**Karma Kommunications (KK) Event Planning**

**Step 1 Research the Event**

**Event Date**: Wednesday, November 20, 2013 8:00PM

**Name of Event**: Lip-Syncing for Cancer

**Event Key Contacts**: Alex’s Lemonade Stand, Student Life,

Ann Jabro, and Nicholson.

**Time**: 8PM

**Host City**: Moon Township

**Location**: Robert Morris University Nicholson

**Attendees**: Student body and faculty/staff

**Phone and Address**: karmakomm@gmail.com

**Past show/ event statistics**: This type of event has never been done before. RMU Idol and RMU’s Got Talent would be similar events to compare to.

**Set-up dates and times**: 6:00PM

**Participation by competitors**: Competitors include other companies and organizations currently raising money for childhood cancer. They do not pose a negative threat to our event because this is the only child cancer foundation being presented to the Robert Morris community at this time. Other cancer awareness foundations are encouraged to help and share a presence at our event.

**Step 2 Identify Objectives and Key Messages**

**Objectives**: Karma Kommunication’s objective is to raise money and awareness for Alex’s Lemonade Stand, which is an organization that dedicates its time and resources to researching a cure for childhood cancer. It is essential to raise money and awareness because children’s lives are at risk and anything that can be done to limit the amount of children dying or becoming sick is a time pressing issue.

**Tactics**:

- Money will be raised in the form of donations received at the Lip-Syncing for Cancer event. $250 is the end goal for donations.

- Awareness will be raised in the form of posters circulating around campus about the dangers of childhood cancer. Facts and numbers will be distributed as well as information about the foundation, Alex, and how members of the Robert Morris Community can help. Attendance at the Lip-Syncing for Cancer event goal will be 75.

**Stakeholders**: Alex’s Lemonade Stand, student body (freshman to senior level), RMU faculty and staff, and volunteers. It is Karma Kommunications’ belief that all stakeholders are against childhood cancer and would like further information about Alex’s Lemonade Stand and childhood cancer. Karma Kommunications believes they will be willing to assist us in raising money and awareness for research and a possible cure. The stakeholders need to know the mission of Alex’s Lemonade Stand, childhood cancer statistics, and all procedures we raise will go directly to the foundation. Our key stakeholders to participate in the competition are RMU students who are athletes and in Greek Life. We are targeting these groups because they each support their own philanthropies and know the importance of raising money for a good cause.

 **Primary:** Karma Kommunications Team, donors, attendees, ALSF

 **Secondary:** Media contacts, RMU Community (staff, faculty, students), general

public (Moon & Robinson Township Communities)

**Key Messages:** Every dollar counts and can potentially save a child’s life. It is important that our audience knows that their gift can help find a cure to a life threatening disease for a child. Karma Kommunications will reinforce the message on all of the flyers and at the event. Utilizing good public relations will help KK raise awareness for a good cause. It is important that are stakeholders know the reasoning behind our event and why we chose the organization.

**Step 3 Budget**

(See attached budget with projected totals, actual costs, and payments made by Karma Kommunications)

**Step 4 Event Planning and Timeline**

**Planning and Timing**

**Team:** Karma Kommunications (KK)

**Theme:** Lip-syncing and lemonade are the two fun themes that will be utilized to ensure the success of the event. The themes are tailored to the stakeholders for the event, the donors and organization.

**Timeline & Calendar:** (see attached timeline and calendar)

**Manual:** Alex’s Lemonade Stand has been contacted and has since sent a folder with promotional materials, flyers, and manuals for Karma Kommunications to review and distribute.

**Key Contacts:** **Internal:** Karma Kommunications (karmakomm@gmail.com)

**External:** Alex’s Lemonade Stand (alexslemonade.org)

Lee Daniels – JPC & Company (Jimmy John’s)

1935 Settlers Ridge Center Drive

Pittsburgh, PA 15205

Phone: (412) 788-5725 Fax: (412) 788-5729

Jeff Bader – Parkhurst

6001 University Boulevard Moon Township, PA 15108

Email: diningservices@rmu.edu

Nancy Thomas – Student Life / Nicholson

6001 University Boulevard Moon Township, PA 15108

studentlife@rmu.edu

Johanna Butler – Alex’s Lemonade Stand

333 East Lancaster Avenue

#414 Wynnewood, PA 19096

j.butler@alexslemonade.org (610) 649-3034

Ann Jabro

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Moon Township, PA 15108

jabro@rmu.edu

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Heather Pinson – Communications Department Head

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Adam Sullivan – Communication Professor

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Steve – Robert Morris University Employee

6001 University Boulevard

Moon Township, PA 15108

Hannah Smith – RMU Sentry

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Moon Township, PA 15108

hksst180@mail.rmu.edu

**Pre-show**: KK is distributing flyers around campus stating buzz-generating statistics about childhood cancer. KK has a Twitter, Facebook, blog, and donation website through Alex’s Lemonade Stand to promote and explain the purpose of the event. Additional flyers will be posted for advertising purposes. Robert Morris University’s Student Life will send out an email blast to students and faculty asking them to attend the lip-syncing event. KK will also have a sign-up sheet in the cafeteria and use word of mouth to entice people to compete in the event. Also, local companies in the community will be contacted to donate prizes for the winners of the lip-syncing competition. See attached timeline for the full break down of dates and planning strategies.

**Location and Set-Up Arrangements**

**Facility:** KK will host event on Robert Morris University’s campus in the Nicholson center in the cafeteria. Event location was secured as of September 30th, 2013. KK will meet with Dining Services to request tables and eatery utensils. Also, consulting with Student Life will occur to obtain a stage.

**Food and Beverages**: We plan on selling drink tickets for nonalcoholic beverages.

**Invitations**

**Printables:** Posters and emails will serve as invitations to all of the Robert Morris University community. Individual invitations will be sent to judges and emcees.

**Name Tags**

**Name Tags:** Name tags will be provided for staff, volunteers, judges, and emcees. The name tags will be printed along with the printables (such as posters).

**Event Materials**

**Signage**: Poster boards will be hung up throughout the Rotunda and Cafeteria on the day of the event to direct students to food, stage area, performance area, and check-in. Directional signs will be hung on windows.

**Event/Show Services**

**Times: (**See attached timeline and schedule for specific set-up and dismantling times.)

**Promotional Materials**: Posters will be printed in B&W and color to advertise the event prior to November 20, 2013. When all sponsors and prizes are in order, posters will showcase prizes and food given out at the event. Comment cards will be distributed as well as lemons for people to vote for crowd favorite.

 150 B&W Fact Posters: Nicholson, Residence Halls, Academic Buildings

 350 Color “Save the Date” Posters: Nicholson, Residence Halls, Academic

Buildings

 4 Posterboards: Nicholson Cafeteria, Rotunda

 1 Tri-Fold Board: Nicholson Cafeteria

 Comment Cards: distributed during event

 Lemons: sold prior to event at check-in

 Pamphlets: given out at check-in

**Advertising**

**Advertising Plan:** See attached timeline and advertisements. A feature story as well as a media advisory has been written for inclusion in MoonPatch, MoonNewsCloud, and The Sentry.

 **Key Media Contacts**:

- MoonPatch: Larissa Dudkiewicz larissa.dudkiewicz@patch.com

* - MoonNewsCloud: Anthony Moretti contactus@moonnewscloud.com

- The Sentry: Brooke Smith basst44@mail.rmu.edu

**Media:** A meeting with John Locke will be held to develop a strategic plan to display all advertisements in the Cafeteria. KK will be inviting The Sentry staff, as well as a personal photographer.

**Hosts and Speakers**: The Master of Ceremonies for the event will be a representative from KK. The judges for the competition are well-known professors, faculty, and staff from the Robert Morris University community. Invitations will be sent out prior to the event for their participation in the contest in a timely manner. Three judges will be selected from a lot of 7. If one is unable to attend, other judges will be contacted\*\*.

 **Judges**: Dr. Dell’Omo, Contact: officeofthepresident@rmu.edu

Dr. Heather Pinson, Contact: pinson@rmu.edu

Steve from Romo’s, Contact: verbal contact will be completed

All are respected individuals that students and faculty connect with around campus. Judges were selected on the basis that students look up to them, and if they are supporting a cause, students will follow suit.

\*\* If these three judges are unavailable, three will replace them from the following list. These members of the Robert Morris community were chosen for the same reasons.

**Subsequent judges**: Betty (employee from Romo’s), Verbal contact

Professor Adam Sullivan, Contact: sullivana@rmu.edu

Professor JimVincent, Contact: Vincent@rmu.edu

Dean Michalenko, Contact: michalenko@rmu.edu

**Entertainment**: The contestants will be providing the entertainment for the event. KK is requesting to have John Tucci, head groundsman for Robert Morris landscaping, sing the National Anthem at the start of the event.

**On-Site Staff:** Karma Kommunications and volunteers will fulfill all on-site duties. A pre-event meeting will be held 15 minutes prior to the start of the event.

**Miscellaneous**: A volunteer has been selected as a personal photographer and weekly correspondence will occur up until the night of the event.

**Step 5 – Communications**

Communication will take place before and throughout the event via email, telephone, and weekly face-to-face meetings. All team members will have constant contact with each other to ensure proficient communication. A joint email will be shared between all members with a Google Drive component for members to upload documents and promotional ideas and materials. Each member will check in with each other with new information and opportunities weekly.

 Each member is planned to follow up with donors, students, volunteers, all attendees, judges, and participants. Donors will be contacted via phone and email, and thank you notes will be delivered by hand from one of the Karma Kommunication representatives. KK will recap the event by explaining how many donations were received, and thanking all participants for making a difference. Thank you cards will also be mailed out to key participants and judges. Flyers will run throughout the following week with information from the recap. ASLF has equipped KK with a flyer for handout that states how much money was raised which will serve as the recap.

**Step 6 –** **Evaluations (Done after event)**

**See attached Individual evaluation sheets and comment card evaluations.**