

March 22, 2010

TO: Gretchen Vik, Development Director of Second Chance Program
FROM: MW 2 pm / Team 2
SUBJECT: **OUR PLANNED FUNDRAISER FOR SECOND CHANCE PROGRAM**

We plan to host a fun, semi-casual cocktail party at a trendy downtown location on Thursday, October 7, 2010, to draw the attention of young business professionals to our cause here at Second Chance Program and to raise funds for the organization. In this memo, we will discuss the event and anticipated attendees, how much money we plan to earn and what we plan to use it for, and which local corporation we will ask for seed money for the event.

Cocktail Party, October 7, 2010

We chose the Altitude Lounge on the rooftop of the San Diego Marriot Gaslamp Quarter hotel for the location of the cocktail party. Named one of the best nightclubs in the world by Condé Nast Traveler, this open-air rooftop lounge overlooking Petco Park will best attract our target attendees, young professionals. This audience is most likely to understand and support our goal of taking people off the streets and giving them work because these businesspeople regularly encounter homelessness in the downtown area.

We estimate that renting the venue will be the fundraiser's largest expenditure at approximately \$7,000. However, this price includes lighting, heat lamps, a stage, a professional DJ with sound system, and cocktails and hours d'oeuvres served throughout the event. We managed to cut some costs by arranging for Vincent Jackson of the San Diego Chargers to volunteer as our MC. A tentative schedule for the evening is listed below:

- 5:30 PM to 6:00 PM – Guest check-in
- 6:30 PM to 7:00 PM – Speaker: Scott Silverman, Director of Second Chance Program
- 7:00 PM to 7:15 PM – Speaker: Angie, Second Chance Program participant
- 7:15 PM – Opportunity drawing to win a \$500 vacation, donated by Acme Travel
- 7:30 PM – Distribute gift bags with t-shirts and promotional material from sponsors

Planned Fund Raising and Organizational Needs

We estimate that we will need at least 100 attendees to reach our goal of raising \$25,000. We will ask Human Resources managers from several downtown firms to spread word of the event to their employees. We will also advertise and sell tickets for the event via Facebook and Twitter. In addition to ticket sales, we will make pitches for donations throughout the night to raise funds. The proceeds will be used to purchase business attire for program participants to wear to interviews and to buy new desks for the recently added classrooms.

Planned Local Corporation's Help

Since Petco is an integral part of the San Diego community and is headquartered downtown, we want its support as the main sponsor of our event. In addition to having the right to post banners and distribute promotional items at the venue, Petco will gain further publicity from the fundraiser since the Altitude Lounge overlooks Petco park. It will be a great marketing opportunity for Petco, not to mention they will receive tax benefits for their donations.

Our Team Plan

The drafting plan for our proposal follows:

- Executive Summary: Brian and Evi
- Budget: Brandon
- Persuasive Letter: Byron and Hubert
- Attachments: Kelly