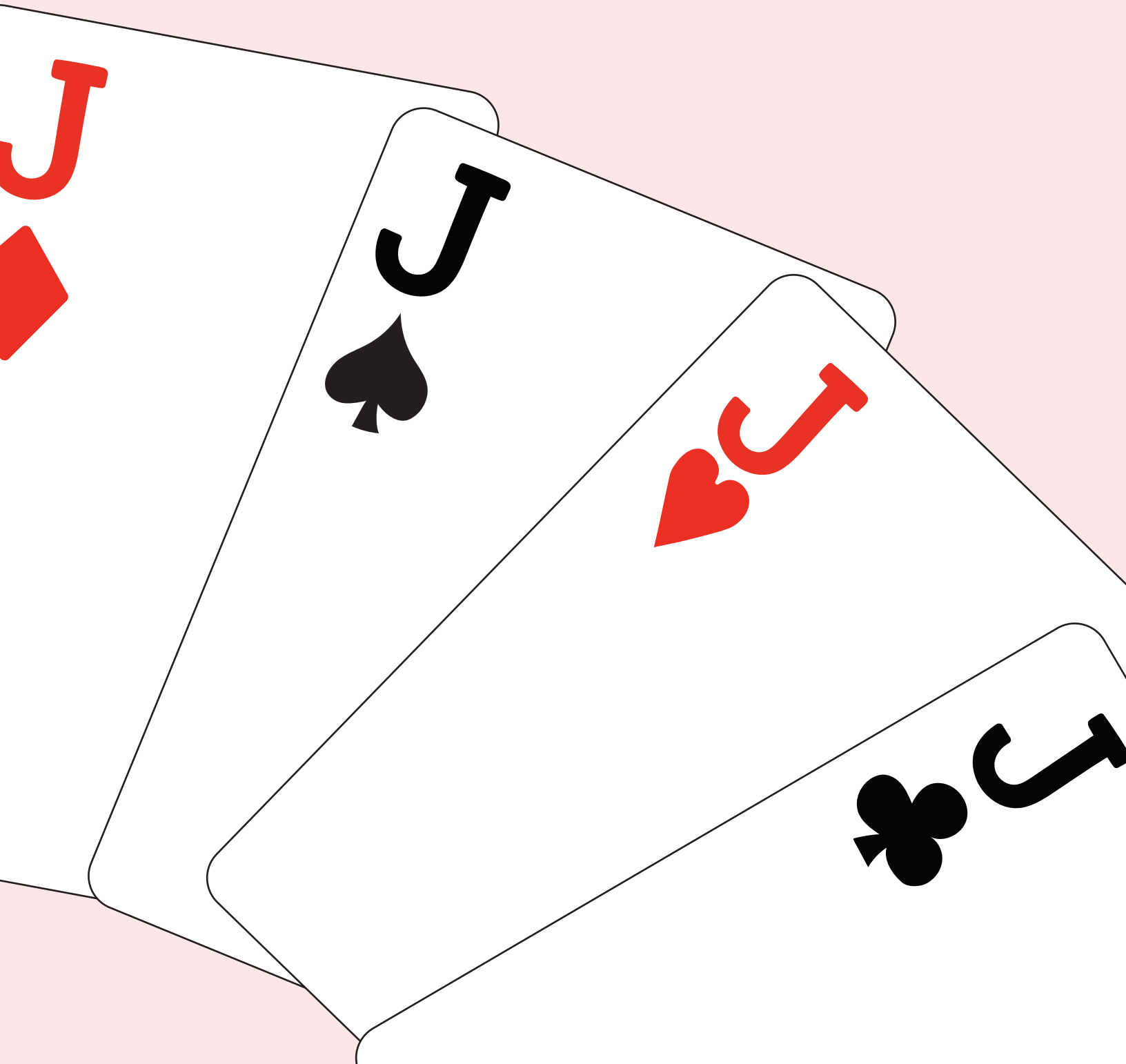


JACK OF ALL
♥ TRADES AGENCY

**JACK OF ALL
♥ TRADES AGENCY**

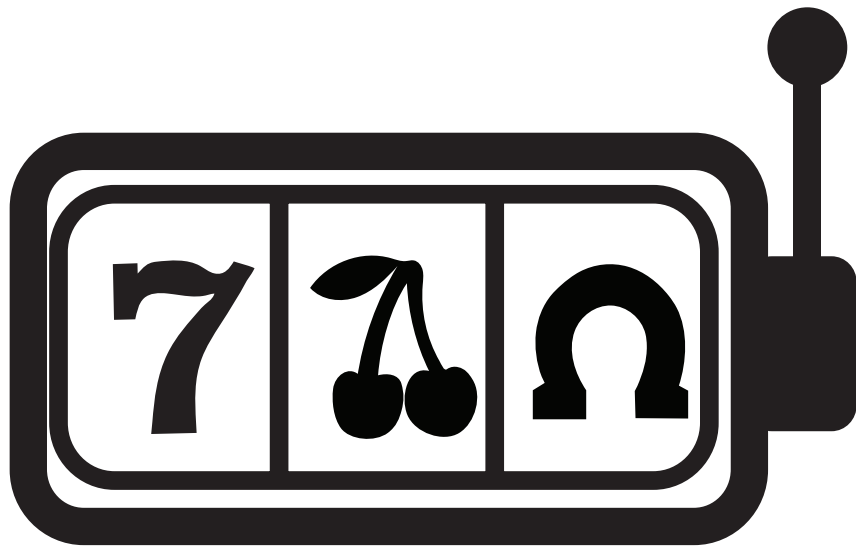


IN OUR DECK OF CARDS:

- 1** Meet the Team
- 3** Situation Analysis
- 13** Secondary Research
- 43** Primary Research
- 55** Audience
- 63** SWOT
- 69** Goals and Objectives

HITTING THE JACKPOT

Jack of All Trades Agency is an optimistic, positive-spirited group that strives to help improve local companies and their brands. Our dedication and hard work ethic are proven to be satisfactory with every partner we share. The Jack of All Trades group is very diverse in which we all possess different strengths that combine to form a collaborative, supportive team.



EMMA WALSH



MOLLY OVERMAN



PAIGE MOYER



ELLIE DRUTEN

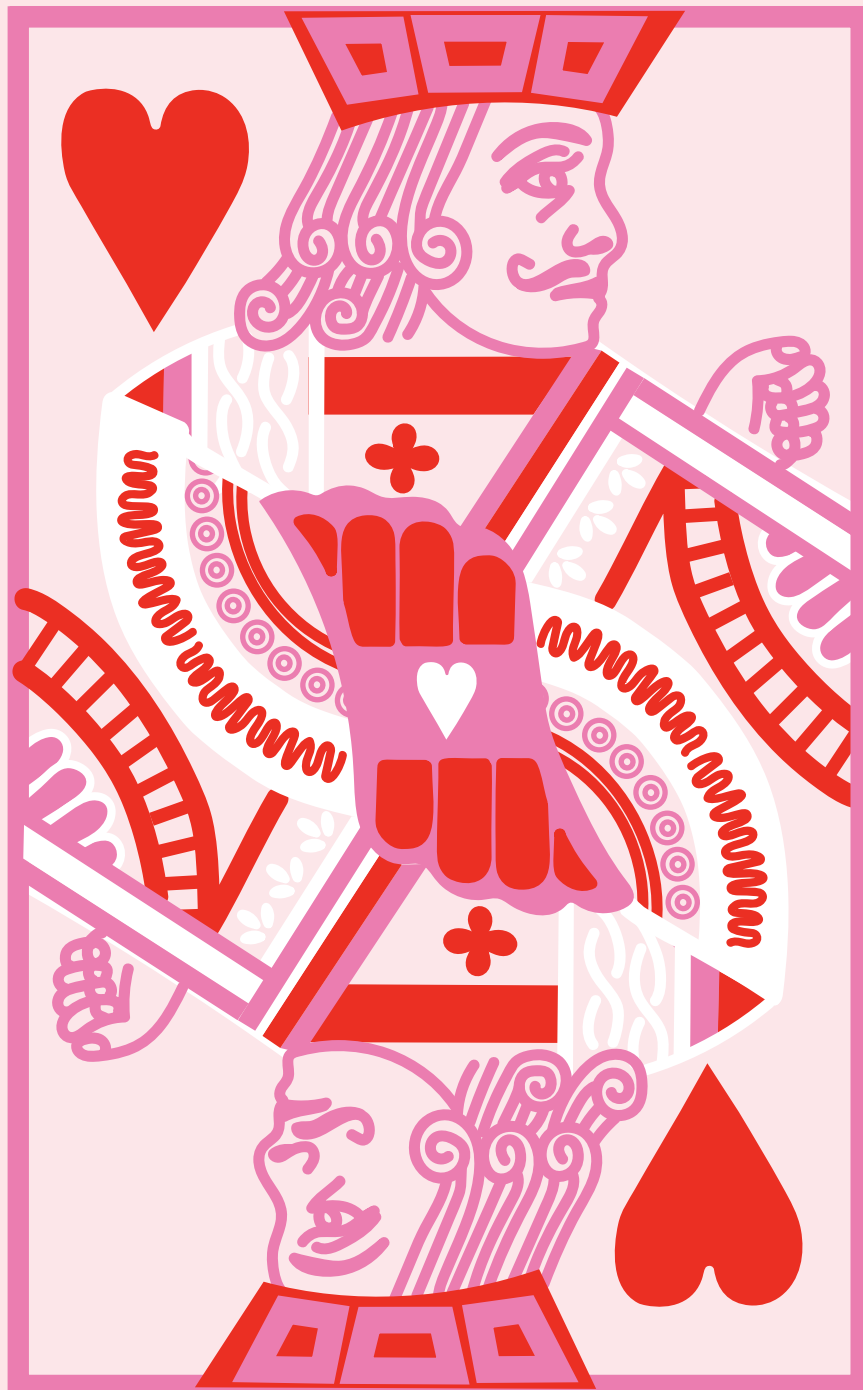


MACKENZIE DREW



GRACE SULLIVAN







SITUATION ANALYSIS



CLIENT

The Sunshine Coalition was founded in 1999 by the director of Wichita State's School of Communication. It operates as a nonprofit 501 (c) (3) organization whose mission is to promote awareness of open and transparent government in Kansas and provide additional resources regarding citizen rights to freedom of information. The Kansas Sunshine Coalition is managed by a 12-member board of directors. The board includes directors from three founding entities: The Kansas Association of

Broadcasters, The Kansas Press Association, and the Kansas Chapter of the Society of Professional Journalists. These nonprofit organizations each appoint three members; the remaining are elected by the board at-large. In addition to advocating for open government in the state of Kansas, the coalition also strives to educate local government officials about the legal issues surrounding open records and hold them accountable for maintaining transparency.

SERVICES

The Kansas Sunshine Coalition primarily serves as an informational resource and a one-stop shop for the general public regarding issues pertaining to open government and freedom of information. They provide an array of publications such as brochures, videos, educational programs, and regional seminars throughout the state of Kansas in partnership with the Attorney General's Office. The Kansas Sunshine Coalition website also maintains a 'Resource' section that provides context

on important laws, open government outreach efforts, and links to a phone hotline where everyday citizens can ask questions related to open government. The Kansas Sunshine Coalition strives to be the top-of-mind resource for the general public, government officials and media representatives to investigate the accuracy of meeting and records disclosures.

OPEN RECORD ENVIROMENT

Almost every state in the nation has an organization dedicated to freedom of information and open records.

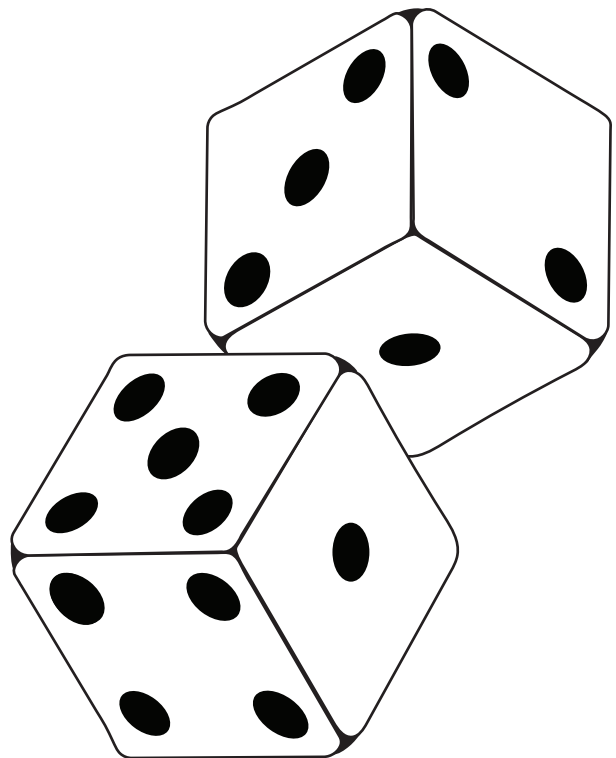
**THIRTY-NINE STATES
BELONG TO THE NATIONAL
FREEDOM OF INFORMATION
COALITION.**

The National Freedom of Information Coalition is a national nonprofit, nonpartisan organization of

state and regional affiliates. NFOIC promotes press freedom, legislative and administrative reforms, dispute resolutions and litigation to ensure open, transparent and accessible state and local governments and public institutions.

As a member of NFOIC, the Kansas Sunshine Coalition operates in an industry of advocacy that aims to connect the gap between government/public rights and education of the

general public. Current trends in the advocacy industry include visual storytelling, social media for government relations, and online reputation management. Major competition for the Kansas Sunshine Coalition within the advocacy industry are organizations such as MuckRock, Open the Government, and the Project on Government Insight.



TARGET AUDIENCE

While a variety of target audiences must be reached in an effort to promote a more open and transparent government, one of the most beneficial in terms of advocacy and fundraising potential is that of activists. These individuals already have a vested interest in social causes and government accountability and may be more likely to have philanthropic tendencies. These activists are people who will fight for

the attention of financial donors and consistently advocate for change. What they lack in finances, they make up for in passion and empathetic determination.

Another target audience for this campaign includes successful business men and women, entrepreneurs and executives at large companies. These individuals have money to donate, but need inspiration as to where they should

donate it. These people look for ways to give back to the communities in which they live and want to know they are making a difference. They support causes they deem worthy and will serve as advocates, both financially and with their influence.

Finally, this campaign will target everyday citizens concerned with ensuring their local government is held accountable. These people are aware of issues

surrounding freedom of information because of high profile cases in the national spotlight, but don't understand their specific rights to information on a national and local level. Educating concerned citizens about their right to transparent and accountable government will create a voice that will not be silenced.

CHALLENGES

The biggest challenge the Kansas Sunshine Coalition faces is a lack of funding. Without adequate funding, the organization must operate with a staff of volunteers whose time is scarce and inconsistent. This lack of dedicated time and resources toward marketing efforts limits the ability of the organization to grow.

Another challenge is lack of awareness within the general public of who The Kansas Sunshine Coalition is and what it does. This lack of awareness makes

it challenging to find an audience that cares enough to donate to the organization and target them with messaging that motivates them to do so.

The final challenge in engaging an audience willing to donate money to the cause of open government is a general apathy toward the subject matter. If people are not directly affected by the inability to gain access, they don't find a reason to become involved. The challenge becomes instilling more of a sense of urgency about the necessity of transparent government.

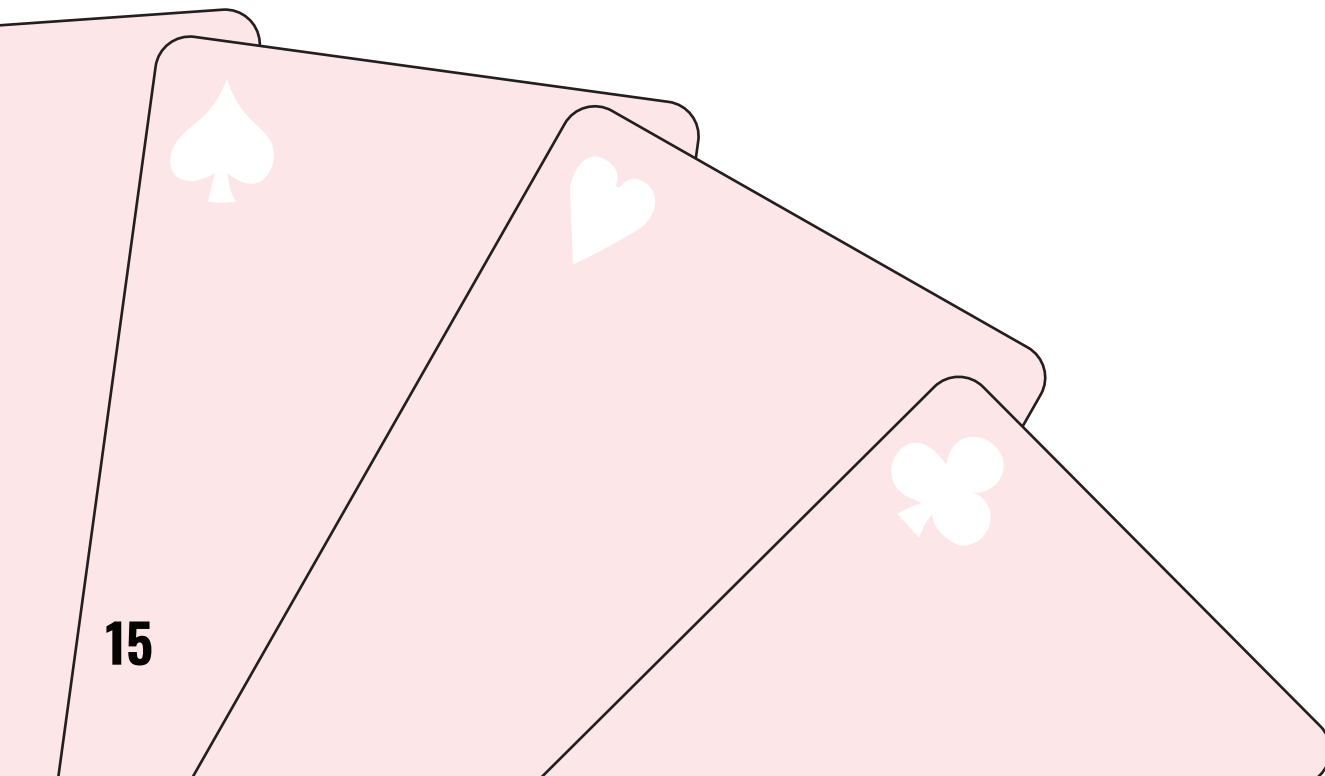
WHY ACT NOW?

Over the past two years, high profile national cases regarding police shootings and access to bodycam footage have heightened the awareness and interest of the general public, shining a spotlight on the concept of open records. In addition, conspiracy theories about the origins of COVID, vaccine mandates, political impropriety and other government activities have spurred the growth of activism across the political and social spectrum. Transparent government is not a political issue.

Individuals in both parties are demanding more open access and accountability. The Kansas Sunshine Coalition can capitalize on this growing activism and introduce itself and its resources to individuals ready to advocate and donate to the fight for transparency.



**SECONDARY
RESEARCH**



15



ENVIRONMENT

When it comes to local and regional data and trends in Kansas, there are many factors to consider. First of all, one needs to dive into the population and demographics of the region. There are 2.9 million people currently living in Kansas, with an employment rate of 4.7%. The highest methods of employment are retail trade, accommodation of food services, arts, entertainment, and recreation. When COVID-19 hit, Kansas was

the 42nd highest state with economical exposure to the virus out of the 50 states. The gross state product of Kansas is \$155.9 billion.

FOIA

Freedom of Information Act (FOIA) has provided the public the right to request access to records from any federal agency. It is often described as the law that keeps citizens in the know about their government. Federal agencies are required to disclose any information requested under the FOIA unless it falls under one of nine exemptions which protect interests such as personal privacy, national security, and law enforcement.

THE NINE FOIA EXEMPTIONS:

- (1)** Protects information that is properly classified in the interest of national security pursuant to Executive Order 12958.
- (2)** Protects records related solely to the internal personnel rules and practices of an agency.
- (3)** Protects information exempted from release by statute.
- (4)** Protects trade secrets and commercial or financial

information which could harm the competitive posture or business interests of a company.

(5) Protects the integrity of the deliberative or policy-making processes within the agency by exempting from mandatory disclosure opinion, conclusions, and recommendations included within inter-agency or intra-agency memoranda or letters.

(6) Protects information that would constitute a clearly unwarranted invasion of personal privacy of the individuals involved.

(7) Protects records or information compiled for law enforcement purposes the release of which could reasonably be expected:

(8) Protects information that is contained in or related to examination, operating, or condition reports prepared by, on behalf of, or for the use of an agency responsible for the regulation or supervision of financial institutions.

(9) Protects geological and geophysical information and data, including maps, concerning wells.

KORA

Kansas has its own laws regarding access to public information. The Kansas Open Records Act states, “it is the public policy of Kansas that “public records shall be open for inspection by any person unless otherwise provided, and this act shall be liberally construed and applied to promote such policy.” K.S.A. 45-216(a). KORA’s main purpose is to allow the public to see and access public records because they believe it is vital to the function of a democratic society.

THE KORA EXEMPTIONS:

- (1)** Records the disclosure of which is specifically prohibited or restricted by federal law, state statute or rule of the Kansas supreme court or the disclosure of which is prohibited or restricted pursuant to specific authorization of federal law, state statute or rule of the Kansas supreme court to restrict or prohibit disclosure.
- (2)** Records which are privileged under the rules of evidence, unless the holder of the privilege consents to

the disclosure.

(3) Medical, psychiatric, psychological or alcoholism or drug dependency treatment records which pertain to identifiable patients.

(4) Personnel records, performance ratings or individually identifiable records pertaining to employees or applicants for employment, except that this exemption shall not apply to the names, positions, salaries or actual compensation employment contracts or employment-related contracts or agreements and

KORA (CONT.)

lengths of service of officers and employees of public agencies once they are employed as such.

(5) Information which would reveal the identity of any undercover agent or any informant reporting a specific violation of law.

(6) Letters of reference or recommendation pertaining to the character or qualifications of an identifiable individual, except documents relating to the appointment of persons

to fill a vacancy in an elected office.

(7) Library, archive and museum materials contributed by private persons, to the extent of any limitations imposed as conditions of the contribution.

(8) Information which would reveal the identity of an individual who lawfully makes a donation to a public agency, if anonymity of the donor is a condition of the donation, except if the

donation is intended for or restricted to providing remuneration or personal tangible benefit to a named public officer or employee.

(9) Testing and examination materials, before the test or examination is given or if it is to be given again, or records of individual test or examination scores, other than records which show only passage or failure and not specific scores.

(10) Criminal investigation records, except as provided herein. The district court, in an action brought pursuant to K.S.A. 45-222, and

amendments thereto, may order disclosure of such records, subject to such conditions as the court may impose, if the court finds that disclosure.



Lawrence Police ✓
@LawrenceKS_PD



Quick reminder -

If traffic lights are out in an intersection - it magically morphs into an all-way stop.

Be nice, take turns and share.

8:48 AM · May 20, 2021 · Twitter Web App

61 Retweets 7 Quote Tweets 832 Likes



Lawrence Police ✓
@LawrenceKS_PD



And a tornado watch till 1am so maybe no crime today.



Douglas Co. EM @dgcoem · May 8

UPDATE DGCO is in the Enhanced Risk for severe wx Tonight. Threat level increased to Enhanced due to higher probability of damaging winds and possible tornado with storms around 12AM. Also, any lingering storms in area are concern for localized flooding as well. 05/08 @ 0330PM twitter.com/NWSTopeka/stat...

6:37 PM · May 8, 2021 · Twitter for iPhone

20 Retweets 1 Quote Tweet 403 Likes



Lawrence Police ✓
@LawrenceKS_PD



Too much?



9:55 AM · Sep 3, 2021 · Twitter for iPhone

MARKET/INDUSTRY

Kansas Sunshine Coalition is aiming to educate the public on their rights to open records. They operate online through their website, their main channel of communication. Websites are the most common way for government type businesses to educate people and help their audience find resources.

One trend that brands in general along with “brands” in the government industry are starting to dive into is conversational social media. A great example of

this is the Lawrence Police Department’s Twitter. They still tweet important news and updates, but when things aren’t so serious they add in a humorous aspect that attracts a younger audience. This is a great way to gain exposure by people retweeting and following the account. It can add interest and help reach a younger target audience. Because government transparency is a serious subject, the use of casual conversation on social media must be done with purpose.

BEST PRACTICES: WEBSITE

Because the website is the modern hub for resources and information, it must be easy to navigate and contain relevant content in order to keep users' attention.

RESEARCH SHOWS THAT IT TAKES A USER ABOUT 50 MILLISECONDS (THAT'S 0.05 SECONDS) TO FORM AN OPINION ABOUT YOUR WEBSITE THAT DETERMINES WHETHER THEY LIKE YOUR SITE OR NOT; WHETHER THEY'LL STAY OR LEAVE.

Therefore, it is beyond crucial to have a landing page that is professional and engaging. Other state organizations have created websites that are user-friendly and cohesive with various components that KAOG could emulate.

Better Government Association of Illinois
The Better Government Association of Illinois (BGA) website landing page was clean, easily operable, and

entices the user to keep scrolling. The tabs were clearly labeled and color coded so the information they contained was exactly what you would expect. Short, concise information guided the user through the various content and resources. The website landing page also included a large red **DONATE** button that serves as a call to action and directs the user right to the donation system. The placement

of that button grabs user attention and motivates users to consider donating to hopefully follow through. Another practice from BGA that caught the eye was the ‘Civic Engagement’ tab highlighted multiple times throughout the landing page. This tab includes the in-house podcast they produce, a feature called ‘What the Gov’ and links to watch BGA participate on ABC-7 Chicago’s Weekend Watch segment every week.

BEST PRACTICES: WEBSITE (CONT.)

The ‘What the Gov’ feature is especially interesting as it serves as an interactive way for BGA to answer questions from users, identify resources, and provide a platform for community engagement.

Tennessee Coalition for Open Government
The Tennessee Coalition for Open Government website landing page was aesthetically pleasing, well organized and easy to navigate for the everyday

person. The tabs across the top were clearly labeled as following: About TCOG, Newsroom, Get Involved, Helpful Resources, Reports and Research, and then the latest audit. The ‘Newsroom’ tab was especially interesting as it highlighted current events articles and stories that have relation to open government issues. This is a key strategy that is popular in the industry right now because it could humanize our brand and make us

seem more than just a public records resource. This tab felt important because it serves as a way for people to understand how issues related to freedom of information issues are relevant to their lives. The stories and articles are what can hit home with our audience. Max gave us a couple examples of stories we can dive deeper into for content on our website like John Alber's case.

Californians Aware
The Californians Aware website was not exactly as attractive, aesthetically



CalAware's prompt and expert legal advice not only helps me do my job, but helps me pass on that expertise to readers who are facing their own barriers to public access.

Thy Vo, Reporter, San Jose Mercury News



CalAware has been a tremendous resource to both me personally and our news organization. It is often the first entity we call when looking for sources or counsel on Brown Act and First Amendment issues, and has contributed mightily to our award winning coverage of Humboldt County. We are very grateful to have CalAware to turn to.

Thadeus Greenson, News Editor, North Coast Journal

BEST PRACTICES: WEBSITE (CONT.)

pleasing, or easy to follow as the other states, but they did have one practice that really stood out. On the landing page there was a section for testimonials from two California citizens who had positive experiences with the organization and were willing to speak on it. Research shows that 92% of consumers read online reviews or testimonials when considering a purchase, and 88% of consumers trust online reviews as much as

personal recommendations. Therefore it would be convincing and worthwhile to include testimonials on the KAOG website in some capacity. These two quotes could serve as an example:

BEST PRACTICES: STORYTELLING

Storytelling is a major aspect of fundraising and marketing in the sense that it connects people to your mission, community, and ultimately evokes emotion from your donors.

FREEDOM OF INFORMATION OKLAHOMA

Freedom of Information Oklahoma's emphasis on telling the history, vision, and origins of their organization helped them stand apart from other groups. Within

their 'About' tab, users will come find to out that the organization helped lead the way in state and nation in seeking sealed records in the federal case resulting from the April 19th Oklahoma City bombing of the Alfred P. Murrah Federal Building in 1995. FOI Okalahoma worked with Oklahoma City attorneys and state news organizations to file court action in order to obtain the sealed records and demand that those filings

be properly recorded on the docket. This is significant for users to know as it shows active involvement and demonstrated success. The 'Blog' tab is another feature worth looking into with an array of opinion pieces in article and video format.

MAINE FREEDOM OF INFORMATION COALITION

This website organized the open records resources in a way that made it much more relatable to people searching for information, almost as if sorting them into relatable character types. They listed the archetypes of individuals

who would benefit from access to public information:

A taxpayer, parent or community activist concerned with a public body's adherence to open meeting laws;

A business person, journalist or researcher frustrated with a public agency's withholding of information despite the Freedom of Access laws.

An advocate for yourself or for a group prevented by public officials from speaking, leafleting and petitioning, or picketing and parading for your cause;

A reporter or photographer

BEST PRACTICES: STORYTELLING (CONT.)

whose access to people or places has been curtailed by a public authority;

A court observer (amateur or professional) turned away from access to judicial proceedings or to case-related files;

A target faced with the threat of a lawsuit for something said, published or broadcast by you or your organization;

A public official or employee concerned about what you have been told about your duties or rights concerning

public meetings, records or speech;

A student or teacher unsure about how freedom of information and First Amendment rights apply to the school or college setting;

A policy-maker considering new rules affecting freedom of information and expression in a particular context; or

Anyone who cares about the values of open government and vocal, informed citizenship in today's Maine.

BEST PRACTICES: MEMBERSHIP PROGRAM

The concept of a membership program incentivizes people to be a part of something bigger and feel as though they have a sense of purpose and belonging to a cause.

FREEDOM OF INFORMATION OKLAHOMA

FOI Oklahoma is (once again) an organization to use to take note of for their impressive membership program. Their 'Join' tab takes users directly to their

membership page that demonstrates different member categories, annual dues, and different perks that you would receive for becoming a "Freedom Fighter" with FOI Oklahoma.

Freedom to information is one of your basic rights as a citizen. By joining FOI Oklahoma you aren't just *saying* you support open government, you're actually helping us promote the cause.

Membership

Your annual membership dues and other donations are what make all the work we do possible. FOI Oklahoma is leading the charge in fighting for openness and transparency in our government, which is more important now than ever.

Membership categories and annual dues:

- Individual Members: \$50
- Students: \$20
- Academic or Government Organizations: \$150
- Not-For-Profit organizations (e.g., professional associations and non-commercial media): \$250
- Commercial Television/Radio stations and Daily newspapers: \$500
- Other Corporations: \$500

[BECOME A MEMBER](#)

COMPETITION

The first search was to see what other journalism nonprofits there were in Kansas. This found an article called, “Can nonprofit news fill the local journalism void in Kansas? (03/01/21)” that spoke about a new nonprofit news outlet, The Beacon. This organization started to begin providing health and community news in Kansas. They have received funding from the national nonprofit, Report for America. The

Beacon announced plans to launch a Witchia newsroom, which has a partnership with the American Journalism Project and the Wichita Community Foundation.

The Beacon isn’t the only nonprofit news organization popping up in Kansas. States Newsroom, which covers state governments across the country, launched Kansas Reflector, a Topeka-based website staffed with veteran local journalists in July.

The Kansas Reflector is a nonprofit news operation providing in-depth reporting, diverse opinions and daily coverage of state government and politics. This public service is free to readers and other news outlets.

On the Google Trends website, under the search “Kansas open records”, an interest over time graph was shown for how many people have searched this in the past year. The graph fluctuates

over time very sporadically, exemplifying it varies how often Kansas residents are looking for access to open records. From November 2020-April 2021 there was a high number of searches from the public. However, from May 2021-June 2021 search numbers were low, as well as from August 2021-mid September 2021.

Interest over time graph for “Kansas open records on Google Trends:
(See next page)

COMPETITION (CONT.)

Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means there was not enough data for this term.



AUDIENCE

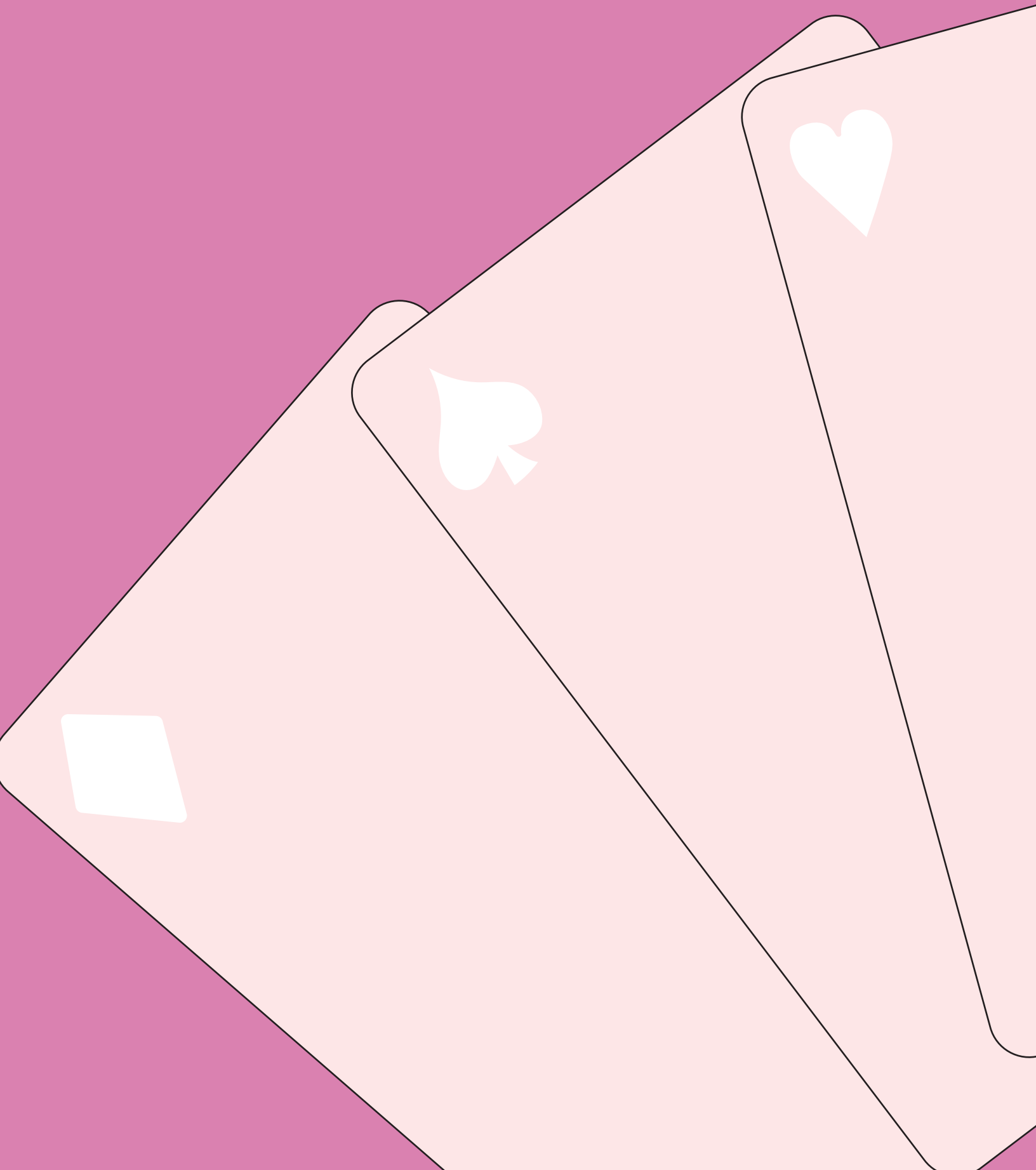
The primary audience consists of the people who are likely to donate money to help fund the Kansas Sunshine Coalition because in order to expand, there needs to be funds to help support. The non-profit is funded by donations, so the target audience is people who will help donate and make contributions, while also spreading awareness of the importance of accessing public records. Research has determined that the

target audience that will donate will include activists, concerned citizens, and successful businessmen.

Activists are one of the target audiences for Kansas Sunshine Coalition due to their involvement in the community and passion for making a difference. Activists use their voice and want to make a difference in our world, so even if it is \$10, they will still help make a contribution.

Concerned citizens are another target audience. Citizens want the best for their community and are likely to spread awareness for what concerns them most. Concerned citizens are likely to donate to the Kansas Sunshine Coalition to help increase the awareness of public records. Concerned citizens want to see change and will make donations that benefit the community.

Businessmen are also a target audience. Many businessmen are involved in their community, and want the best for their future, as well as their company's and family's. Businessmen are likely to increase awareness and donate, due to the benefits. Businessmen are a target audience because





PRIMARY RESEARCH

INTERVIEW WITH KARI CLEVENGER

GIRLS ON THE RUN DEVELOPMENT DIRECTOR

-What motivates people to donate money?

“Emotional connection to the cause/organization. Loyalty to person/cause directly related to the organization. Volunteers often are the best donors as they are deeply invested!”

-Best strategies you two find the most successful?

“Deepening relationships. It takes a great deal of time and effort, but it builds loyalty and connection.

Show donors the specific value of their funding, share gratitude and ask how else they wish to be involved.

Messaging—share the need with dignity. In the case of GOTR, we show girls joyfully participating and discuss the positive results of the programming as opposed to telling how many girls are obese or struggling socially/emotionally.”

-The best way to market

your fundraising events?
“Know your audience, go where they frequent. Word of mouth is always the most powerful but social media, email, personal meetings and even phone calls are essential. We do not use mailers. Social media and email are our most frequent platforms, personal meetings for high level donors.”

-Best way of finding new potential sponsors for events and donors in general?
“Go where your people are. Start with the network of volunteers and vested donors

that already exist. Vet their connections, where they work, what philanthropy those organizations are involved in. (Who does KU already use as vendors/donors/sponsors).

Make time to meet with potential sponsors in person, share the need you are trying to fulfill and connect it personally with what they do and what they are interested in. Ask friends and friends and friends for ideas and people to reach out to—the worst they can say is “no”!

KARI CLEVENGER (CONT.)

-Any advice on how to plan a fundraising event
“YES! But it all depends on the cause. Again, know your audience. If you want to have a golf tournament but no one in your donor circle likes golf...it doesn't benefit the cause. If you want to have a fancy dinner, but your audience gravitates to low-key/casual...etc.

If you want to give me some ideas, I'm happy to talk through a plan with

you. For instance, we do a golf tournament every year. It used to be at one of the most expensive courses in KC and we poured money into expenses and didn't have great return. Our donors/sponsors just want to play and have a good day, they didn't care about the course. We've since moved to a less expensive course, but with great overall service and appeal—and we net way more money for scholarships!”

KEY TAKEAWAYS:

Some main takeaways from this source is how to communicate with your audience. It is vital for your organization to know where your audience goes and who they know. Word of mouth and in-person interactions are essential when trying to market events, sponsorships, and the brand in general. Making connections and deepening relationships are what drives your donors to stay around and keep

donating to the nonprofit. Additionally, asking people you know for their input can also guide you to new donors or volunteers. And for fundraising events, plan an event that interests your donors and they would be able to participate in or be able to purchase themselves. Therefore, plan around your audience's demographics.

INTERVIEW WITH WENDY HARMS

KANSAS LIVESTOCK ASSOCIATION ADMINISTRATIVE DIRECTOR

Q: How many people do you unusually invite to your golf tournament and how much does it cost per person?

A: We usually invite 140 people, which would make it a sold out tournament. For your first time hosting a tournament a great outcome would be 100-120 people. When it comes to pricing, it really depends on the course that you want to host at. Most people are willing to spend around \$100-\$150. People start to say no if it

costs over \$200.

Q: How do they sign up?

A: We have them sign up online, this makes it easier for them to add the team that they are signing up with and for their T-shirt size. We have our tournaments where we do team play, so a group of 4. This makes things more fun for the golfers.

Q: Besides golf fees, what else is included in the sign up cost?

A: They all get a shirt which is usually a nice golf

polo, make sure to have the company's logo on it, but not any of the sponsors' logos on it. A goodie bag is also a nice thing to include, most of the time this will cost nothing to you because sponsors will fill it with little things such as koozies and pens. You can decide whether you want to include lunch or dinner, this will depend on if the tournament starts in the morning. Usually a boxed lunch is easy and cost efficient.

Q: What is your step-by-step process to planning a tournament?

A: The first step is to find a club with availability, this should be done one year in advance. As soon as one tournament ends, start planning the next. After you find one available, sign a contract with them to save your spot. Once that is all set, you can start reaching out to your sponsors. At the same time, you will want to send out a save the date to who you want to invite, this should have minimal info included. Then, 3 months before the tournament registration will open. 2 months before the

WENDY HARMS (CONT.)

tournament you will want to order the shirts, sometimes the pro-shop at the golf club will give you a deal. If not, order them through western associates.

Q: How many sponsors should we have? How do they advertise?

A: Because there are 18 holes on a course, you can have a sponsor for each hole. I usually just put a big sign with the company's logo on the hole they sponsored.

For a smaller tournament, I would charge them around \$100-300 dollars. They can also sponsor the meal you have, and they can sponsor smaller things such as a “watering hole” which is just coolers of water throughout the course.

Q: Are there any other small details that are important for the tournament to be a success?

A: If people are traveling to get to the course, it is always a good idea to block off ten or so rooms at a hotel close by. Also, make sure to send the sponsors a thank you card where you can ask them to continue the relationship for the next event.

KEY TAKEAWAYS:

Wendy really made it clear that most things should be at zero cost to the company hosting the tournament. There are always businesses

that are willing to cover the cost of something in exchange for advertising. Whether they are donating supplies for the goodie bag, or just purchasing cases of water, everything can be “sponsored”. Another thing that was interesting was the amount of money raised from a tournament, even for a company as large as the KLA their proceeds can change from \$15,000 to \$7,000.

INTERVIEW WITH STEPHEN SULLIVAN

DIRECTOR OF NOBLE NETWORK OF CHARTER SCHOOLS

Q: What motivates businesses specifically to donate their time and resources towards your cause?

A: I've come to realize in the fundraising industry that business owners and everyday people alike are motivated by the same thing: everyone wants to feel good about themselves after donating to an organization, and oftentimes most people want that donation to be publicized. When working with businesses directly,

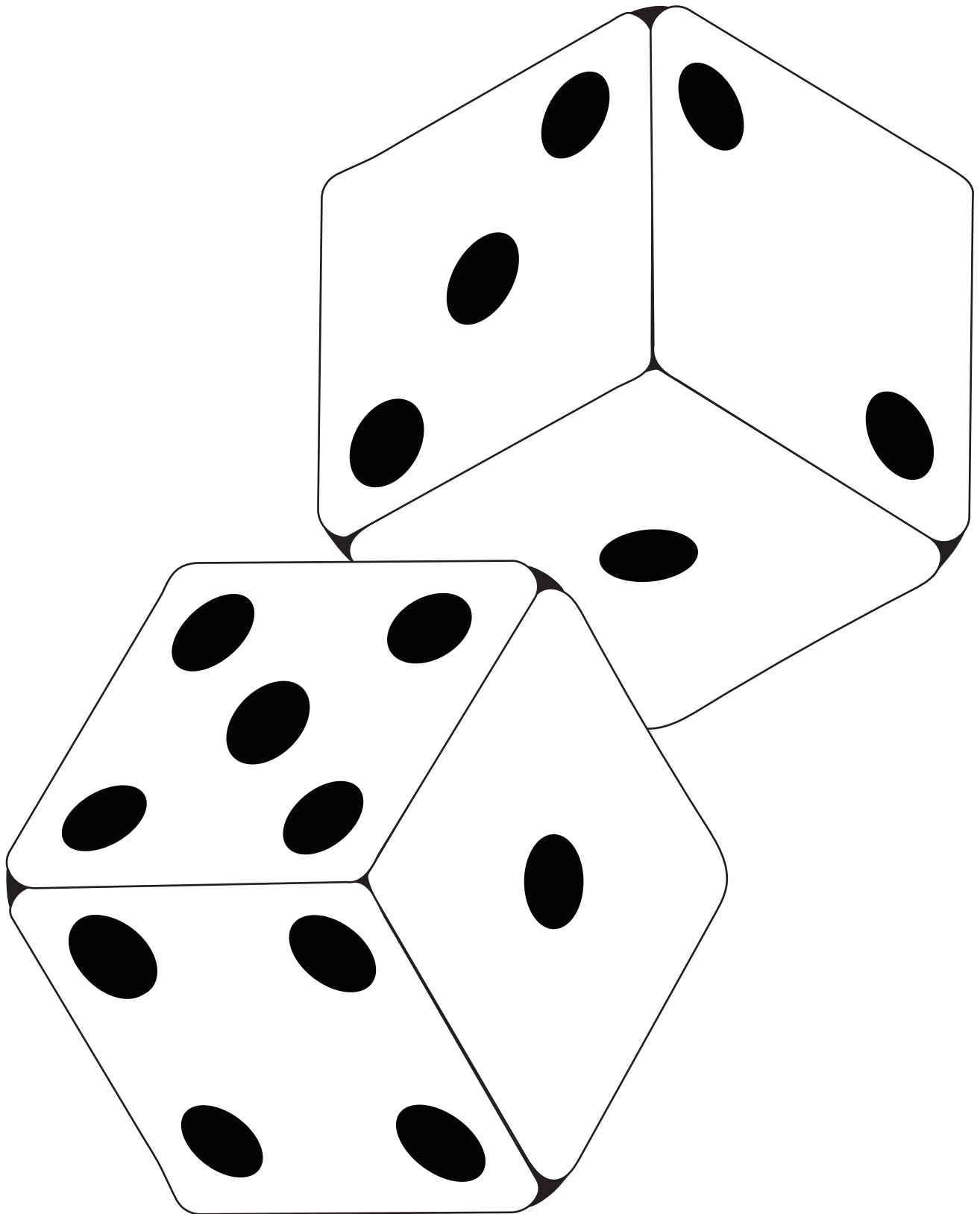
I really think the key is localization. Whether that means targeting local companies in the same geographic area as you or developing strong relationships with business owners to find issues and topics that hit close to home for them. If a business owner actually cares about the issues you are trying to solve and even has a tie to the cause, it will be a whole lot easier to gain their attention, donation, sponsorship and/or resources.

Q: What are typical concerns that business owners may have when discussing sponsorships?

A: If a business owner is going to spend their time and allow their name to be associated with your event, it better go well. I've found that often owners are nervous that their company's reputation may suffer if it is not represented well... therefore make sure you do your best to accommodate their image and promote it positively.

KEY TAKEAWAY:

Businesses will care more and be more apt to sponsor if it is a **LOCAL** issue.



**AUDIENCE
AND
PERSONAS**

WHY USE PERSONAS?

Creating personas are very helpful when developing marketing plans. Personas are used to give an idea of who the audience is for the specific marketing message. They give a general idea of what kind of content that we can curate to our ideal audience.



Adam Spade

THE ACTIVIST

913-339-8813

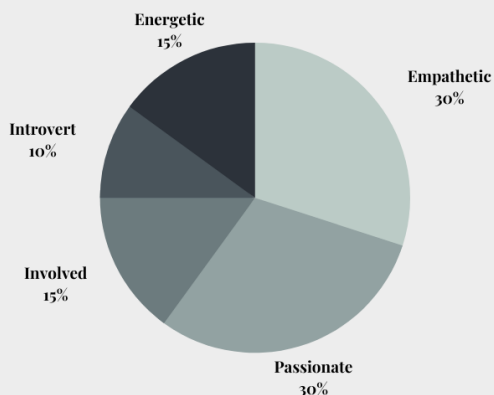
adamspade22@gmail.com

Kansas City, Kansas

♠ Bio

Adam is a 28 year old single, black male living in Wichita in a studio apartment above a retail district. Adam works for a local tech start up that aims to amplify the voices of small business owners of color. Although Adam only makes a modest income, he is willing to contribute to social causes that truly matter to him, whether they be local, national or global. He is well known in his community as the leader of his neighborhood's peaceful protests initiatives, most recently for BLM and gender equality purposes. What Adam may lack in finances, he makes up for with his passion to make the world a better place and his purpose to be a resource for all those around him.

♠ Personality



♠ Goals

- To raise awareness for causes he cares about
- To encourage people to be an activist
- Fundraise for companies he is involved with
- Find more organizations to help
- Build his following on social media

♠ Spending/Donating Motivations

- Affordability
- Quantity over quality
- Materials
- Brand

♠ Pain Points

- Involved in too many organizations
- Puts too much on his plate when it comes to activism
- Needs more people to join his mission

♠ Involvement

- Black Lives Matter KC
- The Vegan Society
- Kansas City Center of Inclusion
- Kansas City Anti-Violence Project
- Animal Outlook



Carol Love

Concerned Citizen

913-889-4428

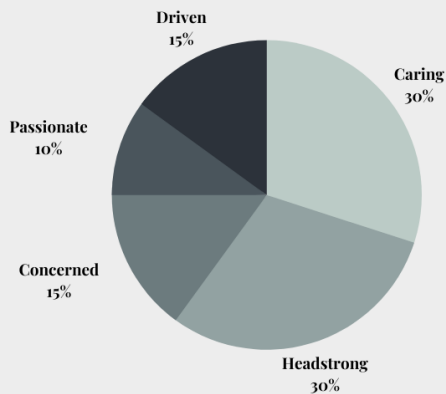
concernedcarol55@gmail.com

Overland Park, Kansas

♥ Bio

Carol is a 63 year old passionate, caring woman who has lived in Topeka her whole life. She has been in a loving marriage with her husband of 39 years. Mary spent her career as a fourth grade teacher and has just recently retired. Throughout her life, she has been honored with many awards for her efforts for helping the community and safety of her hometown. Mary is a friend to everyone she meets and has gotten the pleasure of getting to know many people of all different kinds over the years. Some people may describe her as a hard working, compassionate optimist who is constantly trying to make her town a better place to live. Being a newly retired woman, Mary wishes to spend her time continuing her altruistic activities and is interested in getting involved with local nonprofits.

♥ Personality



♥ Goals

- To make people aware of open records
- Spread awareness about what concerns her:
 - Construction
 - Education
 - Taxes
 - Government
 - Criminal Justice

♥ Spending/Donating Motivations

- Will it benefit the whole family?
- Will it benefit the community?
- Will it help make a change?

♥ Pain Points

- Too many concerns to choose which to focus on
- Feels like she is the only one who cares
- Not sure who to give her money to
- Has trouble trusting organizations

♥ Involvement

- Humane Society of Greater KC
- Overland Park Parks and Recreation
- Youth Ministry - Young Life
- Johnson County Library
- Literacy KC



Steve Clubs

SUCCESSFUL BUSINESSMAN

913-224-8867

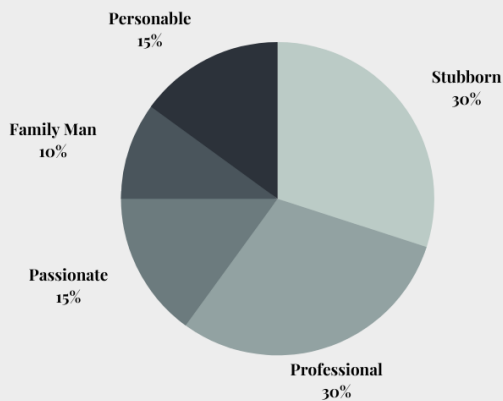
stevejohnson@goldmanpfm.com

Kansas City, Kansas

♣ Bio

Steve Clubs is a 45 year-old white businessman living in Mission Hills, Kansas. He is married with two children. He is a member of the Mission Hills Country Club and golfs there every Saturday with either his buddies from college or people he works with. He loves to network with clients on the course. Steve is financially secure, working as a financial advisor at a firm in Kansas City. Steve wants to give back to his community, but wants to contribute in ways that will be of benefit to him as well. He cares about his reputation and wants his community to respect what he does. He also cares about politics and worries about his children's future. He has the money to spend, but needs the passion and encouragement to give it.

♣ Personality



♣ Goals

- To make 2 mil by end of year
- Choose a non-profit to support
- Donate to KU Business School
- Plan Alumni Fraternity Ski trip
- Pay for Emily's wedding

♣ Spending Motivations

- Quality > Quantity
- Style > Affordability
- Luxury > Comfort

♣ Pain Points

- Has a lot of money but can be stingy
- Will donate if he benefits from it
- Cares more about reputation than community
- Can be overly political

♣ Involvement

- KU Business School
- Edward Jones
- Mission Hills Country Club
- Phi Delta Theta Alumni Association



**STRENGTHS,
WEAKNESSES,
OPPORTUNITIES,
AND THREATS**

STRENGTHS

- Passion of current board members/employees
- Extensive knowledge of the industry that they're attempting to tap into
- Openness / Flexibility to change
- Connections throughout KS within the Association of Broadcasters, Kansas Press Association, and Kansas Chapter of the Society of Professional Journalists

WEAKNESSES

- Website organization and overall aesthetic
- Messaging toward the public audience
- Limited public awareness
- Lack of funding and financial resources
- Search engine optimization is minimal
- Minimal use of social media
- Not enough staffing to address marketing functions

OPPORTUNITIES

- Advocates in the general public need an outlet, community, and platform to speak upon when it comes to political issues
- American's do not necessarily trust the government as a whole right now, which generates skepticism and a need to investigate government officials.
- Journalists need a reliable place to search for the evidence and resources necessary for their stories.
- Curious members of the general public looking to further their knowledge on open records and open meetings.
- An ever changing political climate prompts the public to desire more knowledge on their local governments.

THREATS

- The Beacon (Kansas Journalism Nonprofit)
- Wichita Community Foundation
- Nationwide Journalism nonprofits
 1. States Newsroom
 2. Report for America
 3. American Journalism Project
- Google: General searches

for Open Records

1. KS Courts and their eCourt Portal

2. Kansas Department of Aging and Disability Services

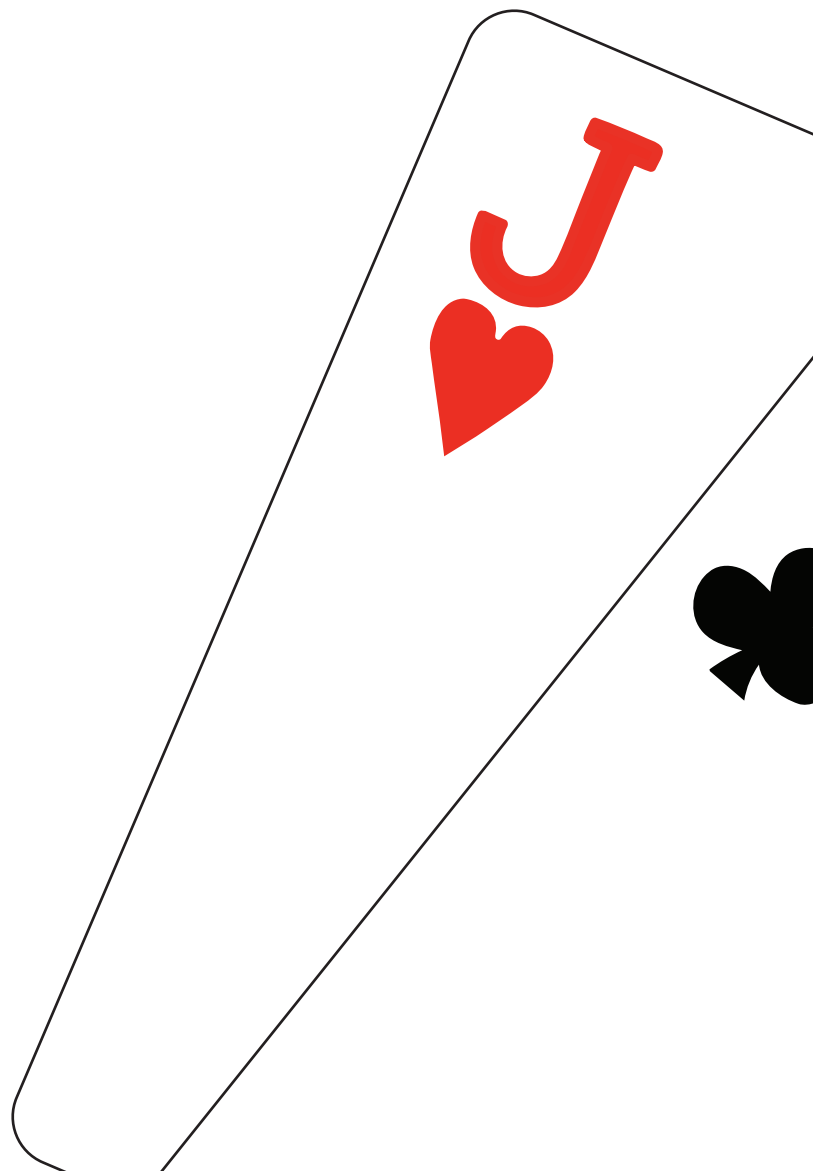
- Kansas Reflector

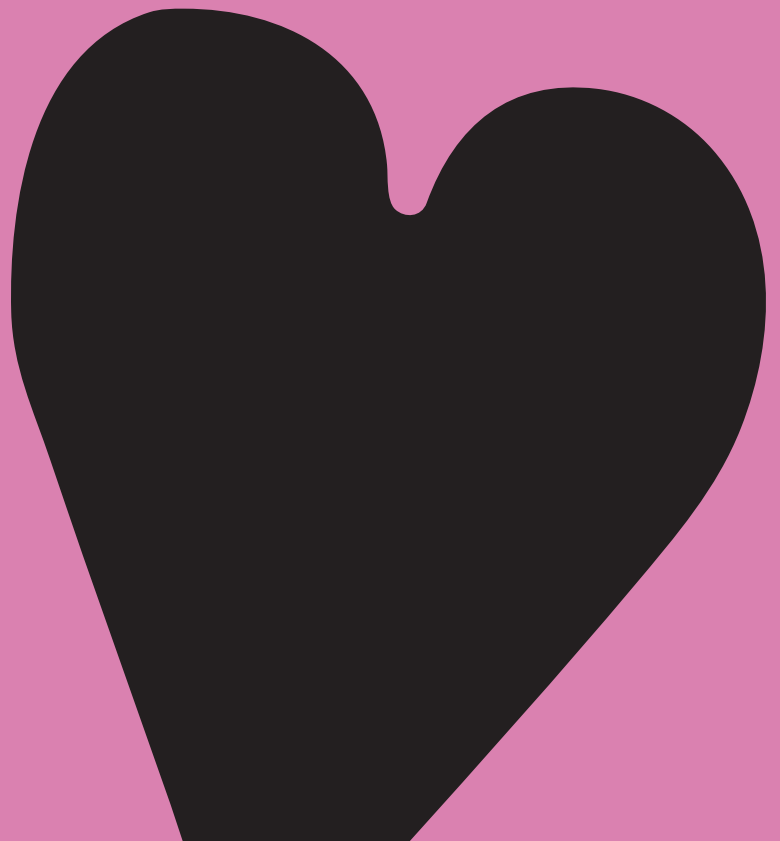
- Government officials holding open records from general public/journalists

- General public not having knowledge of open records

or the Sunshine Coalition
(Public confusion)

- Unwillingness of government officials to work on the issue
- General apathy about the subject
- Lack of knowledge from the public about the organization







**GOALS,
OBJECTIVES,
STRATEGIES**



GOAL 1: INCREASE AWARENESS

Objective: Promote awareness to the general public who have similar interests in other nonprofits that benefit the wellbeing of their community

STRATEGY 1: CREATE A COHESIVE BRAND IDENTITY FOR THE ORGANIZATION

Tactic: Update the name and logo

Tactic: Brand Book

Description: Provide a branding guide including the logos, colors, typography, and a verbal messaging guide.

Tactic: Use the same branding across all marketing and communication materials

Description: Update letterhead, cards, website, etc. with the new branding.

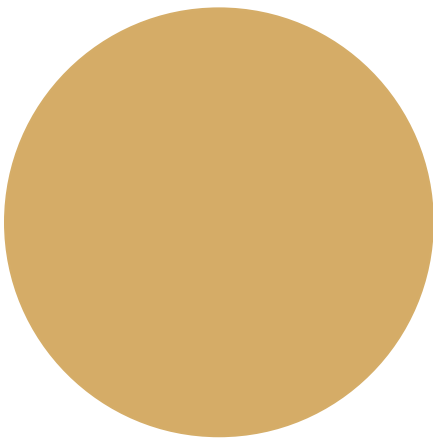
ks.

alliance for open
government

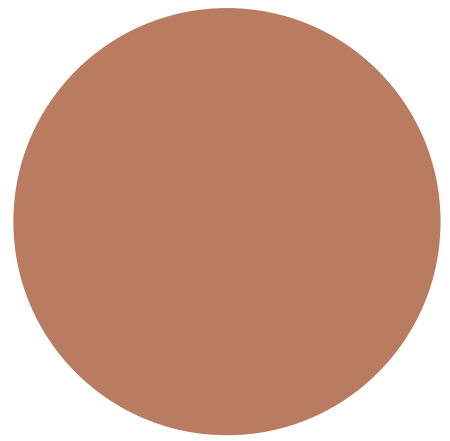
ALLIANCE VERSUS COALITION

The word alliance alludes to a meaning of working together. We want to show our audience that our brand strives to create a relationship where two parties work to reach a common goal.

Playfair Display Hatton



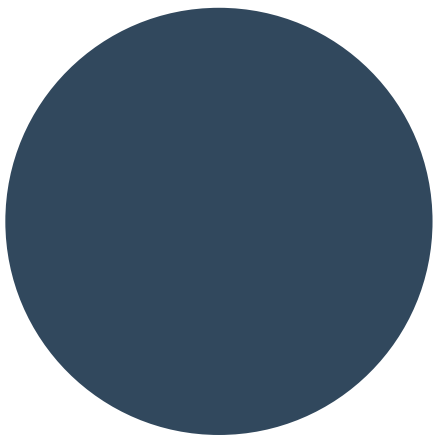
#D3A963



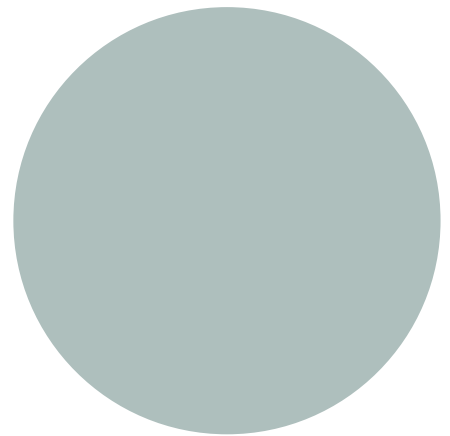
#B87C62



#F3F3F4



#33495D



#AFC0BD

GOALS



STRATEGY 1 (CONT.)

Tactic: Update the website to correlate with the new branding in the brand book



KOAG MEMBERSHIP

We highly encourage you to support the Kansas Alliance for Open Government by becoming one of our valued members.



Academic/Government Membership

[Sign Up](#)



Regular Membership

[Sign Up](#)



Student Membership

[Sign Up](#)

MEMBERSHIP DETAILS



Academic/Government Membership

The level of membership costs \$25 per year. All government and academic members shall be those officials and employees of State or Local Government and those college and university faculty members who apply for and are admitted to government or academic membership by the Board of Directors. The government and academic members of the corporation shall be entitled to elect one member of the Board of Directors, who shall not be entitled to vote on application for membership, at the annual meeting of members. Government and academic members of the corporation shall have the right to vote on all questions presented to meetings of the members except amendments to the Articles of Incorporation, plans of merger or consolidation, sale of substantially all assets of the corporation and dissolution.

Membership Details and Benefits

- Email updates and newsletters
- Legal information
- Merchandise including stickers and pens
- Invitations to our fundraising events
- Access to attend membership meetings and seminars
- Gain knowledge about government details
- The assurance for you to know you are helping support KAOG

GOALS

Student Membership

Any high school or college aged students can subscribe to this level of membership. Expenses only range to \$5 dollars per year. Any student member can use this benefit for school or personal related use.

Regular Membership

The regular member is only asked to pay \$50 per year. The regular members of the corporation shall be those corporations not for profit and those unincorporated associations. This member has a substantial organizational interest in access to government information and a purpose to promote citizen access to governmental information. Each regular member shall have the right to designate a member of the Board of Directors and to vote on all questions presented to meetings, except amendments to the Articles of Incorporation, plans of merger or consolidation, sale of substantially all assets of the corporation, and dissolution.



Academic/Government Membership

The level of membership costs \$25 per year. All government and academic members shall be those officials and employees of State or Local Government and those college

Membership Details and Benefits

- Email updates and newsletters
- Legal information
- Merchandise including stickers and pens
- Invitations to our fundraising events

STRATEGY 2: INTRODUCE KAOG TO THE PUBLIC

Tactic: Television PSA

Description: 30 second television spot, importance of open records and how KAOG can help, how often will it run and frequency among KAB channels throughout the quarter (twice a week, two weeks, every quarter) (emphasis on the know your rights)

Tactic: Radio PSAs

Description: 30 second radio spot, importance of open records and how KAOG can help, how often will it run and frequency among KAB stations throughout the quarter (twice a day 3 times a week)

Tactic: Newspaper Ads

Description: Run a newspaper ad every quarter explaining what KAOG does

Tactic: Cross promotion with Kansas Association of Broadcasters web page

Kansas Alliance of Open Government PSA

[Runs :30}

VO/ANCR: Are you sick and tired of the government hiding important information from you? Because we are! Here at the Kansas Alliance for Open Government, we are ready to serve and help the public with any open record need. No matter what circumstance all open records are valued. It is vital for the people of Kansas to have access to open records and to their citizen rights! Please visit kssunshine.us for more information.

###

RADIO PSA

By releasing a Radio PSA twice a day, three times a week, will allow an increase of general awareness of the Kansas Alliance for Open Government. Radio is a great place to promote your brand. While working with the sister stations the KAOG has been involved with in the past, provides a great connection to release Radio PSAs with no cost.

STRATEGY 2 (CONT.)

Description: On the KAB website, have a linkedit box or tab that takes people from their website to ours if they want more information on open documents/meetings, etc.

Tactic: Cross promotion with Kansas Press Association web page

Description: Similar to the one above, having a jump link on the KPA website with a call to action to have viewers come to our website for more information.

Tactic: Create an informational brochure or pamphlet for general purposes

Tactic: Facebook Ad

Description: Advertising on Facebook will spread awareness of KAOG and reintroduce them to more people, other than their current followers. It will expand their exposure and spread awareness for the organization.

KANSAS ALLIANCE FOR OPEN GOVERNMENT



ADVOCATING FOR OPEN RECORDS

KAOG is advocating for change. They are working to make the public aware that they have the access to open records. The government does not have the right to deny the public of knowledge they legally should be able to access.

FREEDOM OF INFORMATION ACT

The Freedom of Information Act is often described as the law that keeps citizens in the know about their government. The FOIA provides the public with the right to request access to records from any federal agency. This requires them to disclose information to the public.




WHY HELP?

The government has no problem denying the public access to information they deserve to be told. If you want the government to stop keeping us in the dark and stop infringing our basic rights, then help us!


INTERESTED IN DONATING? CONTACT US!

kansasalliance@gmail.com
913-224-8860

VISIT US AT KAOG.GOV


KAOG
 Sponsored
 [Like Page](#)

Join the Kansas Alliance For Open Government and become a member today! #KAOG #Openrecords



KANSAS ALLIANCE FOR OPEN GOVERNMENT

BECOME A MEMBER

Visit Our Website For More Information!
www.KAOG.org

[Learn More](#)

20
562 Comments 311 Shares

[Like](#)
[Comment](#)
[Share](#)


KAOG
 Sponsored
 [Like Page](#)

The Kansas Alliance For Open Government is advocating for a change! #KAOG #Openrecords



Know Your Rights!

VISIT OUR WEBSITE FOR MORE INFORMATION

[Learn More](#)

20
562 Comments 311 Shares

[Like](#)
[Comment](#)
[Share](#)

FACEBOOK ADS

By publishing Facebook ads, The Kansas Alliance For Open Government will expand exposure on social media. Advertising on Facebook will spread awareness of the KAOG and reintroduce them to more people, other than their followers. The ads promoted will introduce their services and direct them to their website for more information. Promoting The Kansas Alliance For Open Government through Facebook ads is a great way to spread awareness and promote the organization.

STRATEGY 3: ENGAGE KANSANS IN A CONVERSATION ABOUT GOVERNMENT TRANSPARENCY

Tactic: Establish social media accounts for KAOG on various platforms

Description: Launch Kansas Alliance for Open Government into the social media space using the branding from the brand book. This would include Facebook, Instagram, YouTube, and LinkedIn.

Tactic: Use hashtags to allow people to partake in certain conversations #KAOG #openrecords #openmeetings

Description: Using consistent hashtags on social media will help start a potential following overtime as well as make it easier for the public to find our related posts.

Tactic: Use Instagram's polls to engage in conversations

Description: Creating Instagram stories will allow our followers to feel a part of the KAOG community and feel a part of something bigger

STRATEGY 3 (CONT.)

Tactic: Create a Facebook group

Description: This will help our followers with a sense of belonging and will reach an older audience.

Tactic: Create testimonial and educational videos

Descriptions: These videos could be pushed out via various social media platforms including YouTube.

GOALS



KAS. KAOG Sponsored Like Page

The Kansas Alliance For Open Government is here to help the public access open records. Kansas citizens have rights! [#KAOG](#)
[#openrecords](#) [#openmeetings](#)

20 562 Comments 311 Shares

Like Comment Share



KAS. KAOG Sponsored Like Page

Are you aware of how to access public records from the government? Visit [KAOG.org](#) for more information. [#KAOG](#)
[#Openrecords](#)

20 562 Comments 311 Shares

Like Comment Share

HASHTAGS

Using hashtags on social media will allow users to recognize The Kansas Alliance For Open Government. Having consistent hashtags on social media platforms will help start a potential following overtime, while also making it easier for the public to find KAOG posts. The Kansas Alliance For Open Government can easily be found by searching the hashtags [#KAOG](#), [#Openmeetings](#), and [#Openrecords](#).

STRATEGY 4: PROMOTE KAOG ON DIFFERENT CHANNELS

Tactic: Create merchandise for public to purchase on KAOG website

Description: By selling different merchandise on the website, this allows for a different marketing tactic as the general public can promote for us.

Tactic: Generate an email database of people engaging with KAOG

Description: Contacting followers of the KAOG page and other profiles who interact with other nonprofit content on social media by asking for their emails, this will allow us to find an audience to send the email content to.

Tactic: Reinstate the Road Shows

Description: Bring the Road Shows back but this time promote an emphasis on inviting the general public to join instead of just inviting the government officials.

GOALS



ks.

THE KANSAS ALLIANCE FOR OPEN GOVERNMENT

ISSUE JANUARY 2022



ABOUT KAOG



The Kansas Alliance For Open Government is an informational resource for the general public regarding issues pertaining to open government and freedom of information. Our mission is to promote awareness of open and transparent government in Kansas and provide additional resources regarding citizen rights to freedom of information.

NEWSLETTER

TABLE OF CONTENTS

KAOG

NEWS

MEMBERSHIP

DONATE

STRATEGY 4 (CONT.)

Tactic: Create a monthly newsletter with current/ future events and initiative information

Description: Sending a monthly newsletter will keep our audience engaged and aware of upcoming fundraising events and opportunities for them to get involved with KAOG (Highlight donor of the month)

MONTHLY NEWSLETTER

Each month The Kansas Alliance For Open Government will send out a newsletter. The newsletter will be sent out to members informing about news, events, and the KAOG as a whole. Each month new information will be sent out for members to form a strong connection with KAOG and other members. There will also be featured sections of new opportunities for members to get involved, as well as a section for the donor of the month. Featuring members of the KAOG will allow other members to get to know each other and even strive to be the donor of the month.



GOAL 2: INCREASE OVERALL FUNDRAISING

Objective: Raise \$10,000 within the first year of hosting fundraising events, which would be at the end of 2022.

STRATEGY 5: MAKE THE DONATION PROCESS SIMPLE FOR PEOPLE TO NAVIGATE IN ORDER TO GENERATE FOLLOW THROUGH ON DONATIONS.

Tactic: Find, utilize, and display a software on our website that is visible and simplifies the donation process.

Description: It will be integral to implement a successful software system that manages both donations and customer relationships in order to simplify the process. One of the more notable softwares in the industry that applies to both donations and customer relationships is called EveryAction. They serve small & grassroots, mid-sized, and enterprise organizations across varying causes such as social justice, healthcare, education,

and labor unions. Their teams cover marketing & digital, fundraising & development, advocacy, organization, and event management initiatives. Some of their more recognizable non-profit clients include the NAACP, Feeding America, and Special Olympics. EveryAction's mission is to ultimately support their clients' missions so that they can maximize impact, save time, and raise more money. A noticeable 'call to action' button on the website would also call attention to this effort.

Tactic: Redesign donation page

Description: Utilize graphic design and website professional help to make the process appear more professional, sleek, and secure, ideally with the help of EveryAction.

Raise More With a Unified Online Donation Platform

Intuitive online donation forms you and your donors will love.

➤ **Fully Customizable and Embeddable Forms**

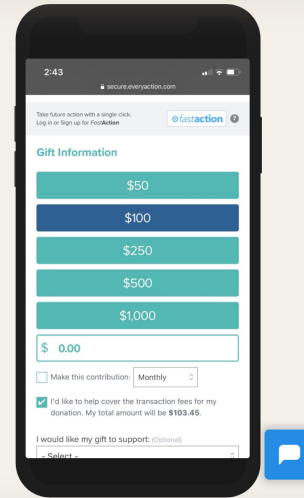
➤ **Pre-Filled Forms**

➤ **Optimized Mobile Payment Options**

➤ **Personalization**

➤ **Sustainer Optimization**

➤ **Cover Costs**



It will be integral to implement a successful software system that manages both donations and customer relationships in order to simplify the process. One of the more notable softwares in the industry that applies to both donations and customer relationships is called EveryAction. They serve small & grassroots, mid-sized, and enterprise organizations across varying causes such as social justice, healthcare, education, and labor unions. Their teams cover marketing & digital, fundraising & development, advocacy, organization, and event management initiatives. Some of their more recognizable non-profit clients include the NAACP, Feeding America, and Special Olympics. EveryAction's mission is to ultimately support their clients' missions so that they can maximize impact, save time, and raise more money. A noticeable 'call to action' button on the website would also call attention to this effort.

STRATEGY 6: GIVE PEOPLE A REASON AND INCENTIVE TO DONATE.

Tactic: Create a membership program to make donors feel like they are involved in a larger community.

Description: There is a plethora of research out there that touches on the psychology of giving and what reasons motivate people the most. According to an article from Psychology Today, people are motivated to donate according to three factors; altruism (genuine selflessness and concern for other's well being), a warm glow theory (feeling good about yourself post donation), and social status. Most commonly, people long to be part of a community of people with similar values and missions as themselves. Therefore, it would be smart to appeal to those emotions by creating a membership program for people to feel purposeful with their donations.

DIFFERENT LEVELS TO THE MEMBERSHIP

\$5 student level: sticker and water bottle

Associate, Academic, and Government (\$25 a year)

JOIN KAOG

We highly encourage you to support the Kansas Alliance for Open Government by becoming one of our valued members.

TYPES OF SUBSCRIPTIONS:

- Student
- Regular Member
- Academic and Government

STUDENT: Any high school or college aged students can subscribe to this level of membership. Expenses only range to \$5 dollars per year. Any student member can use this benefit for school or personal related use.

ACADEMIC, AND GOVERNMENT: The level of membership costs \$25 per year. All government and academic members shall be those officials and employees of State or Local Government and those college and university faculty members who apply for and are admitted to government or academic membership by the Board of Directors. The government and academic members of the corporation shall be entitled to elect one member of the Board of Directors, who shall not be entitled to vote on application for membership, at the annual meeting of members. Government and academic members of the corporation shall have the right to vote on all questions presented to meetings of the members except amendments to the Articles of Incorporation, plans of merger or consolidation, sale of substantially all assets of the corporation and dissolution.

REGULAR MEMBER: The regular member is only asked to pay \$50 per year. The regular members of the corporation shall be those corporations not for profit and those unincorporated associations. This member has a substantial organizational interest in access to government information and a purpose to promote citizen access to governmental information. Each regular member shall have the right to designate a member of the Board of Directors and to vote on all questions presented to meetings, except amendments to the Articles of Incorporation, plans of merger or consolidation, sale of substantially all assets of the corporation, and dissolution.

MEMBERSHIP BENEFITS:

Email updates and newsletters

Legal information

Merchandise including stickers and pens

Invitations to our fundraising events

Access to attend membership meetings and seminars

Gain knowledge about government details

The assurance for you to know you are helping support KAOG

<https://mfoic.org/join-mfoic/> Maine's website for reference

STRATEGY 6 (CONT.)

Tactic: Create a membership infographic and program

Tactic: Infographic for Social Media

Tactic: Email

Tactic: Road Show

Tactic: Use examples of how open records have helped people.

Description: To get our audience to care, we can show them how they can use our resources and show how they have helped other people. This would include testimonials from people whose lives have been impacted somehow from access to open records or meetings.

MEMBERSHIP EMAIL

In order to promote the Kansas Alliance for Open Government's new membership program, sending an eye-catching email to the contact list will help spread awareness of it. Providing a general description of the membership and what it entails will allow the audience to grasp a good idea of the great opportunity given to them.

JANUARY 2022

The Kansas Alliance for Open Government



JOIN OUR MEMBERSHIP PROGRAM

We highly encourage you to support the Kansas Alliance for Open Government by becoming one of our valued members! We are offering three different levels of membership for you to be a part of! These three include, the Student membership, the Academic and Government membership and the Regular Membership. All levels vary in cost expenses per year, however all share some of the same benefits.

Membership benefits:

- Email updates and newsletters
- Legal information
- Merchandise including stickers and pens
- Invitations to our fundraising events
- Access to attend membership meetings and seminars
- Gain knowledge about government details
- The assurance for you to know you are helping support KAOG

We encourage you to visit our website to learn more about our new Membership program and help support the Kansas Alliance for Open Government. **Join today!**

JOIN KAOG MEMBERSHIP

- Student Member (\$5 per year)
- Academic and Government (\$25 per year)
- Regular Member (\$50 per year)



MEMBERSHIP INSTAGRAM POST

In order to promote the Kansas Alliance for Open Government's new membership program, posting a colorful, on brand Instagram graphic will help spread awareness of it. Social media is a great place that receives high reach from users in order to promote new programs and opportunities for companies.

STRATEGY 7: CREATE A BROAD RANGE OF FUNDRAISING OPPORTUNITIES

Tactic: Golf tournament

Tactic: Gala event

Tactic: Percentage nights at local businesses

Description: Host percentage nights at local restaurants and stores as an option for smaller scale fundraising. This will be an easy way to get a start on fundraising before hosting larger events.

Tactic: Prompt target market to donate through website / events, research larger organizations who typically support

Description: Have incentives for donating such as with a small donation receive a KAOG logo sticker to show your support. Create a feeling of “belonging” to a group or “doing good” by donating.

**THE KANSAS ALLIANCE FOR OPEN
GOVERNMENT
PROUDLY PRESENTS**

HOLE IN ONE TOURNAMENT

The annual charity golf event for
the benefit of KAOG

**APRIL 20 | 10 AM
TOPEKA COUNTRY CLUB**

Register at www.KAOG.org



Hosting a Fundraising Golf Tournament

There are many benefits to hosting a golf tournament fundraiser, but the most important is the high earning potential. Almost everything related to the cost of the tournament can be covered by sponsors.

Possible Sponsor Opportunities

- Each hole can be sponsored for anywhere from \$100-\$500
A sign will be put on the hole with the name and logo of whoever sponsors it
- Meal & beverage sponsors
The lunch and the drinks can easily be sponsored simply by having a sign that says "Special thanks to our lunch sponsor.."
- Gift bags
Sponsors can donate anything such as koozies, pens, coupons, and hats to fill the goodie bags given out at the end of the tournament.
- Prizes
Gift certificates, clothing, golf equipment

How does it work?

The golfers will sign up online in groups of 4 for team play, this is also when they can sign up for a shirt. Pricing will depend on the course chosen but most people are willing to pay anywhere from \$100-\$200. The maximum number of golfers for a tournament is 144, but aiming for 100-120 is a great start. The tournament will take 4-6 hours, it can either be a morning tournament with lunch served, or an afternoon tournament with dinner served. Hosting a morning tournament is the most popular option because lunch is cheaper and more people are free in the mornings.

Important Details

- Block off about 10 hotel rooms at a hotel close to the course to make things easier for those who could possibly be traveling.
- Send out a thank you card to all sponsors after the tournament and ask if they would like to renew the partnership for next year's tournament

GOLF TOURNAMENT CHECK LIST



- One year out, find a golf club with available dates
- Sign a contract with the club right after date is secured
- As soon as contract is signed, send out save the date
- 10 months out, contact and search for sponsors
- 3 months out, article in newsletter to advertise tournament and reminder for registration
- 3 months out, registration form comes out
- 2 months out, order t-shirts and signage for tournament
- 1 month out, set the menu and send out tournament itinerary

STRATEGY 8: DEVELOP RELATIONSHIPS WITH SPONSORS

Tactic: Find and create strong relationships between the KAOG and possible sponsors, create database of possible sponsors for events

Description: Have an organized database with all possible sponsors in it that we can easily access and add to for possible events.

Tactic: Build strong and supportive relationships with sponsors by bringing awareness to their company as well as helping out ours (sponsors logo on back of tshirts)

Description: We want to have a strong group of local sponsors that we can count on to help us as well as us helping them. We will help to advertise these businesses by putting them on the back of golf tournaments shirts as well as possibly advertising them on flyers/websites.

Potential KAOG Sponsors



ACLU of Kansas

The American Civil Liberties Union of Kansas is a non-profit organization dedicated to protecting the civil rights and liberties of all people living in Kansas. The ACLU defend the freedoms of all residents of Kansas without consideration of political partisanship.



Blue Cross Blue Shield of Kansas

Since 1942, Blue Cross and Blue Shield of Kansas' company culture has been based on Kansans serving Kansans. They exist to provide peace of mind and access to a better quality of life for their members and the community.



Westar Energy & Evergy

Headquartered in Topeka, Kansas, Westar Energy is an investor-owned electric utility founded in 1909. It is the largest electric company in Kansas, and serves 690,000 residential, commercial and industrial customers.



Washburn University

Washburn University is a public university located in Topeka, Kansas, United States. It offers undergraduate and graduate programs, as well as professional programs in law and business.



Frito-Lay

Frito-Lay Topeka produces some of America's favorite snacks including Lay's potato chips, Fritos corn chips, Tostitos tortilla chips, Doritos tortilla chips, and Cheetos cheese-flavored snacks locally in Topeka, KS.



Common Theme

Think LOCAL and LOYAL organizations to the Topeka, KS area.

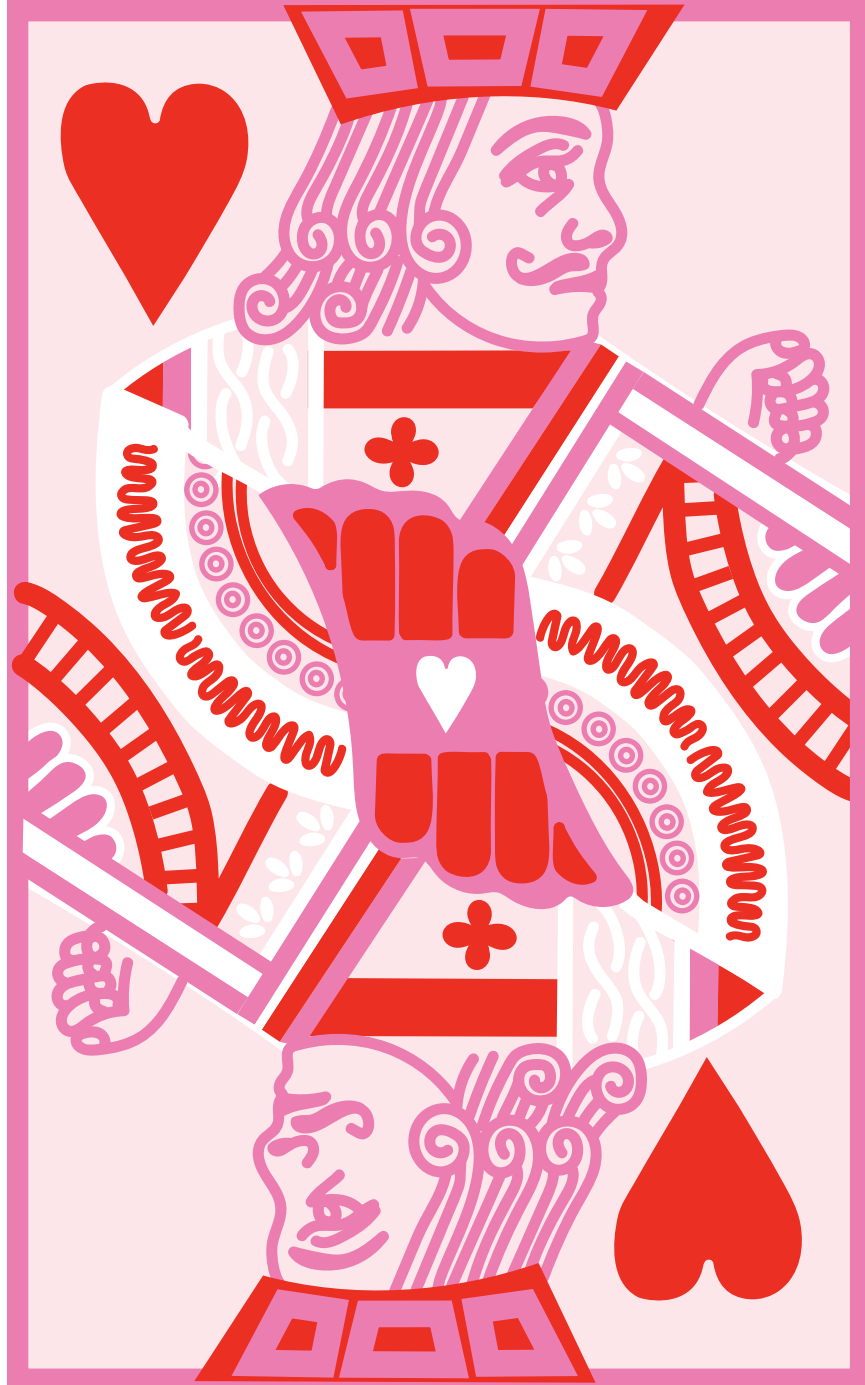
STRATEGY 9: GENERATE ONLINE OUTLET FOR FUNDRAISING

Tactic: Create an online resource that donations can be collected on

Description: So that the public is able to donate online, we will create a source that is easily accessible and donations can be collected on.

Tactic: Crowdchange fundraising, update fundraising web page

Description: There will be different types of memberships that donors can choose from. Creating an online fundraising platform will increase fundraising and the amount of funds raised.



BUDGET

RADIO PSA	Free when using sister networks
BROCHURE	\$150 for 500
FACEBOOK ADS	\$5 per day - \$70 for each two week ad
VIDEO	\$50 an hour (with sister networks) or free for inhouse production
MERCHANDISE	\$40 for stickers, T-shirts are made to order

PERCENTAGE NIGHT

Free

DONATION SOFTWARE

\$109 per month

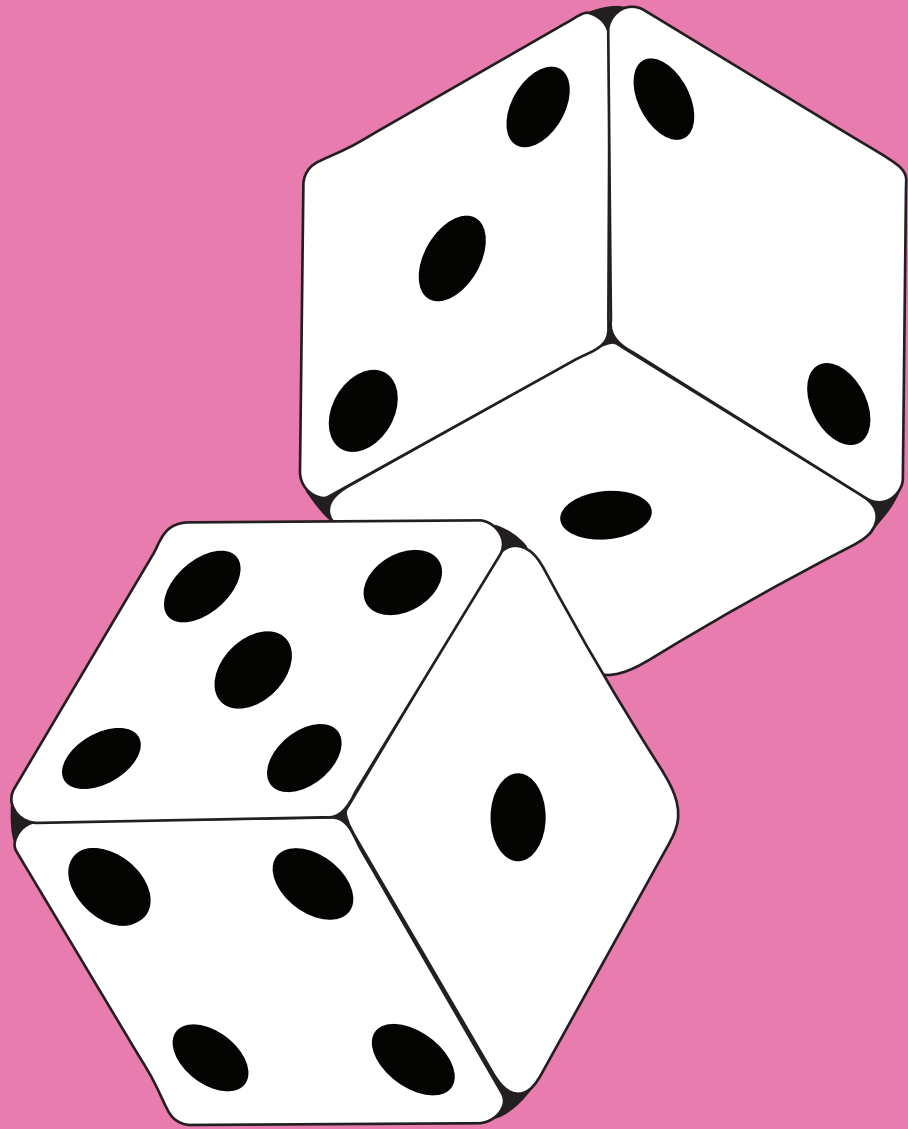
GALA

Free because of sponsors and those participating. Allocate 1k for unsponsored details

GOLF TOURNAMENT

Starts at \$10,000 but 90% should be covered by sponsors





DON'T ROLL THE DICE.

**JACK OF ALL
♥ TRADES AGENCY**