

**SECOND CHANCE PROM
Chairman's Planning Guide (CPG)**

Chapter Name: Central Carolina Jaycees	Chapter #: 0900	State Name: North Carolina	State #: 32
Project Name: Second Chance Prom			
CPG Category: Local & State Comm Dev		Supervising Chapter Officer: Amber Dunigan	
Chairperson's Name: Amber Dunigan and Kelly Quiñones Miller			
Address:			
City: Sanford	NC	27332	
Home Phone:		Work Phone:	
Fax:		E-mail address:	

PROPER USE OF THE GUIDE: Good advanced planning and record keeping will assure success. Use this guide in planning and conducting the project by answering each of the following questions. The form should be used as a cover sheet to the Chairman's Planning Guide.

PLANNING

1. Primary Purpose. (What is the one reason to successfully run this project?)
2. Give a brief description of the proposed project and background information. Follow this with a listing of the specific and measurable goals to be accomplished by this project (Example: To involve 25 Jaycees.)
3. What are the specific manpower assignments? (Show names and duties.)
4. What specific materials, supplies and resources will be required?
5. Describe the potential problems and solutions to successfully complete this project.
6. Complete a proposed budget indicating all anticipated income and expense.
7. List the specific steps to bring this project to a successful completion showing planned dates for each step.

IMPLEMENTATION and EVALUATION

8. Record any revision of the original plan.
9. List solutions or recommendations for a future chairperson?
10. Give specific and measurable results for each goal established. Describe the impact of this project on the chapter, individual members, and the community.

*Upon completion of the project, complete the actual section of the financial statement.

Date approved by Board/by Chapter

Date Final Report Approved

Chairman's Planning Guide
"Second Chance Prom"

Planning

1. Primary Purpose

To conduct a Second Chance Prom to educate people about organ donation and its ability to give people another chance at a healthy life.

2. Give a brief description of the proposed project and background information. Follow this with a listing of specific and measurable goals to be accomplished by this project.

Amber Dunigan wanted to have a formal event around Valentine's Day that would involve chapter members and the community. Kelly Quiñones Miller suggested that the proceeds go toward the Sweet Melissa Fund, a non-profit organization that provides financial assistance to lung transplant patients and their families. The Sweet Melissa Fund is the perfect local charity to promote at this event because the Fund supports people in the community and is a local reminder of the need for organ donation.

Amber and Kelly decided to make the event a Second Chance Prom that will be held on Saturday, February 9, 2008 at the Wilrik Hotel in downtown Sanford. Participants will pay \$30 per couple or \$20 per individual and can purchase tickets ahead of time or by showing up to the event. The CCJCs will take formal photos and award several door prizes throughout the night.

This project relates to three goals in the 2008 Chapter Plan:

- Increase membership by 5 people per year,
- Retain 80 percent of our existing members, and
- Increase awareness of the chapter within the community.

Project Goals

Goal 1: Raise awareness of the Sweet Melissa Fund

Goal 2: Raise \$100 for the Sweet Melissa Fund

Goal 3: Involve at least 10 Jaycees

Goal 4: Involve at least 10 non members

Goal 5: Recruit 1 new member

3. What are the specific manpower assignments?

President

Hampton Rutledge

Duties

Ensure project goals are met
Encourage members to participate

Individual Development VP

Christina McCormick

Duties

Ensure project goals are met
Encourage members to attend

Project Co-Chairs

Amber Dunigan

Duties

Manage budget
Coordinate set up/decorations/music

Kelly Quinones Miller

Liaise with Sweet Melissa Fund
Coordinate advertising/PR
Communicate project details with members

Collect sponsorships and prizes

Committee Members

Rebecca Johnson

Other Jaycees

Abbey Lindauer
Amanda Wilson
Sarah Lyons

Central Carolina Jaycees

Gwen Schott

Non Jaycees

Becky Cicale
Executive Director
bcicale@unch.unc.edu

Lydia Baldwin
Wilrik Hotel & Ballroom
(919) 777-2773

Duties

Food preparation and service

Duties

Remind members 2 days before event

Purchase tickets for the event **or** help run the event
Sell tickets for the event

Encourage other chapters in our region to attend
Attend event

Duties

Promote event
Speak at the event

Promote event
Provide security and facility staff

4. What specific materials, supplies and resources will be required?

Supplies	Quantity	Cost	Date Needed	Responsible	Donated/ Purchased
Location (Wilrik Hotel)	1	\$175	01/01/08	Kelly	Purchase
Invitations	110	\$15	01/15/08	Kelly	Purchase
Money box	1	\$0	02/09/08	Kelly	Donate
Receipt book	1	\$3	01/01/08	Kelly	Donate
Advertising					
• Fliers	100	\$10	01/01/08	Kelly	Donate
• Newspaper	4	\$0	recurring	Kelly	Donate
• Sign	1	\$50	01/22/08	Hampton	Donate
Favors	150	\$150	02/01/08	Kelly	Donate
Decorations			02/08/08	Amber	
• Arch		\$122.50			Donate
• Centerpieces		\$30.00			Purchase
• Misc.		\$39.50			Purchase
Music	DJ	\$225	02/09/08	Kelly	Purchase
Food:	For 30 people		02/08/08	Rebecca	
• Appetizers		\$85			Purchase
• Beverages		\$6			Purchase
• Hershey bars		\$100			Donate
Non-food	For 30 people		02/08/08	Kelly	
• Serving ware		\$50			Donate
		\$37.60			Purchase

<ul style="list-style-type: none"> • Tableware • Linens 		\$200			Donate
Photography <ul style="list-style-type: none"> • Photo paper • Printer ink • Mounting paper 	100 1 refills 100 sheets	\$10 \$20 \$10	02/09/08	Amber	Purchase Donate Donated

5. Describe potential problems and solution to successfully complete this project.

Problem 1: Lack of Jaycee member participation

Solution 1: Place article in state newsletter and information in chapter newsletter

Solution 2: Give reports at each meeting to generate interest

Solution 3: Invite chapters from around the state and get on state calendar

Problem 2: Lack of Sweet Melissa Fund participation

Solution 1: Make contact with Foundation director at least twice per month

Solution 2: Ask Foundation to send mass email to all area contacts

Problem 3: Lack of community support and awareness

Solution 1: Promote the project on WFJA (radio) and in the Sanford Herald

Solution 2: Hang flyers around Sanford area (i.e., library, schools, businesses)

Solution 3: Distribute flyers and sell tickets in front of Wal-Mart

Problem 4: Not enough food and beverages

Solution 1: Keep someone on standby in case we need to make food/beverage runs

Potential 5: Can't sell enough tickets to meet monetary goal

Solution 1: Run a small pizza sales project to cover costs

Solution 2: Sell photo keepsakes for \$5 per photo

Solution 2: Set up donation station so participants can donate to the Fund at the event

6. Complete a Proposed Budget indicating all anticipated income and expense.

PROPOSED INCOME	Estimated
Appropriation from Chapter:	\$430.00
Value of donated items (list):	
<ul style="list-style-type: none"> • Money box • Receipt book • Fliers • Newspaper • Sign • Favors • Arch • Music • Serving ware • Linens • Photo paper • Mounting paper 	\$0 \$3 \$10 \$0 \$50 \$150 \$122.50 \$100 \$50 \$200 \$20 \$10
Ticket Sales	\$480.00
Photo Sales	\$68.00

Total Income	\$1,693.50
PROPOSED EXPENSES	
Tickets/Invitations	\$15.00
Decorations	\$69.50
Return of appropriation from Chapter:	\$430.00
Food	\$91.00
Non-food items	\$262.50
Photography	\$10.00
Less the value of donated items	\$715.50
Donation to Sweet Melissa Fund	\$100
Total Expenses	\$1,693.50

7. List the specific steps to bring this project to a successful completion showing planned dates for each step.

<u>Date</u>	<u>Action</u>
12-09-07	Amber and Kelly write Questions 1-7 of CPG
12-10-07	Amber and Kelly present CPG to the board and assign committee member duties
12-10-07	CCJC members sell pizza kits to fund project
12-11-07	Kelly sets up meeting with Becky at Sweet Melissa Fund
12-12-07	Amber receives proposed contract from Wilrik Hotel
12-17-07	Committee members meet to view and reserve location
12-27-07	Committee meeting
01-01-08	Committee post and distribute flyers
01-01-08	Begin collecting sponsorships and prizes
01-01-08	Amber and Kelly email committee members for updates
01-03-08	Kelly meets with Becky at Sweet Melissa Fund to discuss project at 10 am
01-07-08	Visit Sanford Rent-All and party stores to price and reserve decorations
01-07-08	Visit Sams to purchase tableware and photography supplies from 11 am – 1 pm
01-08-08	Amber and Kelly email committee members for updates
01-10-08	Promote project in chapter and state newsletter
01-15-08	Kelly writes article for Club section of <i>Sanford Herald</i>
01-15-08	Amber and Kelly email committee members for updates
01-16-08	Committee members go on WFJA and Sanford channel
01-17-08	Put project details on the Time/Weather broadcast
01-23-08	Committee members sell tickets and promote event at Walmart from 1pm – 3pm
01-25-08	Mail invitations
02-01-08	Committee members sell tickets and promote event at Walmart
02-01-08	Small committee update meeting after Walmart
02-01-08	Roster callers remind chapter members about event times and needs
02-01-08	Call DJ to determine play lists and times
02-03-08	Publish as in the Sanford Herald and submit another article
02-07-08	Meet with Becky at the Sweet Melissa Fund to discuss project's events
02-08-08	Committee meeting/Set up at the Wilrik
02-08-08	Roster callers remind chapter members of event times and needs
02-09-08	Meet at Wilrik at 4 pm to finish set up and decorations
02-10-08	Meet at Wilrik at 11 am to clean up

Day of the Event:

2 pm – 4 pm: Round up last minute items
4 pm: Begin decorations, Jaycee helpers arrive
6 pm: DJ arrives and begins setting up and sound testing
5:30 pm: Food arrives
5:45 pm: Finish food prep
6 pm: Set out food and make punch
6 pm: Dress tables with linens and tableware
6:45: Set out ice
7 pm: Guests arrive
7:15 pm: Open portrait station
8 pm: Introduce speaker
8:15 pm: Announce 1st door prize
9 pm: Announce 2nd door prize
10 pm: Announce 3rd door prize
11 pm: Collect all monies from various stations
11 pm – 12 pm: Prom ends, clean up

IMPLEMENTATION and EVALUATION**8. Record any revision of the original plan.**

Our original plan was for participants to attend the Second Chance Prom in formal attire; however, we found that potential participants were turned off by having to purchase formal dresses and tuxedos. We also planned to make the prom alcohol free, but most potential guests wanted to be able to drink.

We relaxed the dress requirements to evening attire and allowed people to bring their own alcohol. Unfortunately, we did not have time to address these drawbacks before we distributed fliers around the community and to area businesses. The changes were circulated through word-of-mouth, which meant that most people who were turned off by the requirements did not know about the relaxed rules. The result is that we did not have a great turnout.

Our roster callers did not remind chapter members of the prom or let members know about set up and clean up times. Therefore, we did not have as strong a chapter turnout as we could have had. Chapter members who attended helped to clean up after the event, but we did not have a plan for best using this man-power — which meant two members did the heavy lifting on their own.

Sadly, the Sweet Melissa Fund had to scale back its participation in the event because Susy Dirr, co-founder, died on Jan. 24 due to complications with her second lung transplant. Susy was a powerful advocate for the Fund and for organ donation. Her death was inevitable, but it still shook the Fund's core and required executive director Becky Cicale to re-evaluate whether the Fund could continue. This detracted from the time she could invest in promoting and attending the prom. Ashlee Quiñones, who has also received a lung transplant and who is active with the Fund, stepped in to speak at the prom and coordinate a door prize from Carolina Donor Services.

As a result of these mistakes, we were only able to donate \$50 to the Sweet Melissa Fund.

9. List solutions or recommendations for a future chairperson?

A future chairperson should definitely change the name from Prom to something less intimidating such as Dance. This would alleviate many potential participants' worries that they have to buy an expensive gown and spend a lot of money to attend. I also suggest that all promotional materials mention that participants can provide their own alcohol. However, I hold firm to the decision not to serve alcohol as that could be problematic.

The future chairperson must ensure that roster callers do remind all members of the event in time for the members to participate. Signage should go up at least two weeks before the prom and should be in multiple locations. Also, the chair should have a firm game plan for set up and clean up so that chapter volunteers can pitch in where they are needed.

Similarly, a future chairperson should plan for those who drink at the event by preparing a list of taxi services or assigning a designated driver who could ensure everyone returns home safely without endangering themselves or fellow drivers. I recommend that the chairperson discuss options for safely serving alcohol with the hotel’s event coordinator, Lydia Baldwin.

Lastly, I recommend that door prizes are gathered in time to list them on promotional materials. We would have had more attendees if people were aware of our great door prizes, which included a 6-day stay at an all-inclusive resort in the Dominican Republic. Attempts to work with the local paper for free or discounted advertisement did not pan out; however, had the chapter spent more on traditional advertising — including posters — the event might have had a bigger turnout.

10. Give specific and measurable results for each goal established. Describe the impact of this project on the chapter, individual members, and the community.

Goal 1: Raise awareness of the Sweet Melissa Fund

Result: We exceeded this goal. All promotional materials provided information about the Sweet Melissa Fund and the URL for the Fund's website. Becky Cicale told me that the site received 50 percent more hits in January and February than each of the past few months.

Goal 2: Raise \$100 for the Sweet Melissa Fund

Result: We met only 50 percent of this goal after the Sweet Melissa Fund was unable to work with us to promote the event and we had to make last-minute changes to the dress attire.

Goal 3: Involve at least 10 Jaycees

Result: We met 100 percent of our chapter participation goal. Ten chapter members either helped plan and prepare for the event or attended the Prom.

Goal 4: Involve at least 10 non members

Result: We exceeded this goal by 80 percent. There were 18 guests at the event who are not Jaycee members.

Goal 5: Recruit 1 new member

Result: We met 100 percent of this goal. One prom participant has decided to join the Central Carolina Jaycees. We may have exceeded the goal by 30 percent as three additional people expressed interest in becoming a Central Carolina Jaycee and plan to attend a meeting in the next month.

Project Impact:	
Chapter:	This project showed us that we can put together a formal event on a limited budget and in a limited timeframe if stay focused on our goals. We also formed a very tight bond by working together to raise money for a great cause.
Individual:	Each committee member was responsible for a crucial component of the prom. By following through with their goals, the committee members realized that they could work well under pressure.
Community:	The prom brought a lot of attention to the Sweet Melissa Fund and the Central Carolina Jaycees. Several articles were published in the local paper and in community calendars across the state, which amped up the community’s

	awareness of both organizations. This heightened awareness will make the community more willing to participate in future events.
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ACTUAL INCOME	Estimated
Appropriation from Chapter:	\$430.00
Value of donated items (list):	
• Money box	\$0
• Receipt book	\$3
• Fliers	\$10
• Newspaper	\$0
• Sign	\$50
• Favors	\$150
• Arch	\$122.50
• Music	\$100
• Serving ware	\$50
• Linens	\$200
• Photo paper	\$20
• Mounting paper	\$10
Ticket Sales	\$380.00
Photo Sales	\$42.00
Individual donations	\$50.00
Total Income	\$1,617.50
ACTUAL EXPENSES	
Tickets/Invitations	\$15.00
Decorations	\$69.50
Return of appropriation from Chapter:	\$430.00
Food	\$65.00
Non-food items	\$262.50
Photography	\$10.00
Less the value of donated items	\$715.50
Donation to Sweet Melissa Fund	\$50
Total Expenses	\$1,617.50