

EASTER EGG HUNT
Chairman's Planning Guide (CPG)

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|--------------------------------------------------|---------------------------|---------------------------------------------------|-----------------------|
| Chapter Name: Central Carolina Jaycees | Chapter #: 0900 | State Name: North Carolina | State #: 32 |
| Project Name: Annual Easter Egg Hunt | | | |
| CPG Category: Ways of Means | | Supervising Chapter Officer: Shannon Shuey | |
| Chairperson's Name: 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.

February 28, 2008

Date approved by Board/by Chapter

Date Final Report Approved

Chairman's Planning Guide "Easter Egg Hunt"

Planning

1. Primary Purpose

To hold an Easter egg hunt for children in the Sanford area.

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.

Egg hunts are an extremely popular way for families to celebrate the Easter holiday. However, no large-scale hunt has been planned for Lee County this year. While our chapter has never held an Easter egg hunt, several of our newer members have young children and want to run a project that allows them to celebrate Easter with their families while also raising community awareness of the Central Carolina Jaycees. We hope that by running more family-friendly projects, we will retain members as they start a family or as their children age. We also hope these family-friendly projects will reach a new audience in our community from which we will gain new members.

The Easter egg hunt will be held at O.T. Sloan Park in Sanford on Saturday, March 22 at 11 am. The hunt will be open to everyone and children can hunt eggs for free. We will divide the park into three separate, age-appropriate hunts: one for children ages 4 years and under, one for children between the ages of 5 years and 7 years, and one for children between the ages of 8 years and 10 years. Each hunt will have three prize eggs and all other eggs will be stuffed with hard candy, age-appropriate toys and other things that hold up well in case of heat. We will hide approximately 1,000 plastic eggs.

After the hunt, children will gather at the park's picnic tables to make crafts; participate in a coloring contest, disk toss contest and hula hoop contest; and get their faces painted. Contest winners will receive prizes such as chocolate bunnies, stuffed animals, and Easter-themed toys. We will encourage parents to bring a brown-bag lunch or snack for their children, but we will sell cups of lemonade for 50 cents each. Depending on the outcome, next year we may extend concessions to include hot dogs, chips and drinks.

Due to time and budget constraints, we decided not to advertise the event heavily. Rather, we want to keep the hunt small so that we can get a feel for the project and then make it bigger next year. We will distribute fliers at two or three daycares, post the flier on our website, and publish the information in *The Sanford Herald*. Next year we will attempt to distribute the information to all schools in the county, as well as many more daycares and private schools.

Rather than spend chapter money on the hunt, committee members will purchase eggs, candy and supplies out of their own pockets. We will set out donation jars around the craft and face-painting areas. Any money made at the hunt will be used to purchase discounted plastic eggs and themed prizes and candy after Easter to prepare for next year.

This project is an outstanding example of community service programming that builds important relationships with local families and provides excellent public relations for the chapter.

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

- Increase membership by 5 people for the year,
- Retain 50 percent of existing members, and
- Increase community awareness of our chapter.

Project Goals

Goal 1: Raise awareness of the chapter through newspaper coverage

Goal 2: Involve 7 Jaycees

Goal 3: Involve at least 30 children and their parents

Goal 4: Recruit 1 new member

Goal 5: Make money to purchase more supplies for next year

3. What are the specific manpower assignments?

President

Hampton Rutledge

Duties

Ensure project goals are met

Encourage members to participate

Management VP

Shannon Shuey

Duties

Ensure project goals are met

Encourage members to attend

Project Chairs

Kelly Quiñones Miller

Duties

Collect eggs from committee members

Coordinate hunt

Advertising and fliers

Communicate details to members

Committee Members

Abbey Lindauer

Amber Dunigan

Amanda Wilson

Dana Kaufman

Gwen Schott

Rebecca Johnson

Shannon Shuey

Duties

Collect and stuff plastic eggs

Hide eggs at the hunt

Sort eggs after the hunt

Help clean up

Spread the word about the hunt

Other Jaycees

Bill Shuey

Athletic Supervisor

Lee County Parks & Recreation

(919) 775-2107 ext. 205

bshuey@leecountync.gov

Duties

Reserve O.T. Sloan Park

Act as liaison with park officials

Central Carolina Jaycees

Bring their children to the hunt

Non Jaycees

Brook Wade

Duties

Paint children's faces

Laura Bruce

Photographer

(919) 776-3525

bgcmarketing@windstream.net

Take pictures of the event

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

| Supplies | Quantity | Cost | Date Needed | Responsible | Donated/ Purchased |
|-----------------|-----------------|-------------|--------------------|--------------------|-------------------------------|
| OT Sloan Park | 1 | \$20 | 03/22/08 | Kelly | Donated |

| | | | | | |
|-----------------|---------------|-------|----------|------------------|--------|
| Fliers | 20 | \$5 | 03/12/08 | Dana | Donate |
| Newspaper ad | 1 | \$0 | 03/19/08 | Kelly | Donate |
| Prizes | 10 | \$70 | 03/22/08 | Entire committee | Donate |
| Plastic eggs | 1,000 | \$105 | 03/22/08 | Entire committee | Donate |
| Candy | 6 pounds | \$40 | 03/22/08 | Entire committee | Donate |
| Lemonade | 1 canister | \$2 | 03/22/08 | Kelly | Donate |
| 2-gallon cooler | 1 | \$10 | 03/22/08 | Kelly | Donate |
| Face paint | 4 bottles | \$3 | 03/22/08 | Brook | Donate |
| Brushes | 3 brushes | \$5 | 03/22/08 | Brook | Donate |
| Coloring sheets | 90 sheets | \$10 | 03/22/08 | Dana | Donate |
| Crayons | 64 pack | \$5 | 03/22/08 | Kelly | Donate |
| Craft supplies | For 20 people | \$20 | 03/22/08 | Kelly | Donate |

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

Problem 1: Lack of Jaycee member participation

Solution 1: Have family and friend on standby in case we need help

Solution 2: Check in with members the night before

Solution 3: Ask members from other chapters to participate

Problem 2: Committee members don't supply their designated amount of eggs

Solution 1: Collect eggs ahead of time so we can buy more if necessary

Solution 2: Combine age groups so that eggs stretch further

Problem 3: Lack of community participation

Solution 1: Promote the event in the Sanford Herald

Solution 2: Distribute fliers at two pre-schools

Problem 4: Not enough crafts or lemonade

Solution 1: Ask someone to run to the store for more

Solution 2: Close the project when the supplies run out

Problem 5: Inclement weather

Solution 1: Skip the egg hunt and allow children to make crafts

Solution 2: Hold the hunt on Sunday, March 23 at 11 a.m.

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

| PROPOSED INCOME | Estimated |
|--------------------------------|------------------|
| Appropriation from Chapter: | \$0 |
| Value of donated items (list): | |
| • OT Sloan Park | \$20 |
| • Fliers | \$5 |
| • Newspaper notice | \$0 |
| • Plastic eggs | \$70 |
| • Prizes | \$105 |
| • Candy | \$40 |

| | |
|---------------------------------------|--------------|
| • Lemonade | \$2 |
| • Cooler | \$10 |
| • Face paint | \$3 |
| • Brushes | \$5 |
| • Craft supplies | \$10 |
| • Coloring sheets | \$5 |
| • Crayons | \$20 |
| Donations | \$20 |
| Total Income | \$315 |
| | |
| PROPOSED EXPENSES | |
| Return of appropriation from Chapter: | \$0 |
| Less the value of donated items | \$295 |
| Return to chapter (donations) | \$20 |
| Total Expenses | \$315 |

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> |
|-------------|---------------------------------------------------------|
| 03-05-08 | Present CPG and form committee |
| 03-07-08 | Online committee meeting |
| 03-11-08 | Board meeting |
| 03-11-08 | Reserve park |
| 03-12-08 | Distribute fliers |
| 03-15-08 | Begin collecting eggs |
| 03-17-08 | Visit park to map hunt |
| 03-19-08 | Send notice to the newspaper |
| 03-20-08 | Committee meeting |
| 03-22-08 | Egg hunt |
| 03-28-08 | Use any extra money to purchase discounted Easter items |
| 03-28-08 | Finish CPG |

Day of the Event:

- 10:00 am – 10:10 am: Arrive at OT Sloan and unload eggs and supplies
- 10:10 am – 10:20 am: Walk the hunt areas to pick up large trash and look for problems
- 10:20 am – 10:40 am: Committee members hide the eggs
- 10:20 am – 10:50 am: Chair sets up activities and craft tables and makes lemonade
- 10:50 am – 11:00 am: Register families to participate in hunt
- 11:00 am – 11:15 am: Direct egg hunters to correct field and signal hunt to start
- 11:15 am – 11:25 am: Children hunt for eggs and chair finishes set up
- 11:25 am – 11:35 am: Children with prize eggs choose their prizes
- 11:25 am – 12:30 pm: Committee members help children with coloring and face painting
- 11:30 am – 11:50 am: Chair runs disk toss and hula hoop contests
- 12:15 pm – 12:20 pm: Announce coloring contest winners and award prizes
- 12:30 pm – 1 pm: Count and bag eggs for next year and clean up park

IMPLEMENTATION and EVALUATION

8. Record any revision of the original plan.

Despite the short timeframe (approximately 20 days) for planning and hosting the egg hunt, it was a great success. However, the hunt was not without problems. We forgot the nicely laid-out sign in sheet that asked for parents' names, how many children were with each parent, and the parents' contact information — including email addresses for future mailings. We wound up having to use construction paper and weren't able to get an accurate count of how many children participated.

We were also short on labor. Two of our committee members wound up being out of town on the weekend of the hunt. Our back-up helper was unable to attend due to work obligations. Therefore, we scrambled a bit.

Lastly, we had planned to only give out prizes for three golden eggs per age group, which was nine golden eggs total. However, we didn't realize that there were several eggs close in shade to the golden eggs. Therefore, we needed more prizes than we had planned for and wound up handing out some of our supplies such as a Frisbee and two large bottles of bubbles.

9. List solutions or recommendations for a future chairperson?

A future chairperson should make sure to print out several copies of the sign-in sheet and put it with the collected eggs to reduce the chances of leaving it behind. At the hunt, the chair should set up a registration table per age group and allow parents to sign in when they arrive. The registrar should direct parents to the correct field for their age group.

The separate hunts worked well, but next year we should divide the age groups even further. For example, separate hunts for children ages 2-3, 4-5, 6-7, and 8-10 might work better. Further, rather than simply tell families where their hunts are taking place, we should use caution tape to create a physical boundary. This will keep children from wandering into another age group's hunt as well as help the children understand where they should be looking.

Once all the families arrive at the correct fields, the hunt leader at each field should take a manual head count and announce the rules of the hunt. The leader should also tell families exactly what to do after the hunt so that children don't wander into other fields or disturb other hunts.

Rather than assume the golden/prize eggs are distinguishable from the other eggs, the future committee should pick out any eggs that are close in shade to the prize eggs so that they can better prepare for awarding prizes and so that no child is disappointed to find out they don't have a prize egg.

Also, we had 1,000 eggs and the hunts flew by. Next year, we should plan to have at least 500 eggs per hunt for the 2-7 year groups because we had a huge turnout in this area. Approximately 200 eggs should be enough for the 8-10 year group. This will make a total of at least 1,700 eggs.

We recovered nearly 600 eggs at the end of the hunt. Next year, the committee and other helpers should make it clear to parents that they should empty their eggs of prizes and then return the eggs to us to use in future hunts. The committee may want to set up barrels or boxes around the area for parents to drop off empty eggs. The committee could take it a step further and reward children with a coupon for an ice cream cone at Dairy Queen or \$1 coupon to McDonalds when they return their eggs.

While the craft table, coloring contest and face painting were all a hit with the families, the setup was not ideal. The future chair should separate each section so that crafters are at a table that is in a separate area from the face painting station and coloring station. This will eliminate some chaos and better contain supplies.

The future chair should secure two face painters. Our face painter was hard at work from the minute the hunt was over until the end of the project. She had a line of children waiting at all times. Two face painters would speed up the process and allow the children to enjoy the other activities. Having two face painters could also make it more obvious to parents that they should donate to help improve the project.

Of course, more helpers are a must. We were seriously outnumbered, so next year there should be at least 10 helpers at the hunt to set up, run and clean up after the event.

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 chapter through newspaper coverage

Result: We exceeded this goal. Our Easter egg hunt was on the front page of the *Sanford Herald*, as well as on several interior pages in the front section. Also, CCJC information was on all promotional materials and members wore nametags that read “Ask me about the Central Carolina Jaycees,” which stimulated many conversations about the Jaycees and our chapter.

Goal 2: Involve at least 7 Jaycees

Result: We met 100 percent of our chapter participation goal. Even though three helpers had to miss the hunt, all committee members participated by purchasing and stuffing eggs and inviting their families and friends to the hunt.

Goal 3: Involve at least 30 children and their parents

Result: We exceeded this goal by more than 200 percent. At least 65 children participated in the hunt and activities and they were accompanied by at least 40 adults.

Goal 4: Recruit 1 new member

Result: We met 100 percent of this goal. Brook Wade has decided to join our chapter this year. We may have exceeded this goal by 20 percent because two other participants have expressed their interest in participating in future events and attending a meeting.

Goal 5: Make money to purchase more supplies for next year

Result: We met this goal through parents’ donations, which totaled \$38.

| Project Impact: | |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Chapter: | This project showed us that we can put together a stellar event for the community by working together and staying focused on our goals. |
| Individual: | Committee members were responsible for supplying at least 100 pre-stuffed eggs for the hunt and had to hide those eggs. This provided experience for working independently on a team goal and allowed committee members immense satisfaction when the children had such a wonderful time. |
| Community: | The egg hunt shined a spotlight on the Central Carolina Jaycees and left the community with a positive impression of our group. The Sanford Herald sent a photographer and reporter to cover the event, so hundreds of people in the community learned more about our chapter through this event. |

| ACTUAL INCOME | Estimated |
|---------------------------------------|------------------|
| Appropriation from Chapter: | \$0 |
| Value of donated items (list): | |
| • OT Sloan Park | \$20 |
| • Fliers | \$5 |
| • Newspaper notice | \$0 |
| • Plastic eggs | \$70 |
| • Prizes | \$105 |
| • Candy | \$40 |
| • Lemonade | \$2 |
| • Cooler | \$10 |
| • Facepaint | \$3 |
| • Brushes | \$5 |
| • Craft supplies | \$10 |
| • Coloring sheets | \$5 |
| • Crayons | \$20 |
| Parents' Donations | \$38 |
| Total Income | \$333 |
| | |
| ACTUAL EXPENSES | |
| Return of appropriation from Chapter: | \$0 |
| Less the value of donated items | \$295 |
| Return to chapter (donations) | \$38 |
| Total Expenses | \$333 |