11b: Money Made at Gala

The actual budget was different than the forecasted budget, but Sprout Up was still able to receive a large profit from the Gala. The complete breakdown of actual costs and revenue is attached in the appendix, *Attachment E.*

Popularity of Activities

Volunteers took time studies of random participants at each booth/activity. This data helped determine the distribution of each activity. The raw data from the time studies is attached in the appendix, *Attachment F.*

In addition, to determine the probability of an attendee going from one activity to another was calculated from stamp sheets given to attendees as they came into the Gala. The probabilities were calculated using this data and was then displayed in the heat map below (*Figure 12*).

From -> To	Banner	Face Painting	One Cool Earth	Eco Slo	Slo BG	APCD	Planting	Coloring	Acai	Silent Auction	Food	Leave	Sum
Enter		0.417						0.083	0.417		0.083		1.000
Banner		0.400					0.200					0.400	1.000
Face Painting	0.182		0.273	0.182	0.182			0.091				0.091	1.000
One Cool Earth		0.286		0.143		0.286						0.286	1.000
Eco SLo	0.125	0.125	0.250		0.375			0.125					1.000
SLO BG		0.111		0.222		0.333	0.111					0.222	1.000
APCD	0.083			0.250	0.167		0.333				0.083	0.083	1.000
Planting						0.500		0.400	0.100				1.000
Coloring					0.091	0.182	0.182		0.455	0.091			1.000
Acai					0.091		0.182	0.273		0.182		0.273	1.000
Silent Auction			0.667								0.333		1.000
Food	0.333							0.333				0.333	1.000

Figure 12: Heat Map probabilities of going from one booth to another

The values displayed in red have the highest probabilities, followed by orange, and lastly by yellow values which represent low probabilities. For example, there is a 0.417 probability that an attendee will go to face painting as their first activity at the gala. From face painting, there is a 0.083 probability that the attendee will then go to the coloring station. The probabilities were used to determine the weights of the paths between activities in the Simio model. An image of the Simio model is shown below (*Figure 13*).

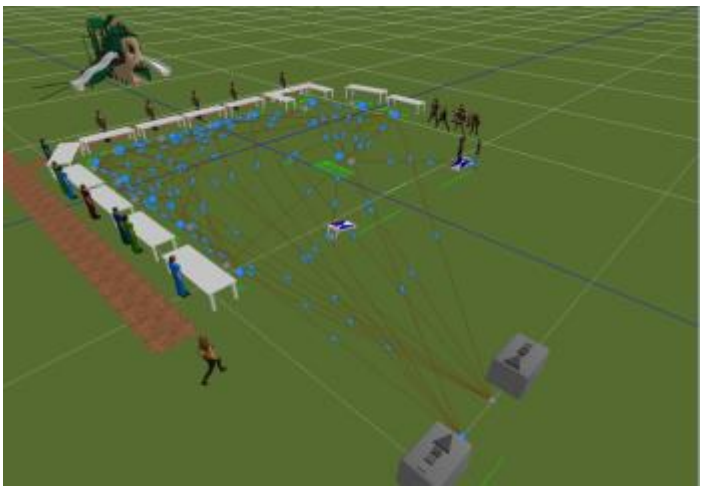


Figure 13: Simio Model of Gala Event

The Simio model helped determine which activities were the most popular among attendees. The following graph shows the amount of time each activity spent processing attendees through 10 runs of the Simio model. It can be concluded from the graph that Sambazon, Face Painting, Food Sales, Listening to Music, and One Cool Earth were the most popular activities with attendees of the gala. These activities should be brought back to future events. The graph of the popularity for each event can be found in *Figure 14*.

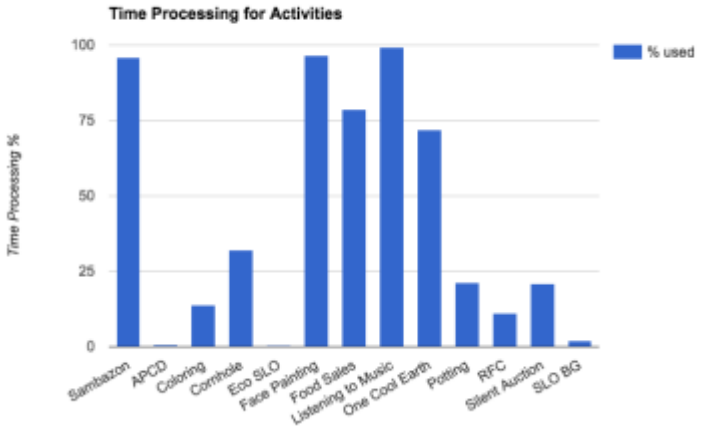


Figure 14: Popularity of each booth/activity based off processing times

Potential Deviations of Results

The results given from the analysis of the prototype event are expected to be similar at future events. It is also expected that with time, the popularity of the Gala will grow, therefore increasing the number of people who attend and will also increase the profit for Sprout Up. However, it is possible that if the event is not marketed earlier enough or if there is another, similar local event happening the same day, there may be less people who attend, which could potentially decrease profits for Sprout up. Also, if there is rain or other forms of bad weather, less people are likely to show up to the Gala. To see similar results for future Gala's, it is important to plan the Gala for a weekend that does not conflict with other events, before summer vacation starts for students, and at a time when children and their parents can attend the event.

Impacts of Results

From the results of the prototype Gala, the Gala should be implemented per the process designed by this project every year. However, some changes were made to the design. The food should have been in a more centralized location to the other booths. The less popular activities should be moved closer to the entrance to increase traffic flow, and formal greeters should be placed at the entrance of the event to welcome people as they arrive. In attempt to receive more cash donations, volunteers should also carry cash boxes around with them for donations. The new layout for the Gala that should be used in future years is shown in *Figure 15* below.

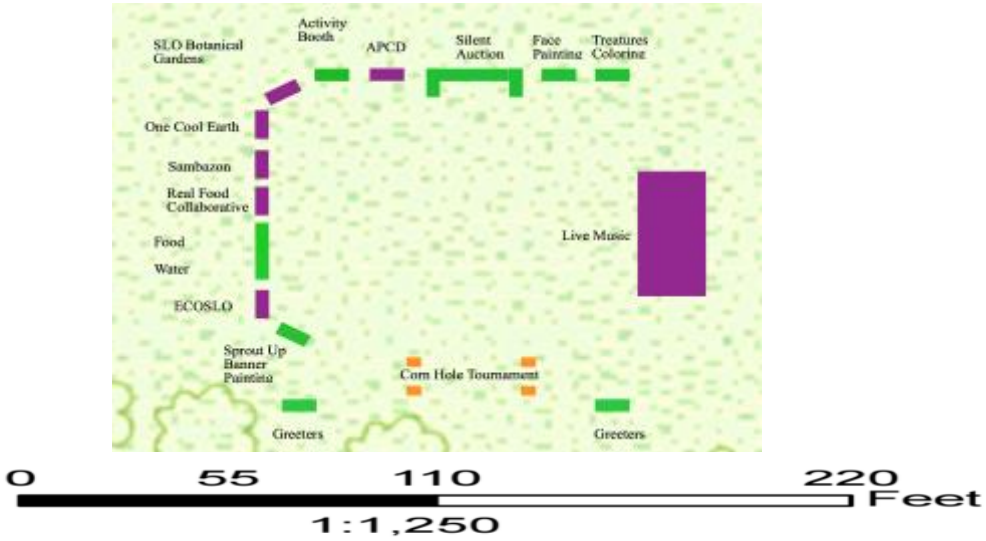


Figure 15: Revised Layout

Societal, environmental, ethical, and organizational impacts were also examined when considering the impacts of the implementation of an annual fundraiser for Sprout Up. One societal impact is amplified noise during the event which could potentially disturb nearby neighbors of Santa Rosa Park. Also, due to the increase in awareness of Sprout Up, there could potentially be increase in free environmental education to local San Luis Obispo students. Potential environmental impacts of the Gala are waste created by the event itself such as trash and flyers could negatively affect the environment and, conversely, as more people become aware of the importance of taking care of the environment, people may be more careful about recycling and taking care of the Earth. Ethically, because volunteers will be handling money from the event, it is important to have proper procedures in place to make sure all the money is accounted for. Lastly, organizational impacts include the potential profit for Sprout Up which could help the organization grow, or the potential negative profit which would have a huge negative effect on Sprout Up.

Conclusion

The process for designing the prototype event took a lot of analytical decision making processes, work and rework, project management tools and learning to implement a project that could either fail or be great. We did all the research behind making sure how to put on this event successfully, designing one that the whole community would be attracted to while putting a spin on the event by making it Industrial Engineering based. The analytical tools we utilized to design and test the success of the event helped us a lot to see what we could do better.

In conclusion, if Sprout Up were to perform this event again, we recommend a similar facility layout to what we originally had with the food moved to be more centralized, to select a weekend that did not conflict with Mother's Day, and to begin planning Fall Quarter to not rush the time of the project.

Appendix

Attachment A: AHP for type of event

Criteria	Positie	Awareness	Family	College	Money
Positive	1.00	1.00	2.00	2.00	2.00
Awareness	1.00	1.00	3.00	3.00	2.00
Family	0.50	0.33	1.00	2.00	1.00
College	0.50	0.33	0.50	1.00	0.50
Money	0.50	0.50	1.00	2.00	1.00
∑	3.50	3.17	7.50	10.00	6.50

Weight of Criteria	**0.28**	**0.32**	**0.15**	**0.10**	**0.16**		
	Positive	Awareness	Family	College	Money	Overall Score	
Battle of the Bands	0.15	0.11	0.09	0.22	0.17	0.14	3rd
Dinner	0.12	0.12	0.07	0.14	0.12	0.12	4th
Auction	0.06	0.13	0.06	0.06	0.21	0.10	6th
Corn Hole	0.16	0.07	0.14	0.17	0.06	0.11	5th
Gala	0.26	0.30	0.29	0.15	0.20	**0.26**	1st
Yard Sale	0.07	0.05	0.09	0.10	0.06	0.07	7th
Run	0.14	0.15	0.17	0.10	0.10	0.14	2nd
Go Fund Me	0.04	0.08	0.08	0.05	0.08	0.06	8th

Normalize Matrix

Criteria	Positive	Awareness	Family	College	Money	Average	Lambda Max	5.09	
Positive	0.29	0.32	0.27	0.20	0.31	0.28	CI	0.02	
Awareness	0.29	0.32	0.40	0.30	0.31	0.32	RI	1.12	
Family	0.14	0.11	0.13	0.20	0.15	0.15	CR=CI/RI	0.02	<10%, therefore pairwise comparison is acceptable
College	0.14	0.11	0.07	0.10	0.08	0.10			
Money	0.14	0.16	0.13	0.20	0.15	0.16			
∑	1.00	1.00	1.00	1.00	1.00	1.00			

Pairwise Comparison in terms of Positive Community Event

Positive	**Alternatives**	**Battle of the Bands**	**Dinner**	**Auction**	**Corn Hole Tournament**	**Gala**	**Yard Sale**	**Run**	**Go Fund Me**	**Average**
	Battle of the Bands	1.00	3.00	2.00	1.00	0.33	3.00	0.50	4.00	1.85
	Dinner	0.33	1.00	3.00	1.00	0.33	2.00	1.00	3.00	1.46
	Auction	0.50	0.33	1.00	0.50	0.33	0.50	0.33	2.00	0.69
	Corn Hole Tournament	1.00	1.00	2.00	1.00	1.00	3.00	1.00	4.00	1.75
	Gala	3.00	3.00	3.00	1.00	1.00	4.00	3.00	5.00	2.88
	Yard Sale	0.33	0.50	2.00	0.33	0.25	1.00	0.50	2.00	0.86
	Run	2.00	1.00	3.00	1.00	0.33	2.00	1.00	3.00	1.67
	Go Fund Me	0.25	0.33	0.50	0.25	0.20	0.50	0.33	1.00	0.42
	∑	8.42	10.17	16.50	6.08	3.78	16.00	7.67	24.00	11.58

Normalize Matrix	**Alternatives**	**Battle of the Bands**	**Dinner**	**Auction**	**Corn Hole Tournament**	**Gala**	**Yard Sale**	**Run**	**Go Fund Me**	**Average**	**Lambda Max**	**8.52**
	Battle of the Bands	0.12	0.30	0.12	0.16	0.09	0.19	0.07	0.17	0.15	CI	0.07
	Dinner	0.04	0.10	0.18	0.16	0.09	0.13	0.13	0.13	0.12	RI	1.41
	Auction	0.06	0.03	0.06	0.08	0.09	0.03	0.04	0.08	0.06	CR=CI/RI	0.05
	Corn Hole Tournament	0.12	0.10	0.12	0.16	0.26	0.19	0.13	0.17	0.16		
	Gala	0.36	0.30	0.18	0.16	0.26	0.25	0.39	0.21	0.26		
	Yard Sale	0.04	0.05	0.12	0.05	0.07	0.06	0.07	0.08	0.07		
	Run	0.24	0.10	0.18	0.16	0.09	0.13	0.13	0.13	0.14		
	Go Fund Me	0.03	0.03	0.03	0.04	0.05	0.03	0.04	0.04	0.04		
	∑	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		

Pairwise Comparison in terms of Awareness for Sprout Up

Awareness	**Alternatives**	**Battle of the Bands**	**Dinner**	**Auction**	**Corn Hole Tournament**	**Gala**	**Yard Sale**	**Run**	**Go Fund Me**
	Battle of the Bands	1.00	1.00	0.50	1.00	0.25	2.00	3.00	0.50
	Dinner	1.00	1.00	1.00	2.00	0.33	3.00	1.00	2.00
	Auction	2.00	1.00	1.00	2.00	0.50	2.00	0.50	2.00
	Corn Hole Tournament	1.00	0.50	0.50	1.00	0.20	2.00	0.33	1.00
	Gala	4.00	3.00	2.00	5.00	1.00	5.00	2.00	4.00
	Yard Sale	0.50	0.33	0.50	0.50	0.20	1.00	0.33	1.00
	Run	0.33	1.00	2.00	3.00	0.50	3.00	1.00	2.00
	Go Fund Me	2.00	0.50	0.50	1.00	0.25	1.00	0.50	1.00
	∑	11.83	8.33	8.00	15.50	3.23	19.00	8.67	13.50

Normalize Matrix	**Alternatives**	**Battle of the Bands**	**Dinner**	**Auction**	**Corn Hole Tournament**	**Gala**	**Yard Sale**	**Run**	**Go Fund Me**	**Averages**	**Lambda Max**	**8.65**
	Battle of the Bands	0.08	0.12	0.06	0.06	0.08	0.11	0.35	0.04	0.11	CI	0.09
	Dinner	0.08	0.12	0.13	0.13	0.10	0.16	0.12	0.15	0.12	RI	1.41
	Auction	0.17	0.12	0.13	0.13	0.15	0.11	0.06	0.15	0.13	CR=CI/RI	0.07
	Corn Hole Tournament	0.08	0.06	0.06	0.06	0.06	0.11	0.04	0.07	0.07		
	Gala	0.34	0.36	0.25	0.32	0.31	0.26	0.23	0.30	0.30		
	Yard Sale	0.04	0.04	0.06	0.03	0.06	0.05	0.04	0.07	0.05		
	Run	0.03	0.12	0.25	0.19	0.15	0.16	0.12	0.15	0.15		
	Go Fund Me	0.17	0.06	0.06	0.06	0.08	0.05	0.06	0.07	0.08		

	∑	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		
Pairwise Comparison in terms of Family Friendly												
Family Friendly	**Alternatives**	**Battle of the Bands**	**Dinner**	**Auction**	**Corn Hole Tournament**	**Gala**	**Yard Sale**	**Run**	**Go Fund Me**			
	Battle of the Bands	1.00	2.00	2.00	0.50	0.33	1.00	0.50	1.00			
	Dinner	0.50	1.00	2.00	0.33	0.33	0.50	0.33	1.00			
	Auction	0.50	0.50	1.00	0.33	0.33	0.50	0.33	1.00			
	Corn Hole Tournament	2.00	3.00	3.00	1.00	0.50	2.00	0.50	1.00			
	Gala	3.00	3.00	3.00	2.00	1.00	4.00	3.00	4.00			
	Yard Sale	1.00	2.00	2.00	0.50	0.25	1.00	0.50	1.00			
	Run	2.00	3.00	3.00	2.00	0.33	2.00	1.00	2.00			
	Go Fund Me	1.00	1.00	1.00	1.00	0.25	1.00	0.50	1.00			
	∑	11.00	15.50	17.00	7.67	3.33	12.00	6.67	12.00			
Normalize Matrix	**Alternatives**	**Battle of the Bands**	**Dinner**	**Auction**	**Corn Hole Tournament**	**Gala**	**Yard Sale**	**Run**	**Go Fund Me**	**Averages**	**Lambda Max**	**8.36**
	Battle of the Bands	0.09	0.13	0.12	0.07	0.10	0.08	0.08	0.08	0.09	CI	0.05
	Dinner	0.05	0.06	0.12	0.04	0.10	0.04	0.05	0.08	0.07	RI	1.41
	Auction	0.05	0.03	0.06	0.04	0.10	0.04	0.05	0.08	0.06	CR=CI/RI	0.04
	Corn Hole Tournament	0.18	0.19	0.18	0.13	0.15	0.17	0.08	0.08	0.14		
	Gala	0.27	0.19	0.18	0.26	0.30	0.33	0.45	0.33	0.29		
	Yard Sale	0.09	0.13	0.12	0.07	0.08	0.08	0.08	0.08	0.09		
	Run	0.18	0.19	0.18	0.26	0.10	0.17	0.15	0.17	0.17		
	Go Fund Me	0.09	0.06	0.06	0.13	0.08	0.08	0.08	0.08	0.08		
	∑	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		
Pairwise Comparison in terms of Appealing to College Students												
Appealing	**Alterantives**	**Battle of the**	**Dinner**	**Auction**	**Corn Hole To**	**Gala**	**Yard Sale**	**Run**	**Go Fund Me**			
	Battle of the Bands	1.00	2.00	3.00	2.00	2.00	3.00	2.00	3.00			
	Dinner	0.50	1.00	2.00	0.33	3.00	1.00	2.00	2.00			
	Auction	0.33	0.50	1.00	0.33	0.25	1.00	0.33	2.00			
	Corn Hole Tournament	0.50	3.00	3.00	1.00	1.00	3.00	1.00	3.00			
	Gala	0.50	0.33	4.00	1.00	1.00	3.00	2.00	3.00			
	Yard Sale	0.33	1.00	1.00	0.33	0.33	1.00	3.00	2.00			
	Run	0.50	0.50	3.00	1.00	0.50	0.33	1.00	3.00			
	Go Fund Me	0.33	0.50	0.50	0.33	0.33	0.50	0.33	1.00			
	∑	4.00	8.83	17.50	6.33	8.42	12.83	11.67	19.00			
Normalize Matrix	**Alterantives**	**Battle of the Bands**	**Dinner**	**Auction**	**Corn Hole Tournament**	**Gala**	**Yard Sale**	**Run**	**Go Fund Me**	**Averages**	**Lambda Max**	**8.98**
	Battle of the Bands	0.25	0.23	0.17	0.32	0.24	0.23	0.17	0.16	0.22	CI	0.14
	Dinner	0.13	0.11	0.11	0.05	0.36	0.08	0.17	0.11	0.14	RI	1.41
	Auction	0.08	0.06	0.06	0.05	0.03	0.08	0.03	0.11	0.06	CR=CI/RI	0.10
	Corn Hole Tournament	0.13	0.34	0.17	0.16	0.12	0.23	0.09	0.16	0.17		
	Gala	0.13	0.04	0.23	0.16	0.12	0.23	0.17	0.16	0.15		
	Yard Sale	0.08	0.11	0.06	0.05	0.04	0.08	0.26	0.11	0.10		
	Run	0.13	0.06	0.17	0.16	0.06	0.03	0.09	0.16	0.10		
	Go Fund Me	0.08	0.06	0.03	0.05	0.04	0.04	0.03	0.05	0.05		
	∑	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		
Pairwise Comparison in terms of Makes Money												
Makes Money	**Alternatives**	**Battle of the Bands**	**Dinner**	**Auction**	**Corn Hole Tournament**	**Gala**	**Yard Sale**	**Run**	**Go Fund Me**			
	Battle of the Bands	1.00	2.00	0.50	3.00	1.00	3.00	2.00	1.00			
	Dinner	0.50	1.00	0.50	2.00	0.50	2.00	2.00	2.00			
	Auction	2.00	2.00	1.00	3.00	1.00	3.00	2.00	2.00			
	Corn Hole Tournament	0.33	0.50	0.33	1.00	0.33	1.00	0.50	1.00			
	Gala	1.00	2.00	1.00	3.00	1.00	3.00	2.00	3.00			
	Yard Sale	0.33	0.50	0.33	1.00	0.33	1.00	0.50	1.00			
	Run	0.50	0.50	0.50	2.00	0.50	2.00	1.00	2.00			
	Go Fund Me	1.00	0.50	0.50	1.00	0.33	1.00	0.50	1.00			
	∑	6.67	9.00	4.67	16.00	5.00	16.00	10.50	13.00			
Normalize Matrix	**Alternatives**	**Battle of the Bands**	**Dinner**	**Auction**	**Corn Hole Tournament**	**Gala**	**Yard Sale**	**Run**	**Go Fund Me**	**Averages**	**Lambda Max**	**8.26**
	Battle of the Bands	0.15	0.22	0.11	0.19	0.20	0.19	0.19	0.08	0.17	CI	0.04
	Dinner	0.08	0.11	0.11	0.13	0.10	0.13	0.19	0.15	0.12	RI	1.41
	Auction	0.30	0.22	0.21	0.19	0.20	0.19	0.19	0.15	0.21	CR=CI/RI	0.03
	Corn Hole Tournament	0.05	0.06	0.07	0.06	0.07	0.06	0.05	0.08	0.06		
	Gala	0.15	0.22	0.21	0.19	0.20	0.19	0.19	0.23	0.20		
	Yard Sale	0.05	0.06	0.07	0.06	0.07	0.06	0.05	0.08	0.06		
	Run	0.08	0.06	0.11	0.13	0.10	0.13	0.10	0.15	0.10		
	Go Fund Me	0.15	0.06	0.11	0.06	0.07	0.06	0.05	0.08	0.08		
	∑	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		

Attachment B: AHP for Event Venue

Criteria	Low Cost	Community Access	Large	Alcohol Accessible	Noise Friendly
Low Cost	**1.00**	2.00	1.00	3.00	2.00
Community Access	0.50	**1.00**	2.00	2.00	1.00
Large	1.00	0.50	**1.00**	2.00	1.00
Alcohol Accessible	0.33	0.50	0.50	**1.00**	0.50
Noise Friendly	0.50	1.00	1.00	2.00	**1.00**
∑	3.33	5.00	5.50	10.00	5.50

Weight of Criteria	**0.31** Low Cost	**0.22** Community Access	**0.19** Large	**0.10** Alcohol Accessible	**0.18** Noise Friendly	Overall Score	
Front Porch	0.33	0.07	0.10	0.10	0.08	0.16	5th
Member's Backyard	0.33	0.05	0.10	0.29	0.18	0.19	3rd
Cal Poly	0.11	0.33	0.25	0.14	0.21	0.21	2nd
Gardnes	0.05	0.20	0.24	0.31	0.26	0.18	4th
Downtown	0.18	0.33	0.31	0.16	0.26	0.25	1st

Normalize Matrix

Criteria	Low Cost	Community Access	Large	Alcohol Accessible	Noise Friendly	Average	Lambda Max	5.15	
Low Cost	0.30	0.40	0.18	0.30	0.36	0.31	CI	0.04	
Community Access	0.15	0.20	0.36	0.20	0.18	0.22	RI	1.12	
Large	0.30	0.10	0.18	0.20	0.18	0.19	CR=CI/RI	0.03	<10%, therefore pairwise comparison is acceptable
Alcohol Accessible	0.10	0.10	0.09	0.10	0.09	0.10			
Noise Friendly	0.15	0.20	0.18	0.20	0.18	0.18			
∑	1.00	1.00	1.00	1.00	1.00	1.00			

Pairwise Comparison in terms of Low Cost

Low Cost	Alternatives	Front Porch	Backyard	Cal Poly	Gardens	Downtown
	Front Porch	1.00	1.00	3.00	6.00	2.00
	Member's Backyard	1.00	1.00	3.00	6.00	2.00
	Cal Poly	0.33	0.33	1.00	3.00	0.50
	Gardens	0.17	0.17	0.33	1.00	0.25
	Downtown	0.50	0.50	2.00	4.00	1.00
	∑	3.00	3.00	9.33	20.00	5.75

Normalize Matrix	Alternatives	Front Porch	Backyard	Cal Poly	Gardens	Downtown	Averages
	Front Porch	0.33	0.33	0.32	0.30	0.35	0.33
	Backyard	0.33	0.33	0.32	0.30	0.35	0.33
	Cal Poly	0.11	0.11	0.11	0.15	0.09	0.11
	Gardens	0.06	0.06	0.04	0.05	0.04	0.05
	Downtown	0.17	0.17	0.21	0.20	0.17	0.18
	∑	1.00	1.00	1.00	1.00	1.00	1.00

Lambda Max	5.04	
CI	0.01	
RI	1.12	
CR=CI/RI	0.01	<10%, therefore pairwise comparison is acceptable

Pairwise Comparison in terms of Community Access

Access	Alternatives	Front Porch	Backyard	Cal Poly	Gardens	Downtown
	Front Porch	1.00	2.00	0.20	0.25	0.20
	Backyard	0.50	1.00	0.20	0.25	0.20
	Cal Poly	5.00	5.00	1.00	2.00	1.00
	Gardens	4.00	4.00	0.50	1.00	0.50
	Downtown	5.00	5.00	1.00	2.00	1.00
	∑	15.50	17.00	2.90	5.50	2.90

Normalize Matrix	Alternatives	Front Porch	Backyard	Cal Poly	Gardens	Downtown	Averages
	Front Porch	0.06	0.12	0.07	0.05	0.07	0.07
	Backyard	0.03	0.06	0.07	0.05	0.07	0.05
	Cal Poly	0.32	0.29	0.34	0.27	0.34	0.33
	Gardens	0.26	0.24	0.17	0.18	0.17	0.20
	Downtown	0.32	0.29	0.34	0.27	0.34	0.33
	∑	1.00	1.00	1.00	1.00	1.00	1.00

Lambda Max	5.13	
CI	0.03	
RI	1.12	
CR=CI/RI	0.03	<10%, therefore pairwise comparison is acceptable

Pairwise Comparison in terms of Large

Large	Alternatives	Front Porch	Backyard	Cal Poly	Gardens	Downtown
	Front Porch	1.00	1.00	0.33	0.50	0.33
	Backyard	1.00	1.00	0.33	0.50	0.33
	Cal Poly	3.00	3.00	1.00	0.50	1.00
	Gardens	2.00	2.00	2.00	1.00	0.50
	Downtown	3.00	3.00	1.00	2.00	1.00
	∑	10.00	10.00	4.67	4.50	3.17

Normalize Matrix	Alternatives	Front Porch	Backyard	Cal Poly	Gardens	Downtown	Averages
	Front Porch	0.10	0.10	0.07	0.11	0.11	0.10
	Backyard	0.10	0.10	0.07	0.11	0.11	0.10
	Cal Poly	0.30	0.30	0.21	0.11	0.32	0.25
	Gardens	0.20	0.20	0.43	0.22	0.16	0.24
	Downtown	0.30	0.30	0.21	0.44	0.32	0.31
	∑	1.00	1.00	1.00	1.00	1.00	1.00

Lambda Max	5.19	
CI	0.05	
RI	1.12	
CR=CI/RI	0.04	<10%, therefore pairwise comparison is acceptable

Pairwise Comparison in terms of Alcohol Accessible

Alcohol Accessible	Alterantives	Front Porch	Backyard	Cal Poly	Gardens	Downtown
	Front Porch	1.00	0.33	1.00	0.25	0.50
	Backyard	3.00	1.00	2.00	1.00	2.00
	Cal Poly	1.00	0.50	1.00	0.50	1.00
	Gardens	4.00	1.00	2.00	1.00	2.00
	Downtown	2.00	0.50	1.00	0.50	1.00
	∑	11.00	3.33	7.00	3.25	6.50

Normalize Matrix	Alterantives	Front Porch	Backyard	Cal Poly	Gardens	Downtown	Averages
	Front Porch	0.09	0.10	0.14	0.08	0.08	0.10
	Backyard	0.27	0.30	0.29	0.31	0.31	0.29
	Cal Poly	0.09	0.15	0.14	0.15	0.15	0.14
	Gardens	0.36	0.30	0.29	0.31	0.31	0.31
	Downtown	0.18	0.15	0.14	0.15	0.15	0.16
	∑	1.00	1.00	1.00	1.00	1.00	1.00

Lambda Max	5.06	
CI	0.01	
RI	1.12	
CR=CI/RI	0.01	<10%, therefore pairwise comparison is acceptable

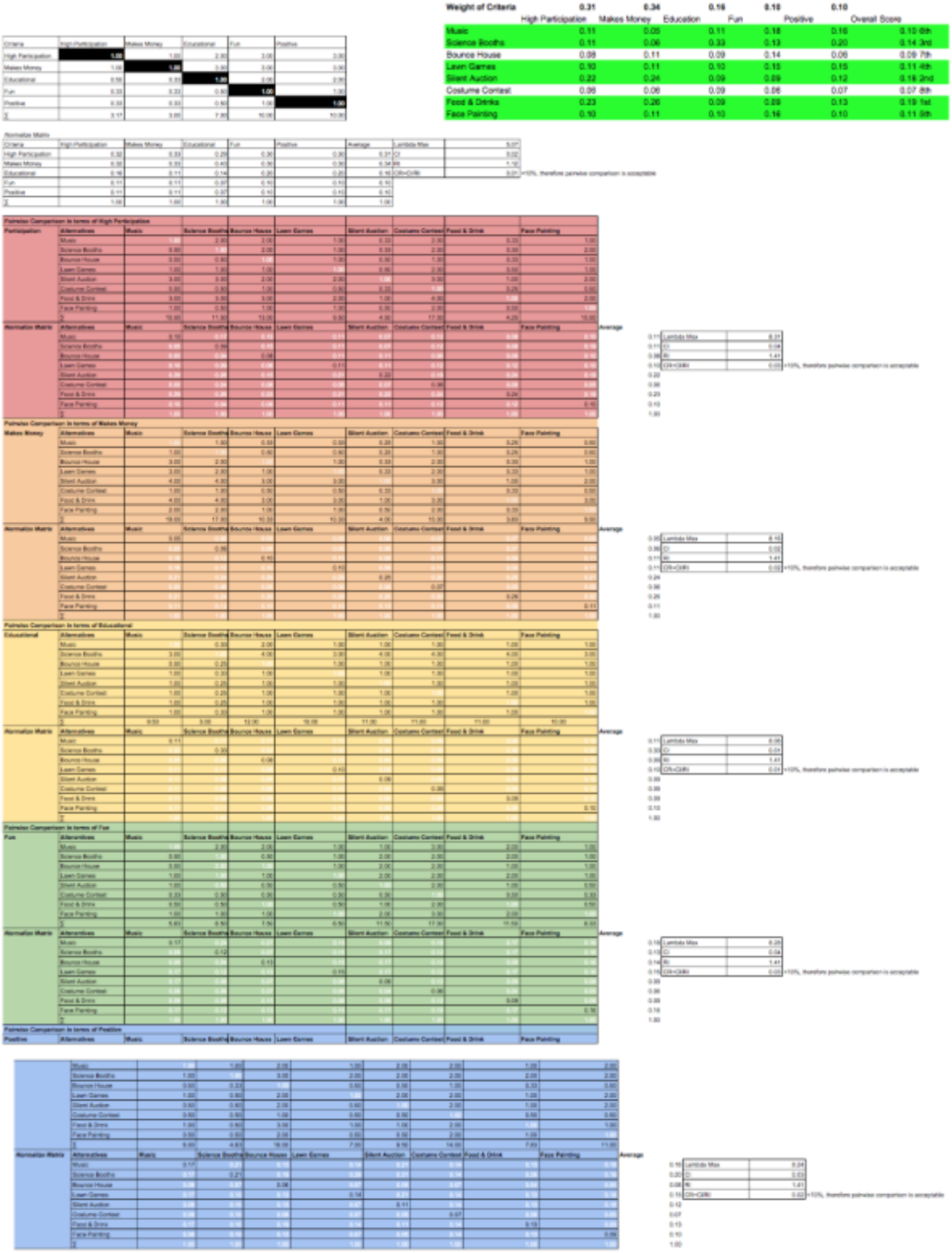
Pairwise Comparison in terms of Noise Friendly

Noise Friendly	Alternatives	Front Porch	Backyard	Cal Poly	Gardens	Downtown
	Front Porch	1.00	0.33	0.50	0.33	0.33
	Backyard	3.00	1.00	1.00	0.50	0.50
	Cal Poly	2.00	1.00	1.00	1.00	1.00
	Gardens	3.00	2.00	1.00	1.00	1.00
	Downtown	3.00	2.00	1.00	1.00	1.00
	∑	12.00	6.33	4.50	3.83	3.83

Normalize Matrix	Alternatives	Front Porch	Backyard	Cal Poly	Gardens	Downtown	Averages
	Front Porch	0.08	0.05	0.11	0.09	0.09	0.08
	Backyard	0.25	0.16	0.22	0.13	0.13	0.18
	Cal Poly	0.17	0.16	0.22	0.26	0.26	0.21
	Gardens	0.25	0.32	0.22	0.26	0.26	0.26
	Downtown	0.25	0.32	0.22	0.26	0.26	0.26
	∑	1.00	1.00	1.00	1.00	1.00	1.00

Lambda Max	5.11	
CI	0.03	
RI	1.12	
CR=CI/RI	0.02	<10%, therefore pairwise comparison is acceptable

Attachment C: AHP for activities to have at event



Weight of Criteria	0.31	0.34	0.19	0.18	0.10	
	High Participation	Makes Money	Education	Fun	Positive	Overall Score
Music	0.11	0.05	0.11	0.18	0.10	0.10 6th
Science Booths	0.11	0.06	0.33	0.13	0.20	0.14 3rd
Bounce House	0.08	0.11	0.09	0.14	0.06	0.09 7th
Lawn Games	0.10	0.11	0.10	0.15	0.15	0.11 4th
Silent Auction	0.22	0.24	0.09	0.09	0.12	0.16 2nd
Costume Contest	0.06	0.06	0.09	0.06	0.07	0.07 8th
Food & Drinks	0.23	0.26	0.09	0.09	0.13	0.19 1st
Face Painting	0.10	0.11	0.10	0.16	0.10	0.11 5th

Attachment D: Forecasted Budget

EXPENSES

Item	Quantity	Unit Costs	Additional Cost	Notes	Total Cost
Logistics					
Santa Rosa Park Venue	1	$540.00		College of Engineering Clubs	$540.00
Noise Notifications	155	$0.10		Fedex	$15.50
Tables	16	$7.00		Manufacturing Department	$112.00
Chairs	40	$1.05		Kim's Sorority	$42.00
Disposable Table Cloths	45	$1.93		Bought through Amazon | SU	$86.97
Water	23	$5.00	-15	Crystal Springs	$100.00
Cups for Water	500	$0.05		Tentative	$25.00
Food from Costco			130.99	Granola, goldfish, etc, .	$130.99
Food for Volunteers (donuts)	1	$75.00			$75.00
Food for Volunteers (burritos)	10	$9.00			$90.00
Hand Soap	2	$0.75			$1.50
Safety Pins	1	$2.67			$2.67
Plates	1	$4.99		Smart & Final	$4.99
Napkins	1	$3.79		Smart & Final	$3.79
Platers	3	$1.00			$3.00
Prizes for Kids	3	$1.00			$3.00
Plastic Wrap	2	$1.00			$2.00
Ice	3	$2.26			$6.78
Total					**$1,245.19**
Marketing					
1/4 Sheet Flyers	5000	$0.04	$50.00	Americas Printer	$250.00
Facebook Marketing	1	$50.00		Online Marketing	$50.00
Earth Day Flyers	1	$32.18		Kennedy Library Printing	$32.18
Total					**$332.18**
Children's Activities					
Face Paint	1	$13.99		Amazon - Blue Squid	$13.99
Coloring Pages	150	$0.00		have liz print them	$0.00
Crayons	1	$4.97		Walmart	$4.97
Pots	80	$0.38		Walmart	$30.40
Soil	1	$3.97		Walmart	$3.97
Seeds	1	$8.46		Walmart - for all 6 packs	$8.46
Total					**$61.79**
Silent Auction					
Pens	1	$2.19		Walmart	$2.19
Baskets	4	$4.97		Walmart	$19.88
Burlap	2	$5.97		Walmart	$11.94
Ribbon	3	$2.30		Walmart	$6.90
Silent Auction Additions			32.41		$32.41
Total					**$73.32**
Cornhole Tournament					
Whiteboard				Borrowed	$0.00
Corn Hole Sets				Borrowed	$0.00
Total					**$0.00**

Costs	
Logistics	$1,245.19
Marketing	$332.18
Children's Activities	$61.79
Silent Auction	$73.32
Cornhole Tournament	$0.00
Σ	$1,712.48

REVENUE

Static Revenue	
Sprout Up Budget	$150.00
APCD	$250.00
College of Engineering	$540.00
IME department	$500.00
Grocery Outlet	$200.00
ASI Club Money	$350.00
Total	**$1,990.00**

Variable Revenue

Attendee Predictions	Cash Donations ($2/person)	Food Sales from Costco (25% purchase $5)	Cornhole Tournament Teams (1/25 sign up- $5 per person)	Wine Glasses (1/25 buy glass for $7)	Total
50	$100.00	$62.50	$20.00	$28.00	**$210.50**
150	$300.00	$187.50	$60.00	$84.00	**$631.50**
200	$400.00	$250.00	$80.00	$112.00	**$842.00**
300	$600.00	$375.00	$120.00	$168.00	**$1,263.00**

Silent Auction	How Much $ it is Worth	Starting Bid	What We Expect it to go up to
Life is Lush	$138.00	$35.00	$69.00
Hearts Desire	$28.00	$7.00	$14.00
Organic Valley Food Coupons	$500.00	$100.00	$250.00
Starbucks Cups/Coffee	$80.00	$20.00	$40.00
Day at the Spa	$230.00	$50.00	$115.00
Nature Art Galore	$75.00	$20.00	$38.00
3 Trees	$50.00	$15.00	$25.00
Ruby Rose Stuff	$44.00	$12.00	$22.00
2 Trees	$40.00	$15.00	$20.00
Kids Basket | Mindblowing	$40.00	$10.00	$20.00
Kid's Basket | Amusement	$40.00	$10.00	$20.00
Local Len Collective	$40.00	$10.00	$20.00
Kayaking Adventure	$55.00	$15.00	$28.00
Coastal Peaks	$71.00	$20.00	$35.00
Italian Escapes	$75.00	$20.00	$38.00
SLO Day for 4	$120.00	$30.00	$60.00
Joi Cafe	$35.00	$10.00	$17.00
Wild Oak Painting	$50.00	$15.00	$25.00
Gerber Kawasaki Wealth &IM	$500.00	$75.00	$250.00
Classy Glassy Jewelry & Art	$95.00	$25.00	$48.00
Totals	$2,306.00	$514.00	$1,154.00

Income @ Event	
Attendees	150
Cash Donations ($2/person)	$300.00
Food Sales from Costco (25% purchase $5)	$187.50
Cornhole Tournament Teams (1/25 sign up- $5 per person)	$187.50
Wine Glasses (1/25 buy glass for $7)	$42.00
Silent Auction	$1,154.00
Total	$1,871.00

Attachment E: Actual Budget

EXPENSES

Item	Quantity	Unit Costs	Additional Cost	Notes	Total Cost
Logistics					
Santa Rosa Park Venue	1	$540.00		College of Engineering Clubs	$540.00
Noise Notifications	155	$0.10		Fedex	$15.50
Tables	16	$0.00		Borrowed	$0.00
Chairs	40	$0.00		Borrowed	$0.00
Disposable Table Cloths	30	$1.93		Brought through Amazon	$57.98
Water	23	$5.00	-$15.00	Crystal Springs	$100.00
Cups for Water	500	$0.05		Tentative	$25.00
Food from Costco			$130.99	Granola, goldfish, etc, .	$130.99
Food for Volunteers (donuts)		1	$58.67		$58.67
Food for Volunteers (burritos)		9	$95.58		$95.58
Hand Soap	2	$0.75			$1.50
Safety Pins	1	$2.67			$2.67
Plates	1	$4.99		Smart & Final	$4.99
Napkins	1	$3.79		Smart & Final	$3.79
Platers	3	1			$3.00
Prizes for Kids	3	1			$3.00
Plastic Wrap	2	1			$2.00
Ice	3	2.26			$6.78
Total					**$1,051.45**
Marketing					
1/4 Sheet Flyers	5000	$0.04	$50.00	Americas Printer	$250.00
Facebook Marketing	1	$50.00		Online Marketing	$50.00
Earth Day Flyers	1	$32.18		Kennedy Library Printing	$32.18
Total					**$332.18**
Children's Activities					
Face Paint	1	$13.99		Amazon - Blue Squid	$13.99
Coloring Pages	150	$0.00		have liz print them	$0.00
Crayons	1	$4.97		Walmart	$4.97
Pots	80	$0.38		Walmart	$30.40
Soil	1	$3.97		Walmart	$3.97
Seeds	1	$8.46		Walmart - for all 6 packs	$8.46
Banner Painting			$40.63		$40.63
Total					**$102.42**
Silent Auction					
Pens	1	$2.19		Walmart	$2.19
Baskets	4	$4.97		Walmart	$19.88
Burlap	2	$5.97		Walmart	$11.94
Ribbon	3	$2.30		Walmart	$6.90
Silent Auction Additions			$32.41		$32.41
Total					**$73.32**
Cornhole Tournament					
Whiteboard				Borrowed	$0.00
Corn Hole Sets				Borrowed	0
Total					**$0.00**

Costs	
Logistics	$1,051.45
Marketing	$332.18
Children's Activities	$102.42
Silent Auction	$73.32
Cornhole Tournament	$0.00
Σ	**$1,559.37**

Income Before Event	
Sprout Up Budget	$150.00
APCD	$250.00
College of Engineering	$540.00
IME department	$500.00
Grocery Outlet	$200.00
ASI Club Money	$350.00
Σ	**$1,990.00**

Income @ Event	
Donations	$60.00
Food	$41.00
Cornhole	$80.00
Wine Glasses	$0.00
Silent Auction	$670.00
Σ	**$851.00**

REVENUE

Static Revenue	
Sprout Up Budget	$150.00
APCD	$250.00
College of Engineering	$540.00
IME department	$500.00
Grocery Outlet	$200.00
ASI Club Money	$350.00
Total	**$1,990.00**

Silent Auction	How Much $ it is Worth	Starting Bid	Actual Bid Winner	Who won?	How much they owe still	Contact Info
Life is Lush	$138.00	$35.00	$25.00	Sienna Streamfeller	$25.00	
Hearts Desire	$28.00	$7.00	$17.00	Georgia Whaley	$17.00	
Orgainc Valley Food Coupons	$500.00	$100.00	$160.00	Patrick Walter	$160.00	
Starbucks Cups/Coffee	$80.00	$20.00	$32.00	Joy Bowles	$32.00	
Day at the Spa	$230.00	$50.00	$80.00	Sienna Streamfeller	$80.00	
Nature Art Galore	$75.00	$20.00	$25.00	Christine Walter	$25.00	
3 Trees	$50.00	$15.00	$20.00	Patrick Walter	$20.00	
Ruby Rose Stuff	$44.00	$12.00	$27.00	Georgia Whaley	$27.00	
2 Trees	$40.00	$15.00	$15.00	Patrick Walter	$15.00	
Kids Basket | Mindblowing	$40.00	$10.00	$10.00	Christine Walter	$10.00	
Kid's Basket | Amusement	$40.00	$10.00	$10.00	Christine Walter	$10.00	
Local Len Collective	$40.00	$10.00	$25.00	Britt Nelson	$0.00	
Kayaking Adventure	$55.00	$15.00	$35.00	Emily Robinson	$35.00	
Coastal Peaks	$71.00	$20.00	$20.00	Joy Bowles	$20.00	
Italian Escapes	$75.00	$20.00	$42.00	Joy Bowles	$42.00	
SLO Day for 4	$120.00	$30.00	$55.00	Sienna Streamfeller	$55.00	
Joi Cafe	$35.00	$10.00	$17.00	Juliana Wilson	$20.00	
Wild Oak Painting	$50.00	$15.00	$15.00	Adam Simon	$15.00	
~~Corbet Kawasaki Wealth $/M~~	~~$600.00~~	~~$75.00~~	~~$0.00~~		~~$0.00~~	
Classy Glassy Jewelry & Art	$95.00	$25.00	$40.00	Juliana Wilson	$40.00	
Totals	$2,306.00	$514.00	$670.00		$670.00	

Attachment F: Time Studies

Banner	Eco Slo	Slo BG	One Cool Earth	Face Painting	Silent Auction	Food	RFC	Potting	APCD	Coloring	Acai
170	114	34	240	300	227	65	90	330	110	630	45
77	114	23	60	250	70	42	30	260	56	450	15
239	210	503	270	293	60	84	80	495	20	360	15
180	225	519	90	280	300	14	82	218	45		60
320	65	1169	60	457	90	16	110	264	288		35
	47	727	30	450	240	55	50	291	58		36
	180	1147	60	250	71	8	112	319	98		70
	147	266	105		127	24	47	168	181		90
	50		105		192	145			211		60
	50		189		25	57			250		140
	210				76	13			248		
	120				16	30			364		
	150				14				283		
	210				330				188		
	30				675						
	60										
	60										
	210										
	210										

Attachment G: Instruction Manual

Instruction Manual For

By Katie Phillips & Kimberly Walter

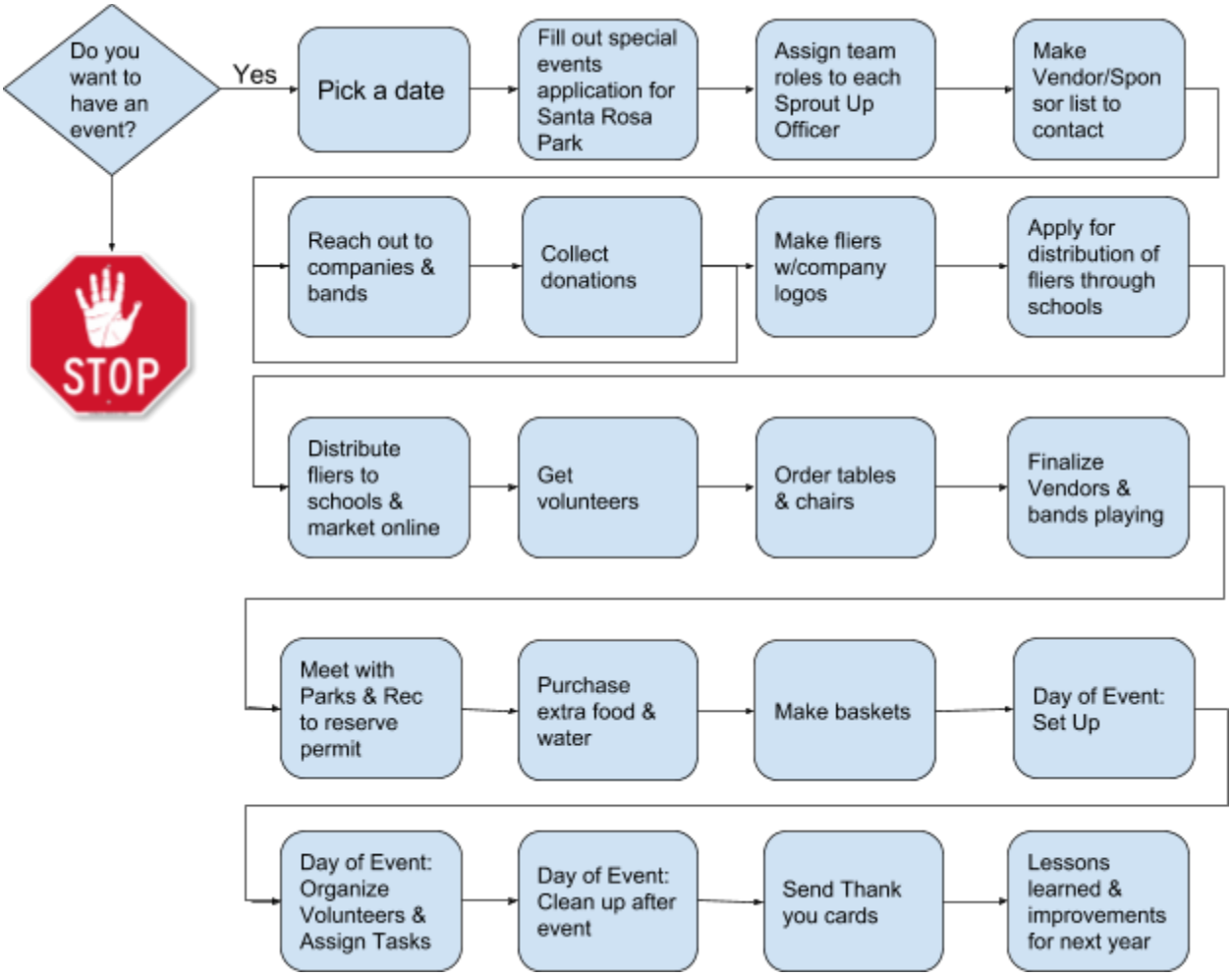
Table of Contents

Introduction

Goal & Purpose

Sprout Up originally lost its non-profit status due to executive leaders needing to step down. This resulted in Sprout Up needing to find other means by which to fund ourselves. The goal of this event is to help sustain Sprout Up year after year so that we can continue to help serve the community in San Luis Obispo in teaching first and second graders about environmental science education. The purpose of our organization is to empower our youth, environmental education for the next generation.

Overall Process Flow Map



Schedule

5 Months Prior
Determine if Gala will happen this year
Determine date
Assemble team that will plan the gala
Submit application to Parks & Rec for Santa Rosa Park
Secure Venue & Date
Determine budget

4 Months Prior
Apply for funding through Engineering to pay for venue
Establish Vendor List/Assign people
Revise dionation request letter
Start reaching out to potential vendors/donors

3 Months Prior
Continue reaching out for donations
Make Eventbrite page
Make Facebook page

6 Weeks Prior
Finalized sponsers that will be included on flyers
Edit flyer
Send flyer to school district for approval
Contact schools for quanitity of flyers they need
Order flyers
Determine science activity
Print coloring pages
Sercure bands for live music

1 Month Prior
Distribute Noise Notfications
Put in initial order for tables and chairs
Send out volunteer sign ups
Pay for venue
Meet with Facilities Department of Parks and Rec at venue
Distibyute Flyers to schools

2 Weeks Prior
Determine menu with RFC
Hand out flyers at Farmer's

1 Week Prior
Follow Up with vendors about day of logistics
Remind volunteers about when/where to show up on the day of
Revise order for tables and chairs
Make a trip to Walmart.
Make final Costco shipping list
Assemble silent auction baskets
Make Name tags

Day Before
Make a trip to Costco for food.
Orginaize

Day Of
Arrive 5 hours early
Set up according to facility layout
Organize volunteers

After Event
Dispose of Waste
Write thank you cards

Budget

To see the full budget of our forecasted versus actual please go to this link: https://docs.google.com/spreadsheets/d/1leavZKLBZjgz63fRETNTdddIdhLGt1FZXpMO7QREo7k/edit?usp=sharing

Management

How to Manage a Project

RACI

Category	Sub Category	Task	Program Manager 1	Program Manager 2	Club Advisor	Director	Development Coordinator	Community Manager	Materials Coordinator	Education Liaison
Logistics	Venue	Check Calendar to Pick Date	A	A	I	C	C	R	C	C
		Application	A	A	I	C	C	R	I	I
		Approval	A	A	I	C	I	R	I	I
		Payments	C	C	I	A	R			
	Tables & Chairs	Order	A	A		I	C	R		
		Make Payment	A	A		I	C	R		
		Receive Order Day Of	A	A		I	C	R	R	R
	Insurance	Verify Insurance	A	A	I	C	R			
	Sound System	Borrow Sound System from Cal Poly	A	A	I	C			R	
		Set Up Day Of	A	C	I	R	R	R	R	R
Marketing	Flyers	Make/Print Flyers	A	A	I	C		R		
		Distribute to Teachers	A	A	I	R		C		
		Post Downtown	A	C	I	R	R	R	R	R
		Post Around Cal Poly	A	C	I	R	R	R	R	R
		Distribute in LU	A	C	I	R	R	R	R	R
	Website	Update Website w/ Event Info	A	R		I		C		
	Eventbrite	Set up Eventbrite Page	A	R		I		C		
		Check for RSVPs	A	A		I	C		R	
		Collect Money After Event	A	A		I	C		R	
Fundraising/Vendor Management	Donation Letter	Write Letter	R	A	C	C	I	I	I	I
		Distribute to Team	A	A	C	R	I	I	I	I
	Donations	Contact Companies	A	C	I	R	R	R	R	R
		Contact Clubs for Science Booths	C	A	I	R	R	R	R	R
		Collect Donations	A	C	I	R	R	R	R	R
		Coordinate w/Clubs	C	A	I	R	R	R	R	R
	Vendors	Contact Potential Vendors	A	C	I	R	R	R	R	R
		Verify Confirmed Vendors	C	A	I	R	R	R	R	R
	Thank You Notes	Send Thank You Notes to Vendors & Donators	A	C	I	R	R	R	R	R
Activities	Live Music	Find Band	A	A		C	I	R	I	I
	Silent Auction	Coordinate on Day Of	A	A		C	I	R	I	I
		Coordinate Donation Drop Off	C	A		R	R	R	R	R
		Setup Bidding Papers	A	A		I	C		R	R
		Designate Table Security Volunteer	A	A	I	R	C	I	I	I
		Set Up Day Of	A	C	I	R	R	R	R	R
		Contact Winners	C	C		I	A	A	R	R
	Science Booths	Coordinate with Clubs for Booths	A	A				I	C	R
		Contact APCD	A	A				I	C	R
		Coordinate Set Up Day Of	A	A				I	C	R
	Corntole Tournament	Create Sign Up Google Form	A	A		I	C	C	R	
		Advertise Tournament	A	A		I	C	R	C	
		Create & Communicate Schedule	A	A			C	R	I	
		Get Cornhole Game from Kyle	A	A			R	I	C	
		Designate Volunteer to Run Tournament	R	A		C	I	I	I	
		Set Up Tournament Day Of	A	A			I	C	R	
	Food	Coordinate Menu with Vendors	A	A			C	I	R	
		Set Up Locations for Vendors at Event	A	R		I	C	C	I	I
Post Event	Clean Up	Donate Unused Items	A	A		I	C	C	R	R
		Dispose of Trash	A	A		I	C	C	R	R
	Record Data	Total Number of Attendees	R	A		I	C	C	I	I
		Total Money Made	A	A	I	I	R	C	C	I
		Lessons Learned	A	R	C	I	I	I	I	I

Risk Management Plan

Risk Matrix

Risk Event	Likelihood	Impact	Difficulty Detection	When	FMEA
Bad Weather	3	3	1	Day of Event	9
Venue not Available	1	4	2	Application for Venue	8
No Music	2	2	2	During Event	8
No Tables	1	2	2	During Event	4
No Volunteers	1	5	3	During Event	15
No Booths	2	3	2	During Event	12
No Food/Drinks	2	5	2	During Event	20
No Silent Auction Items	2	4	1	During Event	8
No Power	1	3	2	During Event	6
No Corn Hole Tournament Participants	2	3	1	During Event	6
No Corn Hole Game	2	2	1	During Event	4
Injuries	2	2	1	During Event	4
Unwanted Guests	3	3	2	During Event	18

Risk Event	Response	Contingency Plan	Trigger	Who is Responsible?
Bad Weather	Retain	Put tents over buffet food & cancel event if weather is dangerous	Check weather forecast week before, day before, and day of event	
No Music	Avoid	Use ipod playlist	Band does not show up or cancels	
No Tables	Avoid	Buy tables from costco before event	If Tables do not show up at event	
No Volunteers	Share	Call in extra help from friends	Volunteers do not sign up or do not show up	
No Booths	Retain	No booths, have volunteers play lawn games with kids	Booth vendors do not show up	
No Food/Drinks	Retain/Avoid	Don't sell food/ Offer what is available or buy food to sell	Vendor do not sign up to sell food	
No Silent Auction Items	Retain	Cancel silent auction	Items are not donated	
No Power	Avoid	Use battery powered speakers	Power outage day of event	
No Corn Hole Tournament Participants	Retain	Cancel tournament	No one signs up	
No Corn Hole Game	Retain	Cancel tournament	Game is not received the week before event	
Injuries	Avoid/Reduce	Designate volunteer to keep first aid kit & call 911 if necessary	As they happen	
Unwanted Guests	Retain	Ask person to leave & call police if necessary	As they happen	

Communication Plan

What Information?	Taget Audience	When	Method of Communication	Provider
Event Location	Sprout Up Board Members	When available	Status Meeting	Event Managers
Vendor List Assignments	Sprout Up Board Members	When available	Google Sheets	Event Managers
Vendors/Donations	Event Managers	Weekly	In Person Meeting/Updates to Google Sheet	Sprout Up Board Members
Volunteer Schedule	Event Managers	When Available	Google Sheets	Sprout Up Board Members
Progress Updates	Sprout Up Board Members	Weekly	In Person Meeting	Event Managers

Volunteer Management

Originally, we had the volunteers sign themselves up on a google sheet. For future reference, we recommend sending out a google form instead and organizing the volunteers based off of that collecting their top three preferences of where they would want to volunteer and which time slots. During the day of event, it is important to get all of the volunteers on board right away and organize them before the event even starts. Throughout the event, you will need to check on them to make sure that they are doing okay and see if they need anything.

Activities

Sprout Up

1. Lay out a Sprout Up Banner
2. Collect thank you cards from the kids as well as drawings they have done to showcase on the kind of work that we are doing within the schools
3. Set up a sign up sheet for parents, students, and prospective teachers to sign up to receive newsletters while at the Gala

Coloring

Treetures Coloring Booth

1. Chose 5-10 coloring pages from the Treetures Coloring Book
2. Make 200-300 pages depending on expected turnout of attendees
3. Collect crayons and clipboards
4. Day of - Set up this booth with 6 chairs to allow multiple people to color simultaneously- also allow children to color on the grass with clipboards

Face Painting

1. Face paints by Blue Squid should be purchased on Amazon for $13.99.
2. If Blue Squid is not available, make sure to research other brands to ensure they are safe for children.
3. Try to find volunteers who are skilled in face painting to work this booth.
4. The face painting booth should be set up per the facility layout.
5. Place enough chairs for each volunteer and child to sit while face painting.

Potting Booth

1. To set up this booth, the following items should be purchased from Walmart.
    a. Small pots - $0.39 each
    b. Seeds - $1.99 per bag
    c. Soil - $3.99 per bag
2. Place seeds, soil, pots, and a jug of water at this booth so attendees can plant seeds.
3. Paints and markers should also be available if participants would like to decorate their pots.
4. Volunteers should interact with the children at this activity and explain to them how plants grown and the different parts of a plant.
5. Any unused item should be returned after the event.

Live Music

1. Contact local bands in the area to see if they are willing to play for free two to three months ahead of time
2. Discuss what type of music/genre should be played at the event with them
3. Once they confirm, have they put together a setlist of 45 minutes to 90 minutes
4. Contact until you have at the very least two to three bands to play

Corn hole

1. Look within the Sprout Up community for corn hole boards and bean bags to borrow
2. Collect them a few days or the day of event to set up at the park

Silent Auction Baskets

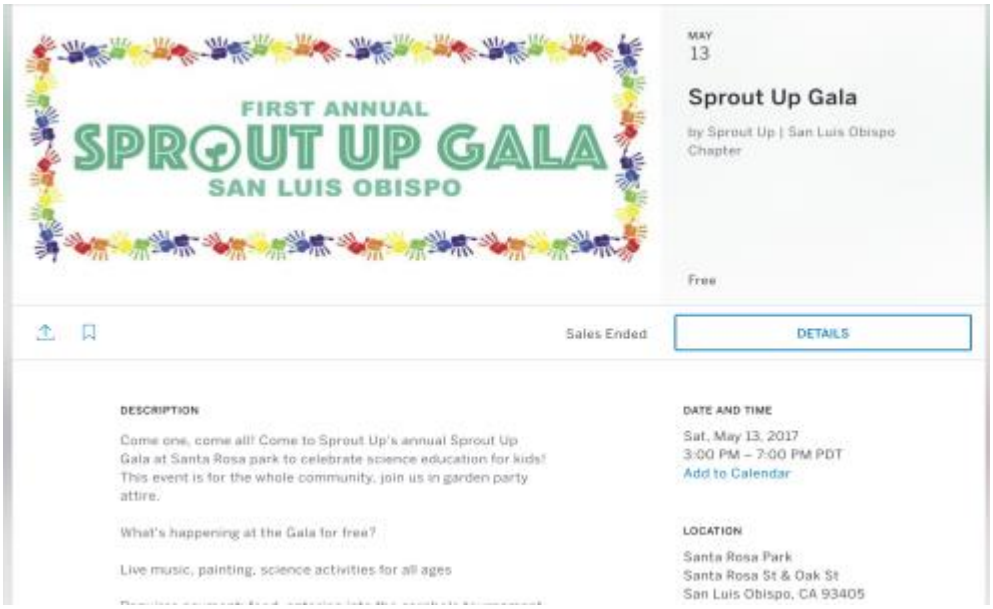
1. Buy baskets, basket decorations, or collect any unused ones within the Sprout Up community
2. Collect all the silent auction items donated from local companies within the San Luis Obispo area
3. Select a day to work on silent auction basket items with volunteers at least four days prior to event--provide food/snacks to incentivize coming
    a. Price out each of the basket items
    b. Price the starting bid at 25% value of the basket's value
    c. To buy it without bidding at 125% value of the basket
4. Transport baskets carefully to park making sure not to break any of the items

Marketing

Social Media

Eventbrite

1. Set up an Eventbrite as soon as the location is picked out
2. Make sure that there is a donation option and
3. Update it continuously as activities, booths, and bands are added
4. Be sure to include links to other forms of event pages on the page.

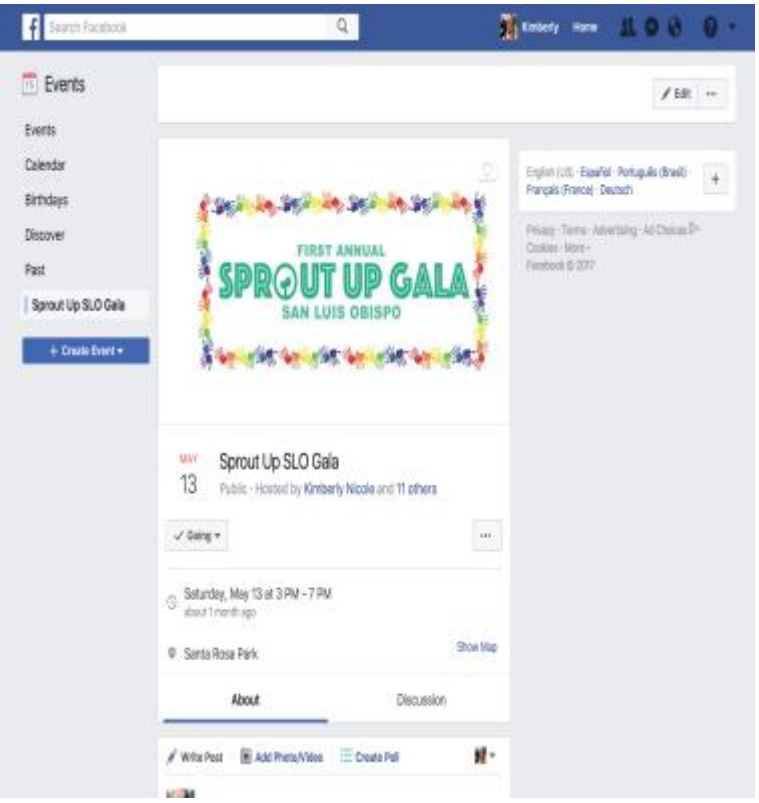


Description for Eventbrite and Facebook are very similar with different details of links to each other sites: *"Come one, come all! Come to Sprout Up's annual Sprout Up Gala at Santa Rosa park to celebrate science education for kids! This event is for the whole community, join us in garden party attire. What's happening at the Gala for free? Live music, painting, science activities for all ages. Requires payment: food, entering into the cornhole tournament, silent auction Corn Hole Tournament sign up form: https://docs.google.com/forms/d/e/1FAIpQLSe7SuJZFY4omq4ZtlJenXPkMM9mbacqHoAFpkx8OYGRUlW1Tw/viewform?usp=sf_link*
Eventbrite link (DONATE HERE!!): https://www.eventbrite.com/e/sprout-up-gala-tickets-31731729457

Do it for the children.
PSA: interested in helping to sponsor the event? E-mail programslo@sproutup.org"

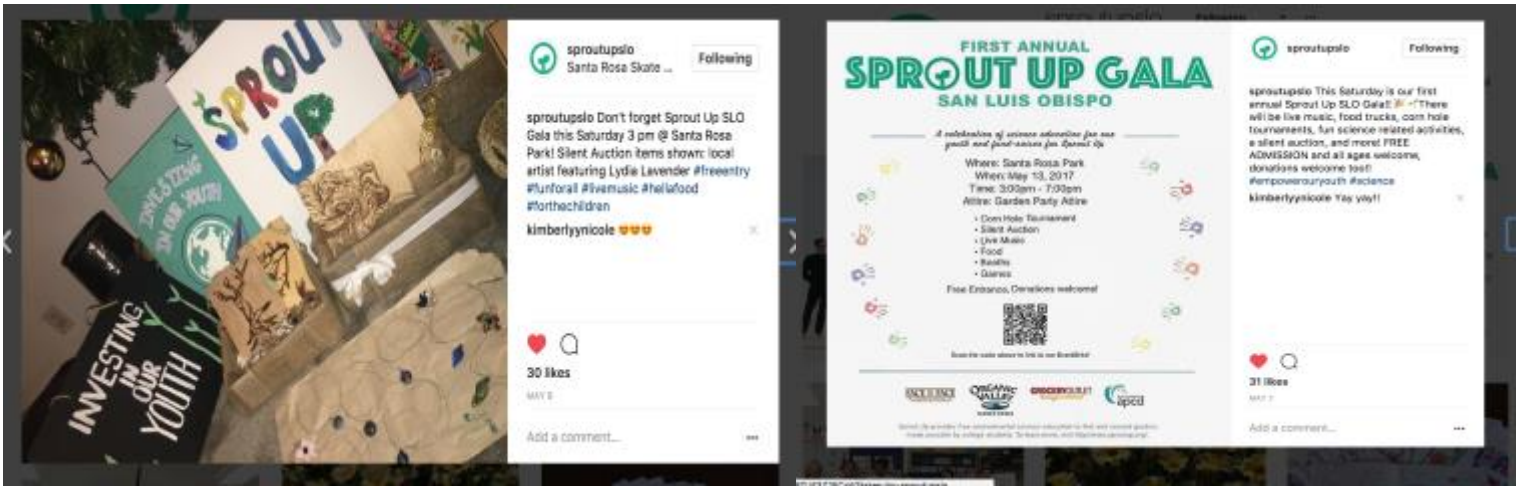
Facebook event

For the Facebook event, post it after you do put up the Eventbrite and invite everyone you know who you think would be interested. The Super Somethings, one of the bands that played made a Facebook event for them playing at our event which helped in getting a lot more people to come who were specifically coming to hear them play.



Instagram

For Instagram, we would post on Instagram story of silent auction items that were going to be auctioned off to get them excited as well as make Instagram posts regarding what bands were coming and fliers of the event.



Flyers

Making

1. Obtain the flyer from the previous Gala.
2. Update the following using either Illustrator or PDF:
    a. Date
    b. Time
    c. Sponsor Logos
    d. Eventbrite Link

Note: The flyer can only be made once the sponsors who would like to be on the flyer have been determined.

Purchasing

1. Use America's Printer to purchase flyers. (https://www.americasprinter.com/)
2. Purchase flyers with the following features:
    a. ¼ page 4.25” x 5.5”
    b. Double sided (English & Spanish)
    c. Full color
3. If you have questions, the sales reps are knowledgeable and helpful.

Note: Make sure to order enough to distribute to all schools.

Flier Design

We ended up having two different fliers because we had one graphic communication major make a design and printed out those to hand out to the schools, and then another graphic communication major came up with a second design right after we already ordered the fliers. Our recommendation is to stick with one design from the beginning and have someone who is fully committed and able to change the design in the beginning if need be.

Distributing Flyer

Farmer's Market

1. Pass out flyers at the farmer's market on Thursday nights in downtown SLO. Pass them out the last 2 Thursdays prior to the event. A booth at is not necessary, just hand them out to people passing by.

Cal Poly

1. Post flyers around campus on bulletin boards. Do this at least 2 weeks prior to the event.
    a. Suggested locations:
        i. Center for Service & Action
        ii. UU

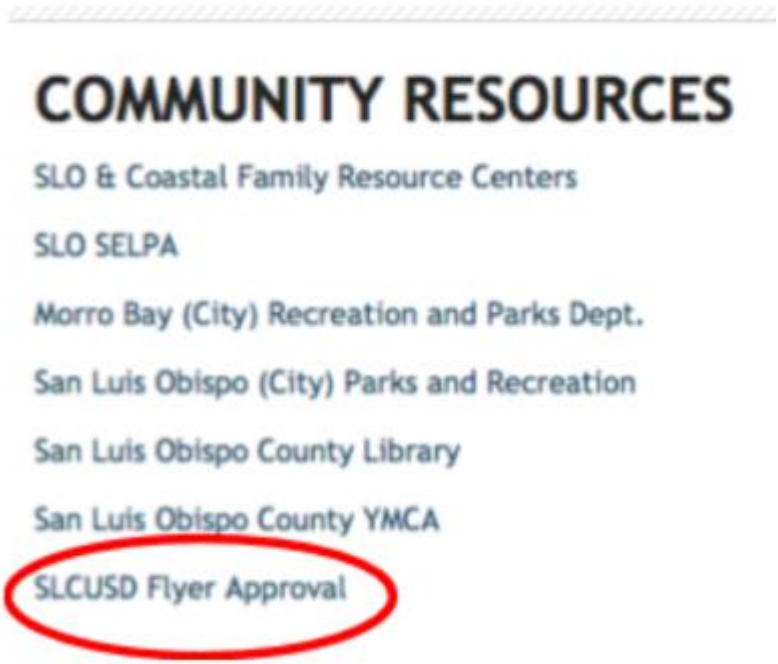
iii. Bookstore
iv. Baker - floor 3
v. Engineering
vi. Child Development Building

Flyers to Schools

Distributing Flyers to San Luis Coastal School District

1. Go to the San Luis Coastal Unified School District Website.
2. Under the “Community” Tab, Select “Community Resources”

3. On the “Community Resources” page, Select “SLCUSD Flyer Approval”.



4. Follow the directions to submit the flyer to the district for approval.
5. Once the flyer has been approved, contact each school to figure out how they would the like flyer distributed for students. They will most likely need to be emailed the approval from the district.
6. If they would like hard copies, bring them to the schools at least 2 weeks before the Sprout Up Gala.

Outreach & Getting volunteers

Tips to get volunteers:

- Incentivize with food
- Encourage sprout up teachers that it is a celebration for them but also a way to continue the program

Where to go to get volunteers:

- Sprout up teachers
- Center for Service in Action
- Greek life
- Contact Professors to ask if they will give extra credit to their students for volunteering

Volunteer Sign Up Sheet

Here is an example of how we set up the volunteer management to help organize them. We recommend choosing from the beginning either one hour time slots or two-hour time slots. Here is the link to the google sheet: https://docs.google.com/spreadsheets/d/1JVn67HrWgBK9q2HlWnRhNO6oJEZuGxQpw5odzGu2KMs/edit?usp=sharing

Sprout Up Gala 2017 Volunteer Sign Up

Please sign up using your first & last name.

Questions, comments, concerns? Contact Kimberly (Willow) at (516)379-8838 or programsle@sproutup.org

For all volunteers, please show up 15 minutes early and be on time because we are relying on you.

After signing up to volunteer, go to the next sheet titled Contact Info and fill out your information so that we are able to contact you.

Date of Event: May 13, 2017

Location: Santa Rosa Park

Silent Auction Basket Set Up
May 9, 2017 4:30pm-when done
Lindsey Bowles
Kiso Ovsepyan
Kimberly Walter
Katie Phillips
Monica Lee (after 5 ish)
Tori Hansen (after 5)
Kyle Smit

Face Painting (3 people max per time slot)

2:45pm-5:00pm	email/phone number	4:45pm-7:00pm	email/phone number
Rowan Maze-Conway			
Kaiyana Aldrich	707-357-3022	Kaiyana Aldrich	7073573022

Silent Auction

2:45pm-5:00pm	email/phone number	4:45pm-7:00pm	email/phone number
Kyle Smit	4252666819	Emily Meyer	
Lydia Anderson	5038302897	Stefon Ayres (start b/w 4:45-5:15)	

Games with Kids (College students included) on Open Field

2:45pm-5:00pm	email/phone number	4:45pm-7:00pm	email/phone number
Georgia Whaley	8184833605		
Troy Phounsavath	5305102741		

Activity Booth

2:45pm-5:00pm	email/phone number	4:45pm-7:00pm	email/phone number
Charlotte Abel	4152462896	Monica Lee	
Owen Cancroft	6318894796	Claire Lester	
Mitch Biley	9515378976	Carissa Towne	
Monica Lee			

Time Studies (Industrial Engineers preferred)

2:45pm-5:00pm	email/phone number	4:45pm-7:00pm	email/phone number
Joiani Chun-Moy		Joiani Chun-Moy	
Ben Murray	5305245749	Sarah Smith	(562) 833-4973
		Megan Dibble	(719) 238-7758

Corn Hole (1 managing money, assigning/running teams & who is playing next)

2:45pm-5:00pm	email/phone number	4:45pm-7:00pm	email/phone number
Tori Hansen		Georgia Whaley	8184833605
Raquel Villatoro		Amy Yoger	4154194072

Sprout Up Booth

2:45pm-5:00pm	email/phone number	4:45pm-7:00pm	email/phone number
Cassie Olovsson		Sara Wilson	
Amy Yoger			

Treatures Coloring Section

2:45pm-5:00pm	email/phone number	4:45pm-7:00pm	email/phone number
Carissa Towne	6199653337	Nikki Gan	
x		Krista Yost	3103582593

Greeters with Donation Box

2:45pm-5:00pm	email/phone number	4:45pm-7:00pm	email/phone number
Reka Vasicsek			
Lindsey Bowles			

Selling Food Appetizers

2:45pm-5:00pm	email/phone number	4:45pm-7:00pm	email/phone number
Anna Cowan	3015184568		
Diego Rivera	7146503580		
Andrew Abounayan			

Servers

2:45pm-5:00pm		4:45pm-7:00pm	
Adrian Lindsey		Troy Phounsavath	5305102741
Demon Dike			

SCROLL DOWN
THERE'S MORE TIMES!!
& BOOTHS!

That's all folks

Logistics

Selecting the Date

1. Select a date that is in May to act as an end of the year celebration of Sprout Up
2. Have the weekend not conflict with Mother's Day, Shabang (all day music festival), or any other major weekend

Venue

1. Look of the cheapest, most earth friendly and calming environment that is also to listen music

Application

To reserve Santa Rosa Park there must be a Special Events Application filled out for the permit. The link to the application can be found here:
http://www.slocity.org/home/showdocument?id=8315

Payment

Link to website with more information on payment:
http://www.slocity.org/living/permits/special-event-permits

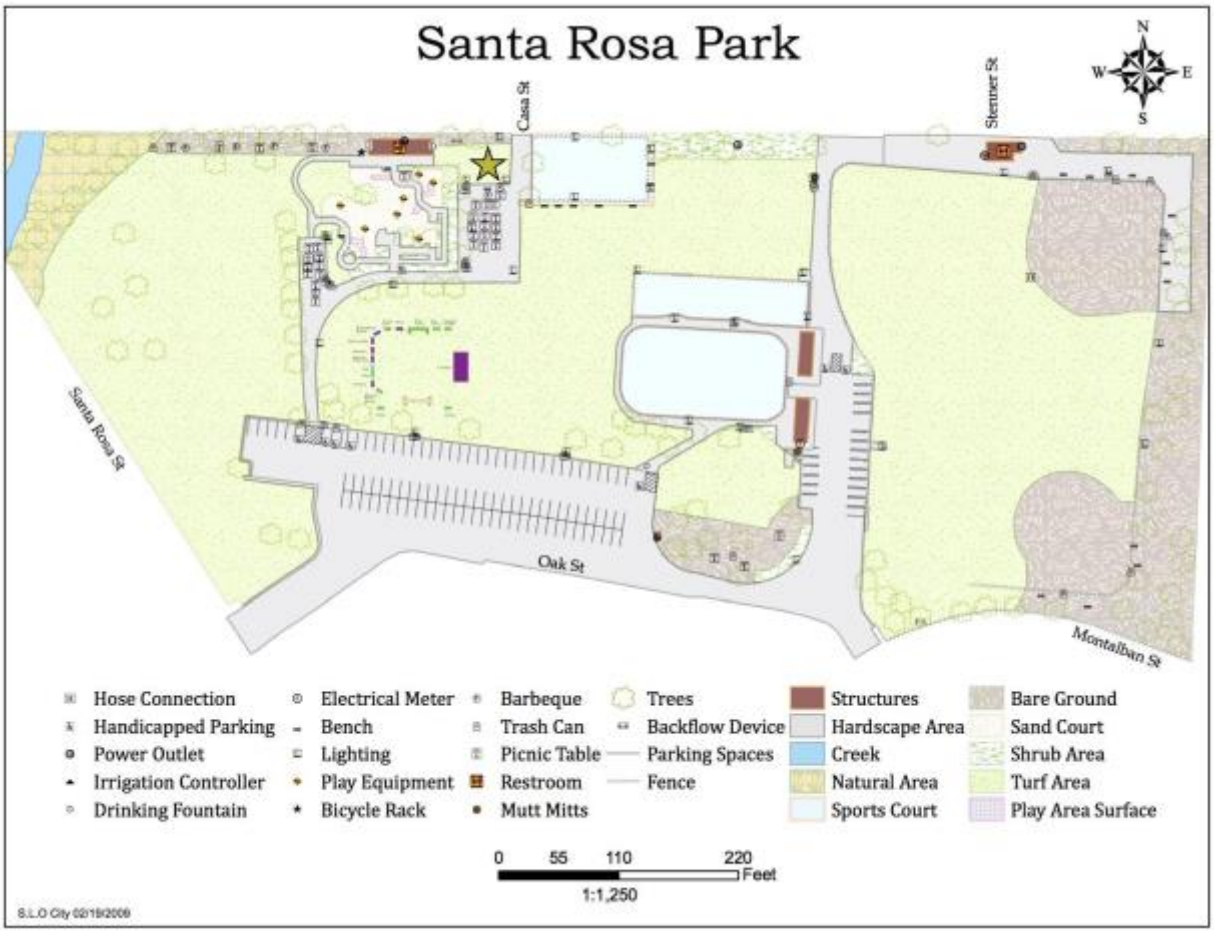
- **Application:**
  - Park Only Fee: $100 (non-refundable)
  - Encroachment Fee: $160 (non-refundable)
- **Full Park:**
  - Daily: $460

Event Notifications

1. 30 days prior to the event, event notifications must be posted at homes and businesses surrounding Santa Rosa Park.
2. Print out the address list and the appropriate number of flyers. These will be provided by the Parks and Recreation Department.
3. Tape the flyers on the doors on the list. DO NOT OPEN OTHER PEOPLE'S MAILBOXES.
4. Posting flyers will take about 3 hours for 1 person, so it would be best to pair up!

Facility Layout

Part of the process of securing Santa Rosa park is setting up a facility layout utilizing the pdf version of the map that Dave Setterlund will give you. In the report, we outlined what the the facility should like for next year if you decide to continue doing this every year. The full map is below to show how little of space we use in the park in comparison.



Insurance

You must verify your insurance with Dave Setterlund (Recreation Supervisor) over e-mail. Since Sprout Up is no longer a non-profit, you will need to purchase Sprout Up's own temporary event insurance, links can be found below for where various places to apply for cheap short-term insurance. Furthermore, there are links below for if you choose to sell alcohol at the event and want to get insurance for that as well. You must show proof of both insurances to Mr. Setterlund via e-mail.

Insurance:

http://www.eventinsurances.com/

https://www.privateeventinsurance.com/Pages/Event-Liability-Insurance.aspx

https://www.privateeventinsurance.com/Pages/Event-Liability-Insurance.aspx

http://www.nasep.org/insurance-apply-now.jsp

Liquor:

http://www.abc.ca.gov/forms/pdfspc.html
http://www.kingdompromotions.org/event-staffing-services/?gclid=CjwKEAjw4IjKBRDr6p752cCUm3kSJAC-eqRtFy_ZCudQWTaQkwAsxGY029IV0tj2uexqx0kDZ6vo5RoCByPw_wcB

Waste

1. Trash and recycling bins can be donated by San Luis Garbage.
2. They will donate 2 of each type of bin along with liners.
3. The bins can be saved and reused for more events, or they can be recycled at the end of the event.
4. The trash cans at Santa Rosa Park can also be used for trash as long as the cans are not left overflowing.
5. After the event, make sure all trash is disposed of properly, and no trash is left at the park.

E-Plan

An E-Plan is an Event Plan that you register with ASI now that Sprout Up is a club. Here is a link to a resource guide for everything that you need to know about filling out an E-plan: https://content-calpoly-edu.s3.amazonaws.com/registrar/1/documents/Training_Guides/Event%20Planning%20%20Resource%20Rev%20Date%201%209%2017.pdf

The E-Plan must be approved by both the club President, Club Advisor (Lizabeth Schlemer), and ASI.

Permits

The next step is meeting with the supervisor of Santa Rosa park to state the final number of booths, what kind of activities will be held at the event and receive the permit that you must bring to the event the day of to show to anyone who asks if you have one.

Supplies

Rentals

1. Three weeks prior to the event, approximately determine the number of tables and chairs needed (overestimate for the initial order)

# of Tables	# of Chairs	Description
1	2	Sprout Up Information Booth
1	6	Treetures Coloring Booth
1	6	Science Activity Booth
1	4	Face Painting
3	3	Silent Auction
2	2	Food
1	3	RFC Ordering
?	2	1 Table for Each Vendor Booth

2. Ask Cal Poly to rent tables and chairs for the event through Obsession Entertainment
    a. 1 8’ table = $6.50
    b. 1 chair = 1.05
3. Four days prior to the event change order to fit exact needs
4. Pick up/Drop off rentals at Cal Poly the day of the event

Tablecloths

1. Purchase disposable paper tablecloths to cover all rented tables and picnic tables at Santa Rosa Park - Packs of 15 can be purchased from Amazon for $28.99

Food

1. Determine how much food should be purchased based on forecasted number of people to attend.
2. Assume 10% of people will purchase food.

3. Buy the food from Costco the day before the event. Stick to snack foods, desserts, and drinks because RFC will be selling meals.
4. Make sure to keep food safety guidelines in mind when determining the type of food to purchase.
5. Mark up the selling price by 200% of the purchase price.

Water

1. Contact Crystal Springs to purchase water.
2. They will give a discount for nonprofits if requested.
3. If the event will take place on a hot day, more water will be needed.
4. Crystal Springs will provide 5-gallon water jugs and dispensers.

Utensils and Cups

1. Utensils and cups should be purchased at Smart & Final.
2. Buy only as many as will be forecasted to be used.
3. Try to purchase environmentally friending products, if budget allows.
4. Return unused items.

Donation Boxes

1. Donation boxes should be placed at the entrance to the event as well as at each booth.
2. Envelops can also be used at each table to save space, boxes should be placed at the greeter tables.
3. Small cardboard boxes can be purchased from Michaels if boxes cannot be borrowed elsewhere.
4. For security purposes, make sure each box has a top, is clearly marked, and the money is removed and counted often.

Fundraising

Donation Letter Template

Dear Company Name,

We are Cal Poly students that are a part of Sprout Up which is an organization in which college students provide free environmental science education to first and second graders around the San Luis Obispo area. Sprout Up's mission is to spread environmental awareness to youth in the early stages of their educational development to empower them to seek a more sustainable future.

Each year we have an end of the year event called Sprout Up Gala where we celebrate science education for kids. This year, we are holding it at Santa Rosa Park on May 13th, 2017 from 3pm-7pm. This event will be free and open to the community, and we are looking to showcase local businesses.

In order to make this a successful community event, we are asking for sponsorships from local businesses like you. Here are the following ways that you can sponsor:

- Silent Auction basket items
- $50 you can set up a booth to advertise your business and create an activity for children to participate in (no selling allowed)
- $200+ your logo on all flyers and event pages
- $1,000+ your business logo will be on all flyers, event pages, as well as on Sprout Up nature journals (which get sent home with elementary students every week, about 450 students) for a year

If you would like your business logo on the flyer please have your contribution in by April 7th, otherwise any other contributions are welcomed up until May 13th. In addition to contributing to a worthy cause, the donation is tax deductible. Tax deduction information will be provided by the Program Manager of Sprout Up SLO Chapter at programslo@sproutup.org.

Your contribution means a lot to us here at Sprout Up and the children involved, and we thank you for your time and consideration.

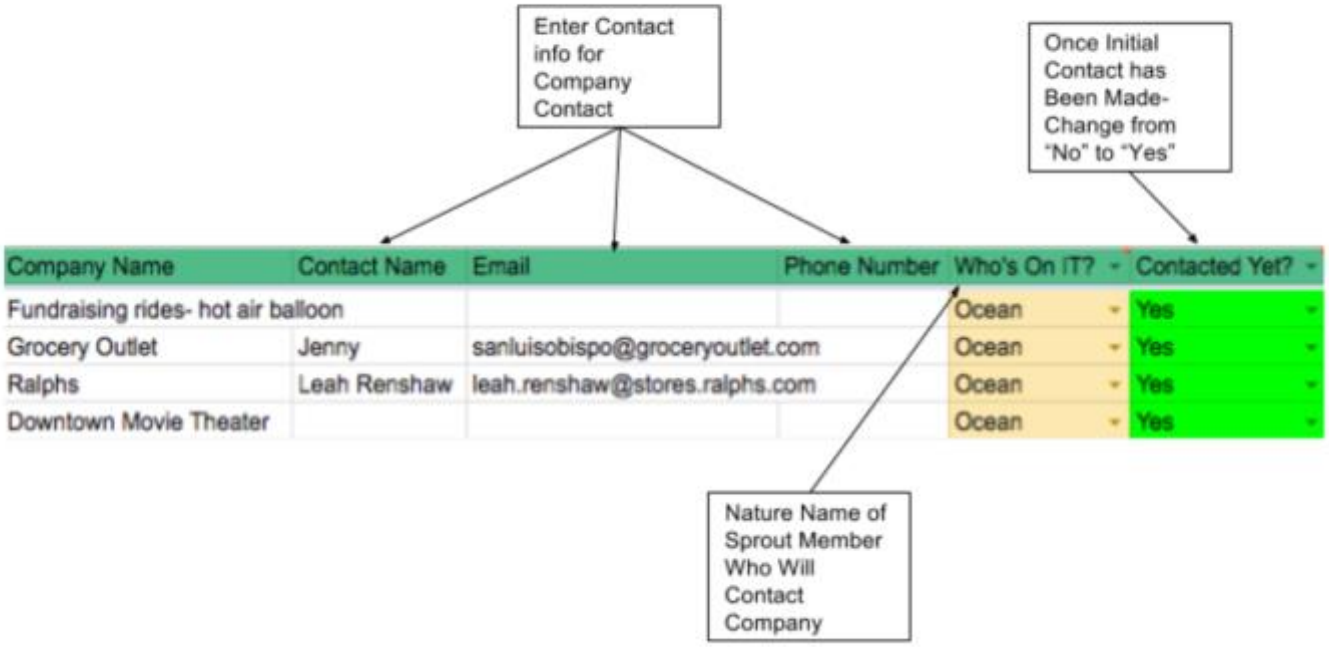
For more information about Sprout Up you can visit our site at:
http://www.sproutup.org/
http://www.casaforchildren.org/site/c.mtJSJ7MPIsE/b.5301295/k.BE9A/Home.htm
If you have any questions, please contact Insert Contact Info here.

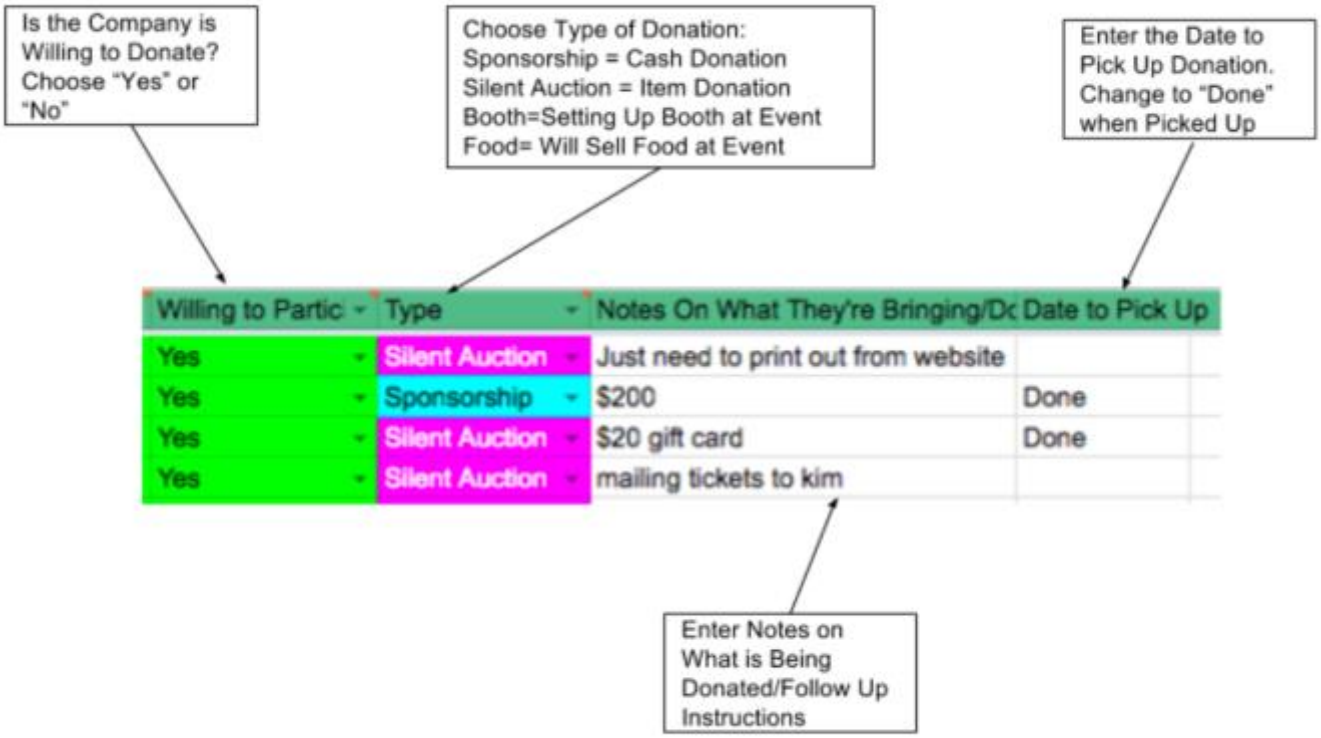
Cheers,
Insert name here

Donation List Spreadsheet

Link to Spreadsheet:
https://docs.google.com/spreadsheets/d/18_s_UG4GQkZAfvNKkDiHuokBPm2d0rCgA8vYkfeciuQ/edit#gid=0

1. Using the Vendor Donation List from previous years as a starting point, make a list of companies to be contacted for donations
    a. Include companies that:
        i. Have donated in the past
        ii. Value children, education, or the environment
        iii. Are local
        iv. Sprout Up members have connections with
2. Assign Sprout Up members companies to solicit
3. Update the spreadsheet frequently





Soliciting Donations

Part 1: Initial Contact

1. Update Donation Letter with contact and event information.
2. For each company, address the letter to the owner or the company name (ex. "Dear Jamba Juice")
3. Contact the company through one of the following ways:
    a. Go in and to talk to someone. Bring a hard copy of the letter to leave with employees. **NOTE: This is the most effective way to get donations!**
    b. Call the company and ask to speak with the manager or owner.
    c. Email manager or owner. It is best to put the donation letter in the text as opposed to an attachment in the email.
4. When speaking with companies include the following information:
    a. Introduce yourself
    b. Explain what Sprout Up is
    c. Explain the event and that the goal is to raise money for Sprout Up and raise awareness for children's education
    d. Ask if they would like to donate or participate in the event

Part 2: Follow Up

NOTE: Following up with companies is extremely important because people are busy and often forget!

1. Once a week, or every other week after the initial contact, call or email the owner/manager to check the status of the donation.
2. If it seems like they are not excited to participate, stop calling. Don't waste your time on companies that may not end up donating.

Link to Google Sheets for team to update

https://docs.google.com/spreadsheets/d/18_s_UG4GQkZAfvNKkDiHuokBPm2d0rCgA8vYkfeciuQ/edit#gid=0

Thank you Letters

1. Once the gala is over, write thank you notes to every person or business that participated or donated to Sprout Up. Include the following:
    a. Businesses or people who gave item for the silent auction
    b. Businesses who donated money
    c. Vendors who sold food at the event
    d. Business who set up a booth at the event
    e. Individuals who made large monetary donations
    f. Any other people who helped or gave advice through the planning or execution phases
2. It is not necessary to include the people who attended who donated at the gala, unless they made a large donation.
3. Include specifics about what was donated or what help was received in the letter. It would also be nice to include pictures from the event, if possible.
4. Either mail or drop of the thank you letter in person.

The most important thing to remember is why you're even putting on this event, that's what helped to keep us motivated and it can help you too!

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