

**MEMO**

To: Keri Bunting, Volunteer Coordinator, Bigger Vision of Athens

From: Ansley Rushing, PR Director, Bigger Vision of Athens

Date: Oct. 3, 2010

Subject: Update on “Bigger Vision Christmas Jam” special event, Dec. 18, 2010

With the date of the special event rapidly approaching, I wanted to inform you of the public relations plan for the evening so far. The purpose of the event is to bring together donors and volunteers, raise money, and reveal the new building to the public. The event is a fundraiser as well as an entertaining concert experience. All promotions have been going very well so far, so I anticipate the event to be a great success.

**Anticipated Attendance**

Our attendance goal for the event is 200 attendees, plus the musicians and the board of directors. This is a family event, so we will encourage everyone involved in the organization to bring their families with them. It will be marketed toward current volunteers, current donors, and local church congregations. Tickets will be sold for $5 and will go toward the funding of the new building. Tickets will be sold at the door, but they will also be available in advance on Bigger Vision’s website, [www.biggervisionathens.org](http://www.biggervisionathens.org).

**Participants**

Two bands will be selected by the board of directors to perform at the event. They will provide family-friendly music, and will most likely be Christian bands to accommodate our church congregation attendees.

**Advanced Publicity**

News announcements about the event were sent to appropriate local media, including *The Athens Banner-Herald, Flagpole, and The Red and Black.* Calendar

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listings and PSAs have been sent to WUOG, WUGA, WGAU, WNGC, and 100.1 The Bulldog. E-mail invitations were sent out the Bigger Vision listserv. A Facebook event was created, and all Facebook “friends” of the organization were invited. Flyers were distributed to all local churches.

**Media Coverage of the Event**

*The Red and Black, Flagpole,* and *The Athens Banner-Herald* reporters and photographers are expected to attend the event. Follow-up calls will be made the day before the event, Dec. 17, 2010. Press Kits will be available.

Facebook posts will be made every day during the week before the event, as will Twitter posts. We will have a Twitter hashtag, which is #BiggerVisionXmasJam. On Foursqaure, we will make the location of the event known, and that will be linked to Facebook.

**Set-Up**

The set-up process will begin at 11 a.m. on Dec. 18. A sound system and outdoor stage will be delivered and set up by the UGA Music Business Program. Ten volunteers will be asked to arrive at this time, in addition to the board of directors. The volunteers will help the Music Business students to unload sound system gear, set up tables and display photos of the building floor plans outside, and clean the building for tours. A bar area will be set aside for refreshments, which will be donated by the participating churches.

At 1 p.m., the bands will arrive to unload their gear. The Music Business students will assist them. By this time, the stage and sound system will be fully set up and ready for the musicians to organize as they wish.

When the ten volunteers finish setting up the tables, cleaning, and unloading sound equipment, they will begin putting up Christmas decorations. The front of the shelter will be covered in Christmas lights. Wreaths will be on all doors and windows. The tables will have red and green tablecloths with fake snow on top. The stage will be circled with Christmas lights.

At 3 p.m., soundcheck will begin, which will be run by the Music Business students. The headlining band will soundcheck from 3-3:45 and the opening band will soundcheck from 4-4:30. After the opening band’s soundcheck, they will leave their gear set up onstage, and an Ipod with uplifting music will begin playing. The Ipod will play until the bands go onstage at 7 p.m.

Guests will be invited to arrive early to go on tours of the new building. Beginning at 5 p.m., board members will be stationed at a table to take groups of

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approximately ten people at a time on a tour through the shelter. Board members will explain how each room will be used for the betterment of the organization.

Raffle tickets will start being sold at 5 p.m. Two volunteers will be taking money and giving out the tickets for the raffle that will be held immediately following the concert.

The event is scheduled to end around 9:30 p.m.

**Raffle**

The raffle will occur after the bands perform, at approximately 9 p.m. It will feature a Widespread Panic autographed guitar. Tickets will be sold leading up to the event, as well as the day of the event. Tickets cost $10 and all the proceeds go to the funding of the new building.

The volunteer coordinator, Keri Bunting, will have a bowl containing copies of all tickets purchased. She will invite another board member onstage to draw one ticket out of the bowl and reveal the winner. The winner will be invited onstage if he or she is present. If not, the winner will be contacted by phone the following day.

Keri Bunting will wrap up the evening with a 5-minute speech, thanking everyone for participating in the raffle.

**Timetable**

A timetable is attached, which shows the complete schedule of the event. If you need any more information as the event approaches, please contact me, Ansley Rushing, at 770-377-5765 or at ansley12@uga.edu.

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**TIMETABLE**

*Dec. 18, 2010*

11 a.m. Bigger Vision board members, ten volunteers, and the UGA Music Business program students will arrive to set up the stage and sound equipment, set up tables and display photos outside, and clean the building for tours.

1 p.m. Bands arrive to unload gear. Volunteers set up Christmas decorations.

3 p.m. Soundcheck for the headlining band will begin, run by the Music Business students.

3:45 p.m. The headlining band will tear down their gear and the opening band will set up.

4 p.m. Soundcheck for the opening band begins.

5 p.m. Tours of the new building begin, and will be staggered in 15-minute increments until 6:45 p.m. Music begins playing over the loudspeakers.

7 p.m. The opening band will begin their performance.

7:45 p.m. The opening band finishes and moves their gear. The headlining band brings their gear onstage.

8 p.m. The headlining band will begin their performance.

8:45 p.m. Raffle closes. No more tickets are sold.

9 p.m. Headlining band finishes. Keri Bunting comes onstage for the raffle drawing.

9:05 p.m. Keri makes a speech thanking everyone for coming.

9:30 p.m. When all guests are gone, cleanup begins.

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*Post Event*

Send thank you letters to new donors, sponsors and volunteers.

 Monitor media coverage.

 Write a blog post about the event.

 Complete event evaluation.

 Post photos on Facebook and Flickr.