HALLOWEEN CANNED FOOD DRIVE

EVENT BRIEF
MARKETING & ANALYTICS COMMITTEE, FALL 2020

HALLOWEEN CANNED FOOD DRIVE
Funding meals for Central Texans this October

Make your impact here:
https://www.justgiving.com/team/HCFD2020

2020
MAC@SEC.ENG.UTEXAS.EDU - BHAARGAVI ASHOK, CHELSEA TENG
KEY FINDINGS
OUTCOMES, & IMPROVEMENTS

OPERATIONAL SUGGESTIONS

- Early planning (especially of challenges), frequent communication, and creating an organized timeline with deadlines will maintain the fundraising momentum.
- Presenting at org meetings and incentivizing organizations to sign-up early may improve the number of donations received.
- Reach out to CRCS early and encourage them to make their org page early.

PUBLICITY IMPACT

- Fundraise heavily in the first 15 days because engagement is usually at its peak within that window.
- Incorporating challenges throughout the month similar to HCFD: Boo’d may improve org and individual engagement.

EVENT IMPACT

- Raised in total: $5616.
- Student orgs participated to raise money: 15.
- Of donations came from engineering org donation pages: 45.1%.

- Incentivize orgs to get members to participate in challenges. Only 10/40 people who participated in the Boo challenge were non-sec members.
- Have sec members who are part of other orgs frequently advertise HCFD and push for participation.
SUGGESTED TARGETS

01
Organized Timeline
Creating a timeline with deadlines and goals for ideas, fundraising, and CRCs

02
Competitive Events
Adding fun events throughout the month to publicize the fundraiser and increase engagement among orgs (for points)

03
Frequent Event Reminders
Sending e-mail reminders through different newsletters and have service mals present at other org meetings to increase outreach