

PROPOSAL

JOINT CHARITY / DRY GRAD FUNDRAISER

Submitted to the BC Square & Round Dance Federation c/o Nick Turner
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Proposal Summary:

To stage an annual square dance to raise money for:

1. DRY GRAD CELEBRATIONS
2. POPULAR LOCAL CHARITIES

-This dance would be open to all members of the public and participants would not require prior experience with the activity; in other words, it would be a one night stand dance.

- The intent is that the focus of the event would be *Fundraising*.

- The square dance would merely be the *Vehicle* used to *Achieve* the *Objective*.

- We would benefit by having a third party promote and sell tickets for the event. This would put to rest the prospective participant's inherent fear of being pressured to "join" something.

Why Dry Grad?

- First: if we are going to do this provincially and work with a third party, we need to be associated with an organization which is active province-wide. I believe most communities have a Dry Grad Organization.

- Second: the grad organizers should be receptive to the idea because our objectives are very similar to theirs:

1. - To bring a group of people together to have fun – without drugs or alcohol.
2. - To promote healthy activities and lifestyles.
3. - To promote community values.

- Third: Dry Grad has the youth element going for it. Young people are generally enthusiastic and open to unusual ideas and therefore make excellent promoters.

- Fourth: and very importantly, it is expected that the Grads would target their families first. (Parents, aunts, uncles, grandparents) This is the ideal demographic to be targeting from our perspective. The age of their children dictates that many of these people will soon be empty nesters, looking for something to do with their new found freedom. A little awareness building directed at this group could go a long way toward changing our fortunes in the future. If this were to become an annual event, we could create a self perpetuating flow of viable new dancers into the activity each year. This would be a "family event"; students would be encouraged to participate as well, gaining us exposure in a way which will improve the way our activity is perceived.

Why a joint fundraiser?

- By choosing another cause that has broad public appeal, you can involve a wider spectrum of the community and improve the net financial result for each party.
- On a social level, it is equally as important for students to give back to the community as it is for them to raise money for their own needs. The parent advisory committee in my experience will be very supportive of this concept and are looking for projects which embody this philosophy.
- By choosing a popular local charity rather than a large national or multinational one, the grads (your salespeople) will develop a closer connection to the cause, see the results of their labour, and work that much harder toward a positive result. The ultimate goal would be to have the Grad Committee choose the charity.

How do we get the thing off the ground?

- Initially, the Federation would have to draw up a proposal which could be presented at the beginning of the school year to the newly formed Grad Committees in communities where callers were agreeable to participating in the event. This would be delivered by individual callers on behalf of the Federation. (I have a pretty good working copy which got my foot in the door this year to do a pilot project) Materials and strategies for engagement would be provided.
- After a substantial number of affirmative replies have been received, the Federation could hold a Press conference to announce that we have agreed to work in conjunction with local dry grad committees to hold a dance to support their efforts to raise money for drug and alcohol free Grad Celebrations in participating communities throughout the province. We'd also announce that the Grad Committees have graciously offered to put half the funds raised toward local charities, and the support of the community would be greatly appreciated. Our stated objectives would be:
 1. To bring a group of people together to have fun without Drugs or Alcohol.
 2. To promote healthy activities and lifestyles.
 3. To get our youth involved in a positive way within their community.

Where would the dancing take place?

- Ideally, school gymnasiums would be the typical venue. The Grad Committees could arrange this and the school would likely provide the facility at no cost since it was beneficial to their students. Socan licensing would be covered by the school plan.
- The sooner we get this thing off the blocks in the new school year, the easier it is for the committee to book the venue.
- If in certain cases the gym could not be booked, we might have to look toward our own halls or other local organizations that might be willing to donate their premises for the cause.

What would this cost the Federation?

- This would cost the Federation the support of a good number of its members. We'd need quite a few callers on board to pass this off as a "provincial event." Some volunteers could be very helpful in offering their expertise to the Grad Committee.
- The beauty of holding a Press Conference is that it costs us nothing and gains us a lot of exposure.
- Some promotional material would have to be sent to interested callers/clubs. This could be done over the internet at minimal personal expense.

What about Advertising?

- The Press Conference would get the ball rolling.
 - This event could be advertised on local radio, in the community events section of the local paper and most importantly, by word of mouth. The Grad Committee and the local charity would be more than likely willing to shoulder this responsibility.
 - The local caller might have to be on hand for interviews if the opportunity arose.
- As a fundraiser, this has the potential for a sizable cash return for a minimal investment of time on the part of the organizers.
- The Federation's interest would be to expose people to and create awareness about our activity; it would not be to recruit. This would be an excellent awareness building opportunity for us.

Thank you for your consideration of this proposal.

Respectfully, Gordon Ruedig.