



The Cure Starts Now X SCNO

Spring 2021 Consulting Project



University of Cincinnati

Matthew Peterson, Christian Wall, Amelia Carpenter,
Jack Walsh, Tanvi Sumit, Sachi Shukla

Table of Contents

Project Overview	3
About SCNO	3
Project Team Introductions	4
The Cure Starts Now Project Abstract	5
Event Overview	6
General Operations	7
Home Run Derby Details	7
Volunteers	8
Timeline	9
Brand Experience & Marketing Strategy	10
The Home Run Trifecta: Participant x Sponsor x Hero	10
Brand Experiences	10
Marketing Logistics	12
Naming Your “Signature Event”	14
Venue Partnerships	15
Revenue Generation	15
Entry Fees	15
Centralized Ticketing System	15
Barbecue Competition	15
Food and Drink	16
Sponsors	17
Side Games	17
Financial Structure	19
Cost & Revenue Scenario Analysis Estimates	19
Safety & Liability	23
Covid Recommendations	23
Waivers	23
Med Sponsor & Tent	23
Feedback & Retention	24
Our Appreciation	25

Project Overview

About SCNO

Students Consulting for Nonprofit Organizations (SCNO) seeks to accelerate nonprofit success by empowering talented students with knowledge, training, and hands-on consulting experience.

SCNO exists to enable nonprofit organizations to reach new heights. Nonprofits play a vital and often undervalued role in the community. While not only serving as a significant source of jobs in local economies, the nonprofit sector provides services and programs that constituents rely on each and every day. The purpose of SCNO is to provide organizations in need with the skill sets to overcome obstacles and continue serving their essential role in the lives of so many.

Our two-pronged mission focused on community development through student growth and interaction, positions us to become a preeminent social sector resource by fostering mutual learning across intertwined nonprofit and campus communities.

Students Consulting for Nonprofit Organizations at the University of Cincinnati is a student-run organization that provides pro bono consulting for nonprofits in the Cincinnati area. SCNO provides clients with meaningful strategic consulting to achieve significant results in the community, while simultaneously fostering opportunities for students to develop professional skills and gain practical consulting experience. Through ten weeks of intensive research and development, student teams work with nonprofits to develop action-items that aim to achieve the development goals of the nonprofit client.

In order to meet the highest standards of results, SCNO draws its talent from a diverse background of students, ranging from finance to engineering, to medical sciences. This cross-collaboration of expertise allows our consultants to not only develop a full breadth of solutions across fields but also delve deeply into each specific sub-solution, drawing upon individual strengths.

SCNO is a widespread organization originally founded in 2000 at the University of Arizona. As of 2017, there are over 30 unique chapters around the country at schools such as Ohio State, Northwestern, Johns Hopkins, Vanderbilt. SCNO was founded at the University of Cincinnati in 2016.

In 2017, SCNO was named Best Student Organization of the Year at the University of Cincinnati by the Student Activities Board.

Project Team Introductions

Matthew Peterson

Matt is a fourth-year student who is working on his Bachelor's in Accounting and Master's of Finance. This semester is his 6th project with SCNO and his first time working with The Cure Starts Now. He has previously completed internships in Assurance, Transaction Advisory Services, Tax, and Business Consulting at Ernst & Young and in Treasury & Risk at Paycor. Matt was the team lead for this Spring's consulting project.

Christian Wall

Christian is a second-year student studying Business Analytics and Finance. This semester is his 4th project with SCNO, and his first time working with The Cure Starts Now. On campus, Christian is also involved with Lindner Ambassadors, Student Alumni Council, and his fraternity. He has previously completed an internship with Great American Insurance Group as a Business Analyst Intern and is currently on co-op at AMEND Consulting.

Amelia Carpenter

Amelia is a fourth-year Industrial Design major in the College of Design, Architecture, Art, and Planning. She has served with SCNO for seven semesters now as consultant, team lead, and former President. Amelia has professional experience in design strategy and industrial design at a range of companies, including Milwaukee Tool, Procter & Gamble, design consultancy Pensa, and tech startup Hatch.

Jack Walsh

Jack is a second-year studying finance at the Lindner College of Business. This is his second semester and project working with SCNO. In addition to SCNO, Jack is involved in Lindner Ambassadors, which assists prospective students and families who are interested in coming to UC. Jack is also the Alumni Relations Chairman for his social fraternity, Pi Kappa Alpha, and serves as the treasurer of the newly created Sailing Club at UC.

Sachi Shukla

Sachi is a second-year studying Neurobiology on a pre-medicine track. This is her 4th project working with SCNO and her first time working with The Cure Starts Now. On campus, she is the mental health committee head in the Arts & Sciences Tribunal and volunteers as an advocate for survivors of domestic violence.

Tanvi Sumit

Tanvi is a first year student studying Medical Sciences on a pre-medicine track as well. This is her first project with SCNO. Tanvi has interned and shadowed many physicians at UC West Chester Hospital to better prepare her for a future in medicine. Working as a part of SCNO has helped her improve her communication and problem solving skills.

The Cure Starts Now Project Abstract

The Cure Starts Now is a nonprofit that works to fundraise for cancer research, but not just one type of cancer, the elimination of cancer as a whole. The Cure Starts Now believes as the experts do; that in order to truly cure cancer you have to focus on those cancers that are the biggest bullies like DIPG and they are the first cancer charity dedicated to this "homerun cure." DIPG research is referred to as the homerun cure because it is a tumor that will help unlock many challenges with any type of cancer.

The Cure Starts Now recognizes that a bad year of fundraising, and stopping research that had to happen due to COVID-19, can impact cancer research upwards of the next 3 years.

The SCNO The Cure Starts Now Project Team is tasked with the brainstorming and outlining of planning of a fundraising event for the organization. The Cure Starts Now is hoping to create an event where people feel safe, feel connected, and feel inspired by their mission to cure cancer. The target audience for this event would be families and professionals. Throughout the year The Cure Starts Now sponsors fundraising events all over the world – from golf outings, carnivals, run/walks to galas and festivals -- including the Hyde Park Blast which is a local race, turned block party with music, food, beer, and wine. This year they also did a virtual Relay Race around the world. The Cure Starts Now is hoping to have an entirely new event created to engage people's participation via donations and registrations (registration & sponsorships should be worked in as a part of the event as those are an essential part of higher fundraising).

Event Overview

Key Features

- a. Brand Awareness (“Signature Event”)**
- b. Strong Revenue Generation**
- c. Inclusivity: Younger Crowd Attainment + Retention**

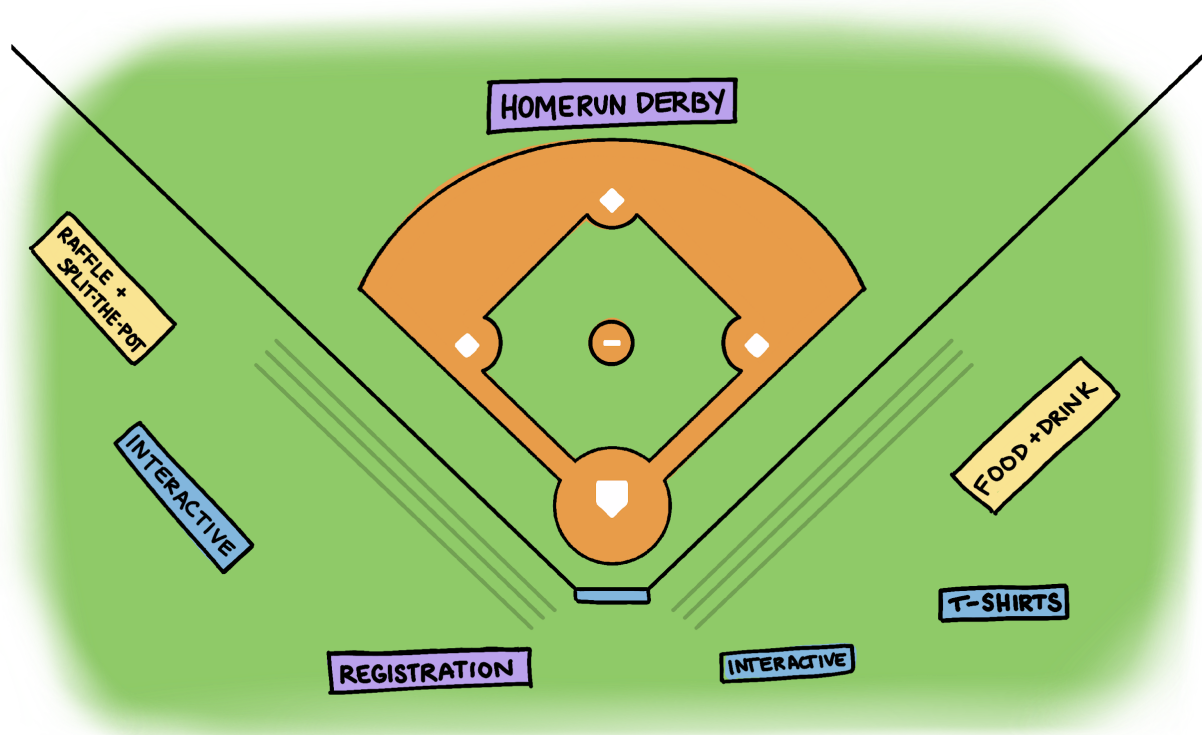
This semester our team was tasked with the opportunity to develop a plan for a fundraising event for The Cure Starts Now. Our project abstract gave initial indications of a desire for an event where people feel safe, connected, and inspired by their mission to cure cancer. It was asked that this event be entirely new and created in efforts to engage people's participation via donations and registration with registration/sponsorships being worked in as a part of the event as those are an essential part of higher fundraising. Through our initial meetings with The Cure Starts Now, we were able further drill-down on what the desired event would look like. Throughout our dialogue, we saw some recurring themes in terms of what the main focuses of this event would be. First and foremost, The Cure Starts Now was looking for an event that could become their “signature” event and be scaled across the country. To truly become the “signature” event and operate on a wide level, there had to be a strong sense of brand awareness incorporated into our event ideation. As is vital to any successful fundraising event, we were asked to create a plan that would provide strong revenue generation. Finally, we were asked to develop an event that would effectively attract and retain the younger adult market.

High Level Plan: Wiffle Ball Home Run Derby Event w/ multi-faceted revenue generation

- a. Requires less area than a race/walk → easily scalable across the country**
- b. Prime opportunity for modular revenue generation + brand awareness**
- c. Family-oriented atmosphere → age inclusive for both participants + spectators**

In order to develop a plan that fulfilled these key objectives, our team brainstormed and analyzed a variety of ideas for this event. We looked at a multitude of fundraising event options (walks, runs, galas, raffles, sporting events, etc.) and ultimately decided to design a centralized event that incorporates pieces from a variety of fundraising types. We believe our proposed event meets the criteria for all three of the desired asks. We covered the brand awareness and scalability aspect by creating an event that requires a small geographic area yet offers numerous possibilities for brand recognition. By only needing a baseball field (or makeshift field) and some extra surrounding space, our event avoids the complications that come along with planning an event that spans across streets, neighborhoods, etc. (run/walk), especially with safety concerns coming into play when looking at implementation of the event in different cities/towns across the country. With multi-faceted revenue generation, our event offers a prime opportunity for strong revenue generation through registration, sponsorships, food/drink sales, raffles, side games, and more. Finally, our event is extremely inclusive by being family-oriented and offering

recreational involvement for both participants and spectators of all ages. Here is a sneak peek:



General Operations

Home Run Derby Details

Similar to other facets of this event, the setup and rules will need to be adjusted depending on the numbers of participants taking part in the event. Throughout this document, we refer to 3 different hypothetical scenarios of attendees (75, 150, 300) for both volunteer and financial estimate purposes. The home run derby participant estimates for these attendee estimates is 50, 100, and 200. It should be noted that these are rough estimates, and adjustments should be made depending on what works best for a given group and venue. Due to the high potential variability of the demographics of who may be participating in the derby, we recommend making adjustments after considering the size of different age and gender groups that will be participating. "Innings" or parts of "innings" can be broken up by age range and gender as seen appropriate by the event coordinator. Each participant in a given demographic will have the opportunity to hit 10 pitches (wiffle ball is recommended for safety reasons). This number of pitches can be adjusted as appropriate for the number of participants in order to align with time duration limits of the event. Walls or lines can be setup in the outfield at different distances to accommodate for participants of different abilities. Prizes can be awarded based on

number of homeruns hit by an individual, an individual's final standing within his or her respective group, or simply for overall participation.

Volunteers

Most of this event will be run by volunteers. Local highschoolers, college students, and adults will work under a volunteer director to complete their tasks. Volunteers should be split up into teams based on tasks. The setup team is in charge of setting up tents, tables, seating, sides games, and concessions before the event. The ticketing team is in charge of distributing tickets for food, drinks, and games throughout the event. The concessions team is in charge of receiving tickets and distributing food and drinks throughout the event. The merch team will be in charge of distributing the tshirts for the wiffle ball players. Either the setup teams or a new cohort of volunteers will be in charge of cleaning up the event. The setup and cleanup volunteers should be comfortable with manual labor. The tickets, concessions, and merch volunteers should be comfortable with standing for long-periods of time. There should be at least one experienced volunteer in each group to help train and lead the other volunteers for their tasks, prior and during the event. If needed, shifts can be used every four hours. Based on the amount of guests attending the event, the number of volunteers will change respectively, as shown below.

# of Guests	75	150	300
Setup	5	5	5
Tickets	1-2	2-3	3-4
Concessions	1-2	2-3	3-4
T-shirts	1-2	2-3	3-4
Clean up	5	5	5
Announcers	1	1	1
Derby Coordinators	2	2	2
Total Volunteers	16-19	19-22	22-25

Timeline

2 hours before the event:

Have volunteers and staff set up a volunteer booth, seating, tents, and side games. Concessions stands/food trucks/Port-A-Potties will be set up at this time as well. Volunteers should also hang up any donor banners around the location. Based on the size of the event, the period of time needed for set up will vary. The ticketing booth and tables to sign should also be set up at this time. Music should also be set up at this time. A place for the BBQ events (if applicable) should also be set up.

20 minutes before the event:

Volunteers working during the event should come at this time. Volunteers will receive an identification item and go to their locations. Volunteers should be advised on their tasks ahead of time (X days/hours before the event) for efficiency.

First 30 mins of event:

Wiffle Ball players will begin to sign in at the sign up table. They will receive their t-shirts, the field number, and relative time of their derby slot. Visitors will also begin coming to the event and start playing the games, signing up for raffles, and eating food.

Main Event:

The main focus of the event should be on the derby competition. An outgoing volunteer(s) will serve as announcer of the derby to keep energy and engagement up and provide Hero, Research, and Sponsor programming between "Innings." Other activities and guest interaction points (see "Brand Experiences" and "Revenue Generation") will exist throughout the event but be located outside of the derby field. A BBQ competition will also take place alongside the main Derby event.

After the Event:

Event length should be set between 3 and 6 hours, depending on the number of guests and active derby participants. Shorter events can anticipate participants to stay the entire time, while longer events would assume a "rolling" attendance structure. Afterwards, volunteers and staff will put away seating and tents. Any other cleanup will happen during this time.

Brand Experience & Marketing Strategy

The Home Run Trifecta: Participant x Sponsor x Hero

The “Home Run Trifecta” consists of the three players crucial to a home run marketing campaign for this event. Each player holds a unique role in the overall experience and is united in driving toward a common cure:

The **Sponsors** are the foundation. They provide the resources to create a solid footing, on which the rest of the event can be built. They also amplify the word throughout their communities.

The **Participants** are the event’s energy and community. They help knock cancer out of the park by directing dollars to research and spreading the word network-wide. Donate, attend, bring a friend.

The **Heroes** are why we’re all here. They inspire us to come together as one team working to hit the homerun cure out of the park.

The goal is for each player to feel enrolled, inspired, and motivated through a common purpose and for all to *have fun*. By acknowledging the different roles and experiences, we can be mindful of which audience we are engaging throughout the planning, hosting, and follow up process.

This “Trifecta” framework will tie into the brand experiences included in the event, and help structure the marketing logistics that will extend and reinforce brand touchpoints beyond the event’s start and finish.

Brand Experiences

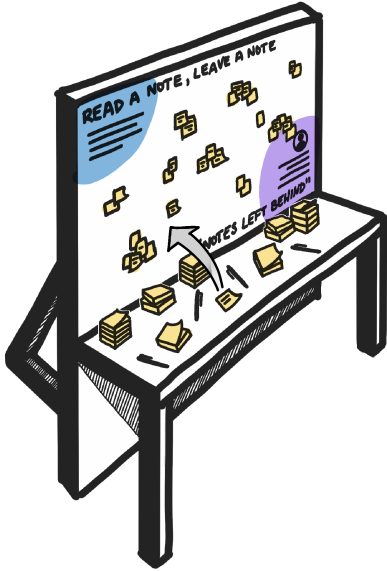
Who Interacts with the Brand Experiences?

The main audience to engage with The Cure Starts Now brand experiences during the event are the Participants. The following experiences (see “What?”) are an important part of enrolling the participants in the greater mission of The Cure Starts Now by providing background, inspiration, and emotional tie-ins that will extend participants’ relationships with the organization beyond the duration of the event.

What are the Brand Experiences?

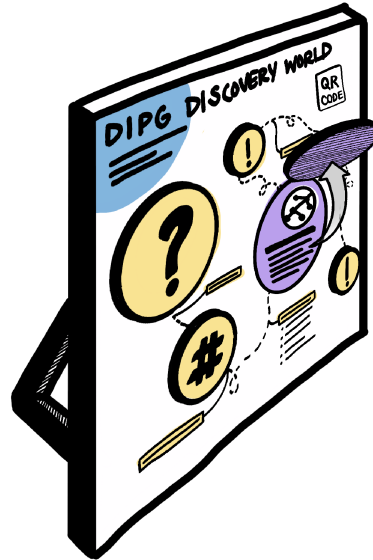
The Cure Starts Now brand experience consists of three interactive touchpoints throughout the event. The “vision sketches” below are meant to capture a rough idea of

what these brand experiences might look like. If time, planning, and resources allow, these experiences could be taken to the next level of creativity and imagination by engaging local artists, designers, or sponsors to create the content. A virtual alternative can be created via online whiteboarding platforms, such as [Miro](#) and [Mural](#).



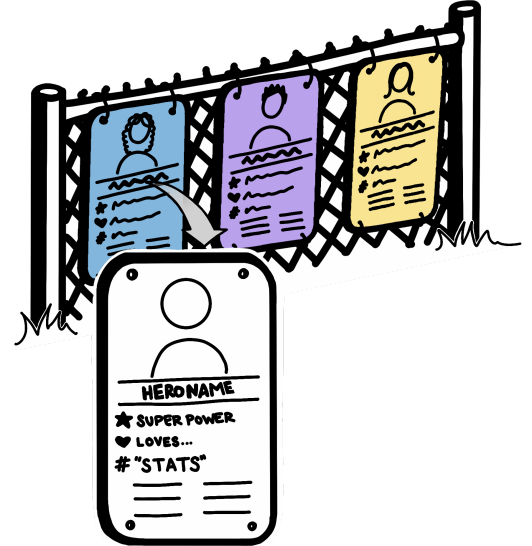
Wall of “Notes Left Behind”

This concept provides a space for participants to contribute their versions of a “Note Left Behind.” As the event progresses, the wall fills with notes, representing the support that exists within the community.



DIPG Discovery World

This concept helps participants build an understanding of where donations go and why it is important. Illustrating research progress can also enroll participants by showing forward movement and real-world impact.



Hero Hall of Fame

This concept helps highlight local and national Cure Starts Now Heroes. The vision is to create “baseball-card” style posters that tell the Hero stories. By sharing these stories, participants begin to establish more personal connections with the cause.

Where and When do the Brand Experiences Occur?

These interactive experiences would be spread throughout the event, depending on the size and layout of the venue. They will be open for the duration of the event as a form of auxiliary and go-at-your-own-pace programming for participants not actively engaged in the Home Run Derby.

Why are the Brand Experiences Important?

These experiences are designed to engage participants on an emotional level in order to gain long-term buy-in to The Cure Starts Now's mission and purpose. It does this by providing context and background on the "homerun cure" and demonstrating the impact of funds raised so that participants feel ownership in the cause.

How will Participants Remember the Event?

When it comes to participants remembering this "signature event," try to tie visual decorations, design, and communication into the "Home Run" theme. This will help keep the "home run cure" and, subsequently The Cure Starts Now, top of mind when it comes to this event and philanthropic contributions. The following are some icons and elements that reinforce both the home run and The Cure Starts Now themes:

- "Home Run" begets a Baseball environment and themed design details
 - "Hall of Fame" with baseball-card style posters to showcase Heroes
 - Jersey/baseball-themed shirts
 - Baseball-themed logo
- The Cure Starts Now already holds some iconic elements:
 - "Notes left behind" to reinforce the organizations origin story
 - Heart doodle logo

Marketing Logistics

Targeting Young Professionals and Young Families

When planning the marketing for this event, it is important to keep the target audience at the forefront of all efforts. For this event, the goal is to target the young professional and young family crowd. Drawing in these demographics creates a more active and social environment, as well as building relationships with participants that will be donors for years to come.

The first way to target these demographics is by leveraging media campaigns and event hosting platforms. Social media and email campaigns should be designed to 1) bring the viewer into your network by following your account by capturing their email, 2) enroll them in your mission or event by providing information or sparking curiosity, and 3) prompt the viewer to enroll more viewers by sharing the event/content with their networks. The current best platforms to do this are Instagram and Facebook, and your email marketing platform (like [MailChimp](#) or [Constant Contact](#)). Event hosting platforms, such as [Eventbrite](#) and [Whova](#) can be paired with social media campaigns to manage registration and attendee lists, and allow viewers to easily share the event with their networks.

The next way to reach these demographics is by targeting sponsors that already engage these demographics. Some examples include: fitness studios/gyms, early childcare centers, fashion brands (kids & adults), college alumni networks, young professional organizations, breweries, and high schools/sports teams/leagues/organizations (esp. Baseball related).

Communication and Timing

The communication timeline will start several months before the day of the event, and should be spread across numerous different channels. The matrix below shows how the “Trifecta” framework applies at each stage of the communication timeline.

BEFORE	DURING	AFTER
Engage Participants (0-2 months before)	Enroll Participants	Stay in Touch w/ Participants
<ul style="list-style-type: none"> • Social Media campaigns, like giveaways, re-posting, and challenges • Encourage content sharing and enrolling friends • Starts to “build the hype” and encourage larger audiences to attend 	<ul style="list-style-type: none"> • Get them to follow (if not already) • Engage donations • Capture contact information • See “Brand Experience” above 	<ul style="list-style-type: none"> • Social media giveaways, re-posting, and challenges • Email campaign updates on impact of fundraising dollars and Hero journeys • Builds community beyond the event and sets groundwork for return participation
Leverage Sponsors (1-3 months before)	Showcase Sponsors	Extend Sponsor Engagement
<ul style="list-style-type: none"> • Enlist sponsors that already have the target consumer group in mind (see “Targeting Young Professionals and Young Families”) 	<ul style="list-style-type: none"> • Make sure logos are visible • Allot portion of announcement time to sponsor advertising 	<ul style="list-style-type: none"> • Micro-fundraising through social media giveaways & promotions • Reinforces sponsor relationship for better chance at future partnerships

Build Hero Stories (1-2 months before)	Spotlight Hero Stories	Follow Hero Stories
<ul style="list-style-type: none"> ● Social media sneak peaks ● Balance macro and micro storytelling by setting the stage for fundraising goals (macro story), while tying it back to the personal (micro story) 	<ul style="list-style-type: none"> ● See “Brand Experience” above 	<ul style="list-style-type: none"> ● Use social media to continue telling Hero stories ● Demonstrates impact to sponsor, participants, and public ● Reminds all players of the driving “why”

Naming Your “Signature Event”

While the event, the marketing strategy, and the branding will be similar across the country, there is value in allowing each local chapter to decide on the exact name that they wish to use. Listed below is a non-exhaustive list of potential names that our team has brainstormed.

- Home Run for the Cure
- Batting in the Home Run Cure
- Run the Cure Home
- Strike out Cancer
- Round the Bases
- Home Run against Cancer
- Knock Cancer out of the Park
- Home Run Heroes
- Home Run Starts Now
- Angels Strike out Cancer
- Wiffle ball for the Cure
- Grand Slam against Cancer
- Hit Cancer out of the field
- Win for Our Warriors
- Home run Hitters: A Fight for The Cure
- Rounding the Bases & Heading for The Cure
- Hitting for Our Heroes
- Dedication Night: Hitting for Our Heroes

Venue Partnerships

One of the primary reasons we decided on making this event a homerun derby is because it can easily be hosted at many different locations across the United States. It could be anywhere from a local, public baseball field, high school fields, public parks, large open grass spaces, or even a large parking lot. This multitude of options ensures that this event can be successfully just about anywhere in the US with no hoops to jump through to find a location.

Revenue Generation

Entry Fees

When it comes to entry fees, there will be a basic adult fee of \$20 and children under 12 will get in for free. This \$20 is flexible and can be changed depending on costs or number of attendees. As shown later, this fee will allow the necessary costs to be covered in addition to other sources of revenue. This fee will allow the person/family to enter the event and have access to all the food, drinks and side games that will be paid for separately. The initial entry fee will allow for the person or individuals in the family to be a part of the home run derby, which will be organized based on a time of signup basis. Entry fees will very likely be paid for online after the person or family signs up but there will also be an in-person option to pay and sign up as well. The estimations in projected revenue generation based on attendance are broken down below.

Centralized Ticketing System

One way to simplify all methods of payment aside from entry fees for this event is using tickets as a centralized way to pay for all food, drink, side-games and split the pot etc. There will be a ticket booth or several of them depending on the size of the event that will allow people to buy tickets to pay for things. One ticket will equal \$1 and help speed up all methods of payment at the event. So instead of having to dig in your wallet and grab a few dollars, a drink or burger might cost 2 or 3 tickets. The pool of money accumulated from the event will then be centralized at the ticket booth or booths and will eliminate the possibility of misplacing cash at different parts of the event. At this fundraiser, people will also be able to go back to the ticket booths to purchase more tickets if they need to.

Barbecue Competition

As another staple in revenue generation, this competition will allow for newbies and professionals alike to compete to make the best barbecue. It will add a whole other side

to this event and fundraiser. The first step in this competition is to determine if the audience or area would be likely to participate. For example, BBQ competitions are a lot more common and almost religiously done in states like Kansas, Texas, Mississippi etc. and some other states nationwide may not have people that are as interested.

Next, it is important to decide whether the competition would be a sanctioned event or not, meaning following the specific rules and guidelines of a competition based on a local barbecue society's rules and standards of judging. The organizers have some flexibility when it comes to this, as a non-sanctioned event will likely be more relaxed and a sanctioned event more strict.

In addition, the revenue generation aspect will come into play in the form of an entry fee. Based on how many people/teams participate in the competition, a percentage of the total money from entry fees will go towards the top 3 winners for best barbecue, a percentage towards costs to hold the competition, and the rest will be the funds raised for The Cure Starts Now.

This event has the potential to be very large depending on how many participate which must be considered when planning this fundraiser as a whole. There are barbecue competitions done nationwide that can exceed 500 teams with tens of thousands of spectators, and \$100,000+ prizes. Knowing this, it may be important to plan this as a separate event because of the already existing complexity and moving parts of the currently planned one. This event could still fit nicely into this fundraiser if managed properly and is not overbearing in size in comparison to the other aspects of this fundraiser.

For example, if there were 30 teams that each paid a \$50 entrance fee, there is great flexibility in the percentage of that money that is used to award the winners and what would go back to The Cure Starts Now. It is also important to keep in mind these numbers are an example and it is likely that the more money awarded to the winners will give people more of an incentive to sign up.

Food and Drink

For food and drink, our ideas included bringing in a variety of different food trucks like Mexican, Italian, pizza, sandwich variety etc. to have food options for those attending the fundraiser. This is a great way to help small businesses. Aside from the food trucks, tents can be put up to offer general concessions like hot dogs, burgers, fries, soft pretzels, chips, fries etc. along with vegan/gluten free options as well like bean burgers. As seen in the graphs below under *Cost & Revenue Scenario Analysis Estimates*, the basic breakdown for simplicity sake was to make the food cost \$0.50 and sell for \$2.00 which is subject to change for the different foods and can easily be sold for more or less.

For alcohol sales, we plan to either be sponsored by a third party vendor to bring in a mobile beer tap or we would plan to buy the alcohol separately and write it off as a cost, and sell the alcohol via volunteers at a booth to generate revenue. We would plan to only offer beer, wine, or seltzers and would not allow people to bring alcohol on their own at this event. We would also offer bottled water and a variety of sodas as well. Also seen in the graphs below, we have a base cost of \$0.50 for the drinks and price of \$2.00, but these costs and prices can be easily changed based on the product.

Sponsors

At the center of nearly every successful fundraiser lies corporate sponsors. With events for The Cure Starts Now being executed by local chapters across the US, it is not feasible to expect to acquire sponsorships from large, multinational companies (this does not mean that they would be impossible to secure). However, there is a distinct ability for local fundraisers to attract local sponsors, and this is where we recommend a large portion of time and energy be spent in recruiting donors. These local sponsorships can start by asking for strictly monetary donations, but can also expand to include hard goods, prizes, banners, etc.

For a general timeline, we recommend reaching several months in advance. Having an idea of how much money can be raised will be crucial in budgeting for the event, so securing those goods and funds as early as possible will allow for less uncertainty in the days and weeks leading directly up to the event.

For events in following years, the companies that sponsored in previous years would be a great place to start. Locking them down would then allow time for a broader reach to new potential sponsors, allowing for the event to grow year after year.

Side Games

One final way that has proven to be successful in raising money during local fundraisers is focusing on side games. Detailed below are several types that could be implemented at little to no cost, making them very enticing to raise additional funds.

Raffles - These could include prize baskets or goods, gift cards to local restaurants, sports tickets, etc. Most companies are willing to donate goods to be raffled off because it is great publicity for them. Reaching out by explaining the event, how their donation will be used, and how many people will be exposed to it is an excellent strategy to work towards having prizes donated.

Split the Pot - This is a staple fundraiser event that is proven to be an excellent avenue to raise money. Participants buy tickets, half of the money goes towards a donation and the other half goes to a pot that a winning ticket gets at the end.

Dunk Tank - This is a little more costly option, but still a great one to utilize. Dunk tanks will cost anywhere from \$200-\$500 for a several hour rental, but charging \$5 for a couple throws is a sure-fire way to make much more than what it costs.

Fastest Throw - This event is a very easy one to pull off. Participants pay a couple dollars to enter and get 5 balls to throw. A radar gun is tracking the speed and the fastest throw of the day receives a prize.

It is not unrealistic for each of these to raise a couple hundred to several thousand alone. They can help bolster the larger corporate sponsors and ensure that as much money is raised as possible.

Financial Structure

Cost & Revenue Scenario Analysis Estimates

When examining the financial makeup of this event, there is a large range of possibilities. Due to the scalability of this event, different local groups may see a wide range in terms of both revenues and expenses; thus, scenarios must be adjusted accordingly. We have provided rough estimates below for three given participation/attendance scenarios: low (1), moderate (2), and high (3). It must be noted that both the quantity and cost estimates within these scenarios are general approximations based upon real-world costs of similar items and events. Some costs and revenues may be included in a given group's implementation of the event, while others may be excluded based on the group's event needs. It is also reasonable to assume that some goods and services can be acquired at lower than market cost given the fact that this is a nonprofit event with strong moral sentiment involved. Note that the highest potential for variance in these estimates will likely occur within the auxiliary revenue generators such as sides games, split-the-pot, and food/drink sales. These items could see great fluctuations depending on many changing variables including, but not limited to, demographics of attendees, duration of event, type of item, weather during the event, etc. Additionally, there is much room for growth or reduction in terms of cost and earnings for these line items; therefore, there is a lot of potential for adjustment by the event host that will depend on preference and overall event expectations. After all, a one size fits all analysis would be inappropriate for an event that is desired to scale across the country with a number of fluctuating variables. With this in mind, we strongly recommend using situational analysis for each event when considering what figures to use as estimates. These estimates are intended to be used as a general guide to be adjusted on a per-need basis rather than a strict expectation.

Scenario 1: Low

Scenario 1: Low			
~50 registrants/75 total attendees			
Expense Estimates	Cost per	Amount	Cost
Drink item	\$ 0.50	250	\$ 125.00
Food item	\$ 0.50	250	\$ 125.00
Ticket Roll	\$ 4.00	3	\$ 12.00
Live Band or DJ	\$ 200.00	1	\$ 200.00
Port-a-Potty Rentals	\$ 100.00	2	\$ 200.00
Trophies/Awards	\$ 15.00	5	\$ 75.00
Tents/Tables	\$ 50.00	10	\$ 500.00
			\$ 1,237.00
Revenue Estimates	Earnings per	Amount	Earnings
Drinks	\$ 2.00	250	\$ 500.00
Food	\$ 2.00	250	\$ 500.00
Side Games	\$ 1.00	500	\$ 500.00
Split-the-Pot	\$ 1.00	100	\$ 100.00
Registration fees	\$ 20.00	50	\$ 1,000.00
Sponsorship packages	\$ 250.00	5	\$ 1,250.00
Add'l Donations	\$ 20.00	15	\$ 300.00
			\$ 4,150.00
Net Profit	\$		2,913.00

Scenario 2: Moderate

Scenario 2: Moderate			
~100 registrants/150 total attendees			
Expense Estimates	Cost per	Amount	Cost
Drink item	\$ 0.50	500	\$ 250.00
Food item	\$ 0.50	500	\$ 250.00
Ticket Roll	\$ 4.00	6	\$ 24.00
Live Band or DJ	\$ 200.00	1	\$ 200.00
Port-a-Potty Rentals	\$ 100.00	4	\$ 400.00
Trophies/Awards	\$ 15.00	10	\$ 150.00
Tents/Tables	\$ 50.00	20	\$ 1,000.00
			\$ 2,274.00
Revenue Estimates	Earnings per	Amount	Earnings
Drinks	\$ 2.00	500	\$ 1,000.00
Food	\$ 2.00	500	\$ 1,000.00
Side Games	\$ 1.00	1000	\$ 1,000.00
Split-the-Pot	\$ 1.00	200	\$ 200.00
Registration fees	\$ 20.00	100	\$ 2,000.00
Sponsorship packages	\$ 250.00	10	\$ 2,500.00
Add'l Donations	\$ 20.00	30	\$ 600.00
			\$ 8,300.00
Net Profit	\$		6,026.00

Scenario 3: High

Scenario 3: High			
~200 registrants/300 total attendees			
Expense Estimates	Cost per	Amount	Cost
Drink item	\$ 0.50	1000	\$ 500.00
Food item	\$ 0.50	1000	\$ 500.00
Ticket Roll	\$ 4.00	12	\$ 48.00
Live Band or DJ	\$ 200.00	1	\$ 200.00
Port-a-Potty Rentals	\$ 100.00	8	\$ 800.00
Trophies/Awards	\$ 15.00	20	\$ 300.00
Tents/Tables	\$ 50.00	40	\$ 2,000.00
			\$ 4,348.00
Revenue Estimates	Earnings per	Amount	Earnings
Drinks	\$ 2.00	1000	\$ 2,000.00
Food	\$ 2.00	1000	\$ 2,000.00
Side Games	\$ 1.00	2000	\$ 2,000.00
Split-the-Pot	\$ 1.00	400	\$ 400.00
Registration fees	\$ 20.00	200	\$ 4,000.00
Sponsorship packages	\$ 250.00	20	\$ 5,000.00
Add'l Donations	\$ 20.00	60	\$ 1,200.00
			\$ 16,600.00
Net Profit	\$		12,252.00

Safety & Liability

Covid Recommendations

With the current situation relating to Covid-19, possible accommodations can be made to this event in the case that the event is held in the near future. The guidelines recommended by each state are constantly changing so edits to these accommodations should be made as needed.

- Masks will be required at all times unless a person is eating.
- Proper social distancing will be enforced. This will include small groups of people staying six feet apart. Seating will also be placed in a socially-distant fashion.
- Sanitation stations will be placed throughout the venue including extra masks, gloves, hand sanitizer, and clorox wipes.
- Volunteers should wipe down common surfaces like tables and chairs every thirty minutes.
- Side games and the wiffle ball game will be played following the above guidelines.

Waivers

As is typical with many events, we are recommending the use of liability waivers. Due to the physical nature of sports, it is highly recommended that at the minimum, the participants in the home run derby challenge complete liability waivers prior to participating in the event.

Med Sponsor & Tent

A medical tent presents a great opportunity for a local medical group, chiropractor, etc. Groups such as Mercy Health do this on a regular basis, and we believe this common opportunity is widespread. This would allow for additional sponsorship revenue to be made while simultaneously having medical personnel on site for assistance if necessary.

Feedback & Retention

A successful fundraiser does not end after all of the materials are packed up and everyone leaves the venue; in our eyes, a successful fundraiser never truly ends. The fundraiser itself works to build a relationship with as many people as possible to secure them as continued supporters of The Cure Starts Now. One of the best ways to easily accomplish this is immediately ask for feedback from all participants. This will allow their voices to be heard and strengthen the feeling that they have a stake in the relationship.

This feedback should be relatively quick and easy in order to encourage as many participants as possible to take it. Questions can be asked ranging from how they heard about the event so that The Cure Starts Now can better marketing efforts in future years, to what operational deficiencies existed that can be refined in future years. The link below is an example that was quickly put together using Google Forms, a free service that will compile all results and allow for quick analysis by the survey creator.

https://docs.google.com/forms/d/e/1FAIpQLSfywldBJDov9MkM-KVQUrHL7w0Pfv3peq5mG2Qm1SsGptrU0Q/viewform?usp=sf_link

Beyond getting feedback from participants, local chapters should strive to continue the relationship with all participants. This starts with connecting with as many individuals as possible through social media. Social media allows for incredibly easy communication to the masses at a very low to no cost. It also creates a central location for all information on the organization to be found by anyone curious.

Beyond social media, the next step lies in sending out a newsletter to all previous participants using their information collected during registration. These newsletters can highlight specifically where the money raised has been donated, stories of families that have been supported through the organization, and updates on any upcoming events.

A final aspect that should be used if scalable is writing hand-written letters to donors. This will be a time-consuming process, but can be incredibly powerful to the participants and lock in their continued support of the organization.

Our Appreciation

Thank You for Partnering with UC SCNO!

From our first meeting to the final presentations, we are grateful to have the opportunity to work with an organization as incredible as the The Cure Starts Now. We understand this is a partnership of mutual benefit; the learning opportunities we harness and the deliberate recommendations you receive both spawn from a greater passion for the nonprofit world and its acceleration. We hope to foster this relationship and continue our work with The Cure Starts Now in the future.

Sincerely,
UC SCNO