Planning Process

**IDENTIFY CONCERNS**

****After already completing one successful No Kid Hungry Campaign we wanted to do something that would make an even larger impact within our community. Once we were inspired with "No Kid Hungry" we began brainstorming ideas to have a successful event and make a difference. We tried to come up with an activity that both students and adults would want to participate in. After debating between various events we settled on our main event being a dodge ball tournament for our second campaign.

**SET A GOAL**

Our ultimate goal is to increase awareness of "No Kid Hungry" to the Elizabeth School District and the Elizabeth, Colorado community. Through our first campaign we were able to raise $830.00, for our second campaign we hope to raise $2,000.00 to donate to the "No Kid Hungry" Campaign, and collect canned food donations for the community of Elizabeth. We will achieve this by implementing a variety of informational materials including but not limited to: posters, flyers, announcements, social medial posts, newspaper articles, parent phone calls, assemblies, and other means of publication. To raise money we will plan a variety of fundraising opportunities including: collecting spare change at lunches, selling No Kid Hungry T-shirts, collecting canned food, and hosting a dodge ball tournament and bake sale for the Elizabeth High School students to participate in.

**FORM A PLAN (WHO, WHAT, WHEN, WHERE, HOW, COST, RESOURCES, AND EVALUATION)**

**Who** – Natasha Breakall (Colorado State Vice President of Events) and Tony McConnell (member of FCCLA) our FCCLA advisors Mrs. Darter and Mrs. Clark, and the rest of our officer team, Elizabeth High School FCCLA chapter, and the Elizabeth High School student body, Elizabeth High School administration, and Elizabeth, Colorado community

**What** – We will promote the No Kid Hungry Campaign to the Elizabeth community, and raise funds at Elizabeth High School.

**When** – From August 2012 to March 2014

**Where** – Elizabeth, Colorado including Elizabeth Schools and various areas in Elizabeth.

**How** – By providing various promotional materials, hosting a dodge ball tournament and provide other opportunities for students to participate in.

**Cost** – All costs were taken care of by local business donations

**Resources** – The internet, past FCCLA chapter materials and official FCCLA materials

**Evaluation** – Through this project we were able to raise a large amount of awareness and successfully raised $2,164.00 with great participation from the students and members of the Elizabeth community.

**ACT**

1. Plan and design a promotional campaign to raise “No Kid Hungry” awareness and raise funds to donate.
2. Execute our promotional campaign.
3. Plan activities and make various reminders to increase student involvement and maintain a high amount of participation from students.
4. Document each activity FCCLA has participated in for the “No Kid Hungry” campaign and make note of pro’s and con’s for the future.
5. Finalize and organize into a website.

**FOLLOW UP**

Through this project our FCCLA chapter had a goal to work towards, and that goal was met. Our student body and local community have a greater knowledge of what "No Kid Hungry" is and have a greater understanding of what we can do as individuals to make a difference, and successfully raised a total of $2,994.00 through both campaigns. Our campaign faced various problems though out the project, so as we plan for our third campaign, we will plan ahead for the problems we experienced the past two years. Overall our campaign was a huge success and we look forward to an even larger campaign next year.