

YEAR PLAN

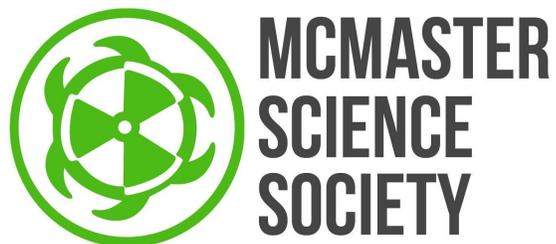
Sponsorship and Fundraising Coordinator

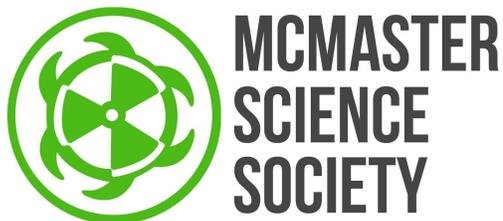
Tanvi Patel

McMaster Science Society

2020-2021

(submitted July 6, 2020)





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2020-2021 Year Plan

Letter from the Sponsorship and Fundraising Coordinator

Hi, my name is Tanvi and I am so excited to be your MSS Sponsorship and Fundraising Coordinator (SFC) for the 2020-2021 school year. I am grateful to be working with an amazing team to provide you with all the initiatives and resources that we have planned for the school year. In the McMaster Science Society, my role is to provide sponsorships and fundraising for events from various business partners to successfully provide great experiences for students in the Faculty of Science. The SFC role has been a fairly new role starting from 2018, which means I am the third Sponsorship and Fundraising Coordinator to date! I am thrilled to explore new opportunities and expand our sponsorship database from previous years.

My main goal for the 2020-2021 year is to strengthen and support our partners as many businesses are struggling financially during this pandemic. I believe in strong, effective communication, and the ability to build relationships with one another. Through the sponsorships that we obtain throughout the year, they will be used to fund several events such as Formaldehyde, Quantum Leap conference, and other upcoming events. By the end of the year, I hope to provide essential resources in order for students to have a successful undergraduate experience, along with a strong foundation for the Sponsorship and Fundraising Coordinator role for the upcoming years.

Although this role is mainly independent, I am always open for any feedback, suggestions or even a conversation! I look forward to meeting several new faces and hope for a successful year down the road, despite our fall semester being online.

Tanvi Patel

Sponsorship and Fundraising Coordinator

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OBJECTIVES:

Secure Sponsorship Money for Emergency Situations	
Description/ Current State	In the past, there have been situations where there is a strict deadline to raise money. However, in order to obtain sponsorships and create fundraising events, a lot of time is required to plan. This objective focuses on how to deal with these situations if they are to occur again in the future.
Goal	<p>Everytime we receive sponsorship money, we can save 15% of the money for emergency funding.</p> <ul style="list-style-type: none"> - Need to communicate with VP Finance - Over time, when there are several sponsorships available, there will be collected emergency funds available to use
Barriers to Success	<ul style="list-style-type: none"> - If many of the sponsorships we collect are non-monetary, then we are not able to apply the 15% to emergency funding. - If all of the money from the emergency funding is used for one event, it will be difficult the next time we have an emergency.
How to Overcome Barriers	<ul style="list-style-type: none"> - A fundraising event can be used to raise money for our emergency funds if we run out of money or we have not collected much money from sponsorships <ul style="list-style-type: none"> - Can connect with MacSci Minutes to help with promoting - Inform Welcome Week Planners about the event to encourage first years to attend and discuss with Athletics Directors. - Fundraising idea: Have a wellness day which consists of several events such as zumba, fitness workouts, dance sessions, meditation, multiplayer games, keynote speakers, etc. <ul style="list-style-type: none"> - Small fee required to attend, to be determined, but can be around \$5. <ul style="list-style-type: none"> - Can use the Eventbrite platform for the transactions.

	<ul style="list-style-type: none"> - Can have a google form for students to choose their top 3 sessions they want to attend for the day. - Use Zoom breakout rooms or Discord - For non-monetary donation requests, politely request the sponsor to provide items with no expiry date, if possible. <ul style="list-style-type: none"> - If it is possible to save some non-monetary items for future use, 10% of the <u>quantity</u> of items can be used for the emergency protocol. <ul style="list-style-type: none"> - Ex. If the sponsor provides 100 gift cards, 10 of the gift cards will not be used, and can be kept for future events. - The variety of non-monetary items we receive can be used for a raffle/ spin the wheel game during any of the MSS events.
Long Term Implications	This can be extremely helpful for the future months as money might be needed for several events. This can also help the future SFC if there is leftover emergency funding money from the past year. The future SFC can use the same idea if it worked out for this year.
Partners	VP Finance - Leah Kogan (vpfinance@mcmastersciencesociety.com) VP External - Randy Su (vpexternal@mcmastersciencesociety.com) VP Student Affairs - Alexis Chacon (vpstudentaffairs@mcmastersciencesociety.com) VP Communications - Nathale Pulla Abasto (vpcomm@mcmastersciencesociety.com)

Obtaining Sponsorships	
Description/ Current State	There are past sponsorship packages available (welcome week sponsorship package) and from other clubs (McMaster's Model UN) to reference. However, new sponsorship packages should be made or updated from previous years. <ul style="list-style-type: none"> - There are Google sheets which include past sponsorship contact details, however, the list needs to be updated
Goal	I want to have an updated list of businesses to contact and their respective responses after contacting them. This will make it easier for

	<p>the year of 2021-2022 to contact past sponsorships as it is very organized.</p> <p>I want to use past sponsorship packages as a reference and propose new sponsorship packages for the events we have throughout the year. I want to make sure the packages are well designed, informative and will easily convince the businesses in Hamilton.</p>
Barriers to Success	<ul style="list-style-type: none"> - Takes a lot of time to contact several businesses - Sponsorship packages take a lot of time to make, must contact VP Communication to have graphics done on time
How?	<ul style="list-style-type: none"> - I can connect with Welcome Week's Sponsorship Team and the VP External to learn from them and know what businesses they have already contacted - The sponsorship packages must be made earlier in time. For graphics it usually takes at least a week, so the information required must be sent at least 2-3 weeks in advance. <ul style="list-style-type: none"> - This of course, comes with planning and organization. - Quantum Leap Deadline: January - Formaldehyde Deadline: December
Long Term Implications	<p>This will help the future SFC when finding sponsorships as there is an organized way of finding past sponsorships. This will make it easier to find sponsorships, maybe even in a shorter period of time.</p>
Partners	<p>VP External - Randy Su (vpexternal@mcmastersciencesociety.com)</p> <p>VP Communications - Nathale Pulla Abasto (vpcomm@mcmastersciencesociety.com)</p> <p>Welcome Week Planner - Julianna and Sydney (welcomeweek@mcmastersciencesociety.com)</p>

EVENTS & PROJECTS

Quantum Leap Sponsorship Package	
DATE	February 2021
PURPOSE	Obtain sponsorship and fundraising money from various companies in Hamilton to help fund the Quantum Leap Conference.
PROCEDURE	<ul style="list-style-type: none"> ● Contact the Quantum Leap Coordinator for 2020-2021 <ul style="list-style-type: none"> ○ Ask questions about the event, how much money will be needed approximately, etc. ● Prepare sponsorship packages by writing the information on a document, which can be sent to the communications team in order to create a sponsorship package. ● Host fundraising events, if possible, within the time frame. <ul style="list-style-type: none"> ○ Following the Fundraising Idea listed under objectives. ● Update sponsorship contact list, and start contacting through email, and then phone number <ul style="list-style-type: none"> ○ Start off with past sponsors
DIFFICULTIES	<ul style="list-style-type: none"> ● Ensuring the sponsorship package information is sent out to the communications team in advance so that they can send the completed package on time <ul style="list-style-type: none"> ○ Deadline to submit to communications team: January ● Fundraising team needs to be decided <ul style="list-style-type: none"> ○ Who to recruit? How many people are needed? ○ Can recruit Sciclones who are willing to help, number of people is dependent on the fundraising idea. ● Fall term is online, so will need to possibly host an online fundraising idea. Please refer to the first objective chart for fundraising ideas.
PARTNERS	VP External - Randy Su Quantum Leap Coordinator - Olivia Mann-Delany VP Communications - Nathale Pulla Abasto
PROJECTED OUTREACH	5 Hamilton Businesses Science Students
BUDGET	\$1500, from Budget 20/21

Formaldehyde Sponsorship Package	
DATE	Early Winter 2021
PURPOSE	Obtain sponsorship and fundraising money from various companies in Hamilton to help fund the Quantum Leap Conference.
PROCEDURE	<ul style="list-style-type: none"> ● Contact the Formaldehyde Coordinator for 2020-2021 <ul style="list-style-type: none"> ○ Ask questions about the event, how much money will be needed approximately, etc. ● Prepare sponsorship packages by writing the information on a document, which can be sent to the communications team in order to create a sponsorship package. ● Host fundraising events, if possible, within the time frame. <ul style="list-style-type: none"> ○ Will require a small fundraising team ● Update sponsorship contact list, and start contacting through email, and then phone number <ul style="list-style-type: none"> ○ Start off with past sponsors
DIFFICULTIES	<ul style="list-style-type: none"> ● Ensuring the sponsorship package information is sent out to the communications team in advance so that they can send the completed package on time <ul style="list-style-type: none"> ○ Deadline to submit: End of July 2020 ● Fundraising team needs to be decided <ul style="list-style-type: none"> ○ Who to recruit? How many people are needed? ○ Can ask Events Planning Team (Student Affairs) or Sciclones ● Fall term is online, so will need to possibly host an online fundraising idea. Please refer to the first objective chart.
PARTNERS	Formaldehyde Coordinator - Keira Mattook VP Communications - Nathale Pulla Abasto VP External - Randy Su
PROJECTED OUTREACH	5-10 Hamilton Businesses Science Students
BUDGET	To be determined

MSS Card	
DATE	Throughout 2020-2021
PURPOSE	Assist the Vice President Finance and Vice President External to set up the MSS card.
PROCEDURE	<ul style="list-style-type: none"> ● Contacting VP External and VP Finance <ul style="list-style-type: none"> ○ What are our present companies that have helped us promote students to use the MSS card? What other potential companies do we want to contact? ● Maintain contact with external parties ● Have a record of the amount and kind of sponsorship received from each company
DIFFICULTIES	<ul style="list-style-type: none"> ● Not many students will be using the MSS card during the fall term compared to before, as fall term is online.
PARTNERS	VP External - Randy Su VP Finance - Leah Kogan
PROJECTED OUTREACH	Students under Faculty of Science Hamilton's local businesses
BUDGET	To be determined

GOALS TO STRIVE FOR

5 things that you wish to have prepared for the beginning of September:

1. Have a spreadsheet with an updated contact list of all sponsors in Hamilton
2. Have templates for sponsorship emails for various events such as Formaldehyde, Quantum leap or any general event.
3. Plan a possible online fundraising event that is fun, interactive and effective!
4. After looking at past sponsorship packages, make a list of things that need to be altered or improved
5. Look for ways to help set up the MSS card.

5 things to be completed during the fall term (1st):

1. Follow emergency sponsorship protocol listed under objectives to ensure there is some sponsorship money for emergency situations
2. Finalize fundraising initiatives and execute the plan (via online platform)
3. Ensure sponsorship packages for both Formaldehyde and Quantum Leap Conference are completed
4. Find other companies that are willing to provide discounts to students, and can use the MSS card
5. Continue updating sponsorship list, and securing sponsorships

5 things to be completed during the winter term (2nd):

1. Update sponsorship list and finalize sponsorships for Quantum Leap Conference
2. Update sponsorship list and finalize sponsorships for Formaldehyde
3. Use emergency sponsorship money when given a small deadline
4. Make sponsorship packages for other related events
5. Continue to find companies for the MSS card

TIMELINE

Month	Objective/Project/Event/Goals
June	<ul style="list-style-type: none"> ● Create sponsorship template emails for several events that MSS will be having such as Quantum leap and Formaldehyde <ul style="list-style-type: none"> ○ Check them with VP External ● Update sponsorship contact list ● Connecting with the Welcome Week Sponsorship Team and contribute to updating sponsorship contacts ● Prepare a document that includes relevant sponsorship information such as MSS mission statement, past sponsors, sample phone call conversation ideas, etc.

July	<ul style="list-style-type: none"> • Continue updating sponsorship list • Propose a bunch of online fundraising ideas • Create and finish the sponsorship package information for Formaldehyde and send to the communications team. • Start contacting some sponsorships through email and phone number
August	<ul style="list-style-type: none"> • Contact VP External, Quantum Leap Coordinator and Formaldehyde Coordinator to discuss future plans and the budget for the events • Continue sending sponsorship requests/ planning fundraising ideas
September	<ul style="list-style-type: none"> • Continue sending sponsorship requests/ planning fundraising ideas • Prepare sponsorship packages for Formaldehyde and Quantum Leap • Look for MSS Card opportunities
October	<ul style="list-style-type: none"> • Continue sending sponsorship requests/ planning fundraising ideas • Look for MSS Card opportunities • Update sponsorship tracksheet • Investigate emergency sponsorship protocol
November	<ul style="list-style-type: none"> • Continue sending sponsorship requests/ planning fundraising ideas • Look for MSS Card opportunities • Update sponsorship tracksheet
December	<ul style="list-style-type: none"> • Continue sending sponsorship requests/ planning fundraising ideas • Look for MSS Card opportunities • Update sponsorship tracksheet • Contact VP external, Formaldehyde coordinator and Quantum leap coordinator about any final updates
January	<ul style="list-style-type: none"> • Continue sending sponsorship requests/ planning fundraising ideas • Look for MSS Card opportunities

	<ul style="list-style-type: none"> ● Arrange a meeting with the sponsors if any non-monetary item needs to be picked up ● Finish Sponsorship Package for Quantum Leap
February	<ul style="list-style-type: none"> ● Continue sending sponsorship requests/planning fundraising ideas ● Look for MSS Card opportunities ● Arrange a meeting with the sponsors if any non-monetary item needs to be picked up for Quantum Leap Conference ● Continue working on Emergency Sponsorship Protocol
March	<ul style="list-style-type: none"> ● Continue sending sponsorship requests/ planning fundraising ideas ● Look for MSS Card opportunities ● Finalize the Emergency Sponsorship Protocol
April	<ul style="list-style-type: none"> ● Continue sending sponsorship requests/ planning fundraising ideas ● Look for MSS Card opportunities ● Continue working on Emergency Sponsorship Protocol ● Complete transition report