

OLIVE BRANCH DECA PRESENTS...

THE HAUNTED HALLS



Fundraising & Advocacy Campaign

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TABLE OF CONTENTS

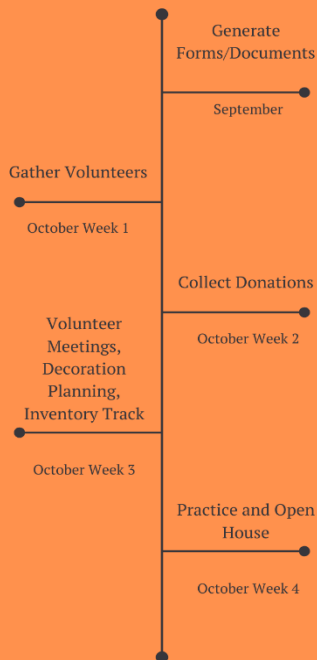
I.	Executive Summary	1
II.	Initiating	2
	a. Statement of the problem	2
	b. Project scope	3
III.	Planning and Organizing.....	3
	a. Project goals	3
	b. Human resource management plan	4
	c. Schedule	4
	i. Milestone	5
	ii. Milestone timeline.....	5
	d. Quality management plan	6
	e. Risk management plan	6
	f. Proposed project budget.....	7
IV.	Execution.....	7
V.	Monitoring and Controlling	8
	a. Monitoring.....	8
	b. Controlling.....	9
VI.	Closing.....	10
	a. Evaluation.....	10
	b. Lessons learned	10
	c. Future recommendations	10

I. EXECUTIVE SUMMARY

DESCRIPTION OF EVENT, PRODUCT, OR SERVICE

The Haunted Halls was a donation-based event lead by Olive Branch DECA at Olive Branch High School. This event included concessions, games and prizes, and the Haunted Halls. It allowed us to connect with our community, raise money for our chapter, and spread awareness about DECA.

CAMPAIGN SCHEDULE



Campaign Objectives

DECA Advertisement – Increase membership/awareness

Community Outreach – Develop a relationship with the community

Raising Money – Raise money for future projects

B u d g e t	Decorations	\$0
	Candy	\$300
	Costumes	\$0
	Prizes	\$0
	Concessions	\$0
	Games	\$50
	Misc. (ex. tickets)	\$50

Statement of Benefits / Overall Impact

This event allowed our chapter to raise approximately \$1,200, develop a relationship with our community, and gain several new members to add to our ranks. The profits of this event went toward Olive Branch DECA, specifically for future events and other club activities. We now also have a foundation for future events, such as volunteer forms, decorations, inventory supply forms, etc. The Olive Branch DECA chapter was successfully advertised and exceeded the initial project goals and expectations.

II. INITIATING

a. STATEMENT OF THE PROBLEM



There were many things to consider when we decided to throw the DECA “Spook Fest”. One of our biggest obstacles was the pandemic. Covid-19 had a tremendous impact on our chapter, especially when it came down to our membership. We took Halloween as an opportunity to spread awareness about DECA in our community, leading us to the Haunted Halls event. Though, this project was also affected in several different ways. To ensure the safety of our members and community, we were cautious about everything from advertisement to open-house. To begin, we primarily advertised visually – both online and with posters. This took a lot of communicating between our chapter officers, other schools, participating DECA members, and other clubs and organizations. All participants of the Haunted Halls were volunteers, so collaborating with other groups was vital to the success of the project. To further eliminate the spread of the virus, we encouraged volunteers to wear masks and sent any reminders, messages, updates, etc. through various messaging platforms. That way, we could keep participants caught up on information and reduce the need to meet face-to-face. The other two goals of the “Spook Fest” (aside from advertising our chapter) were building a relationship with our community (community outreach) and raising money for our chapter. Community outreach would be achieved through online advertisement and the event itself; however, raising money was a much harder goal to reach. Since our chapter did not have any significant start-up capital, that meant the Haunted Halls would have to be almost entirely donation based. This was made possible through our amazing volunteers and the organizations that aided us in this event.



b. PROBLEM SCOPE

The “Spook Fest” (a.k.a. the Haunted Halls) was an event led by Olive Branch DECA. We hosted this event to raise money for future expenses, advertise our chapter to potential new members, and to serve our community. The Spook Fest included games, refreshments, prizes, and the Haunted Hall. This event took place after school on **Friday, October 29th at 6:30 p.m.** DECA chose to host this Spook Fest to celebrate the spooky season and produce a fun, inviting environment for kids of all ages to come and celebrate with us!

III. PLANNING AND ORGANIZING

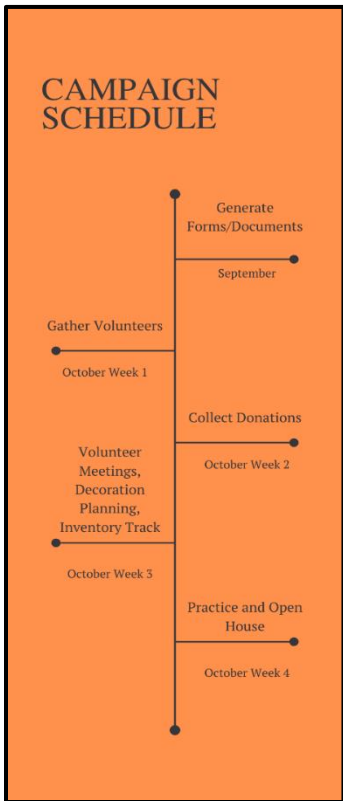
a. PROJECT GOALS

Campaign Objectives	
DECA Advertisement – Increase membership/awareness	The main goals of the Haunted Halls fundraiser were raising money for future DECA chapter events, promoting DECA at Olive Branch High School, and connecting DECA with the Olive Branch Community. Through this project, we were able to get multiple new members to join Olive Branch DECA. We also improved our relations within the community.
Community Outreach – Develop a relationship with the community	
Raising Money – Raise money for future projects	

b. HUMAN RESOURCE MANAGEMENT PLAN

Olive Branch DECA Chapter Officers each had designated roles pertaining to HR. The representatives were in control of communications and media, the project manager was in control of project relations, and the District II Coordinator as well as the chapter President and Vice President were all in charge of managing the other officers and planning for communication. For example, there were scheduled days for each of the approval meetings for the Haunted Halls fundraiser.

c. SCHEDULE



For this project, we decided to take the entire month of September and dedicate it to working on permission forms, inventory sheets, volunteer estimates, and countless other detailed papers necessary for the flow of the project. During the first week of October, the project was finalized, had a set date, and we began meeting with other school groups to generate a volunteer list. The next week, we brainstormed decorations, the project layout, price, prizes, etc. The third week was fast-paced and consisted of creating/buying any necessary decorations, sorting donations, and assigning roles. Finally, the week of the Haunted Hall came around and we did any leftover last-minute preparations and finished off with rehearsals.

i. MILESTONES

- i. Volunteers: for the Haunted Halls to take place, we had to get enough volunteers to run games, sell tickets, perform in the Haunted Halls, and exchange prizes. With the help of four other school clubs, we got the perfect number of volunteers to make sure everything was running smoothly.
- ii. Donations: prior to this event, Olive Branch DECA had an extremely tight budget. We figured out very early on that we could not afford to pay for this project, so it was left up to donations. In the end, we had tables full of prizes and toys, plenty of pre-packaged food for concessions, and a ton of decorations and costumes.
- iii. Decorating: in the final stretch of time before the opening of the Haunted Halls, we had to work together to get the entire event set up. We could not decorate during school hours, so we only had about three hours after

ii. MILESTONE TIMELINE

- i. Volunteers: during September, the volunteer list was created that stated how many of each volunteer we needed. Ex: five concession stand volunteers. During the first week of October, we gathered these volunteers from numerous different clubs.
- ii. Donations: As soon as we gathered our volunteers in the first week of October, we held a meeting with all participants asking for appropriate donations. We accepted donations until the day of the Haunted Halls and routinely did inventory checks to make sure we were not running behind. Anything that was missing, we made sure to buy.

- iii. Decorating: we planned decorating for the day of the project from the very beginning. We set up a sheet for volunteers that showed their responsibilities to ensure efficiency.

d. QUALITY MANAGEMENT PLAN

Key Metrics
Volunteer Count – approx. 50 volunteers
Budget - \$400; \$300 on candy, \$50 on games, \$50 on games
Inventory Count – collective count of decorations, materials, resources, etc.
Tracking Forms – forms such as budget sheets and volunteer lists (to keep track of our project)

e. RISK MANAGEMENT PLAN

Potential issues: too few volunteers, too few decorations, too few prizes/candy, too little time.

- Volunteers – to counter our volunteer crisis, we went to other clubs and school groups to ask for volunteers to participate in the Haunted Halls.
- Decorations – we ensured we had enough decorations by doing consistent inventory counts of our donations and setting aside a portion of our budget that would be dedicated to missing materials.
- Candy/prizes – we accepted all prizes from our volunteers and used the majority of our budget on buying candy for the event.

- Time – to make sure we had enough time to set up, do costume changes, and do the rest of the necessary work, we got more volunteers specifically for games and decorations.

f. PROPOSED BUDGET

This event was primarily donation based, meaning there were few expenses. During the execution of the project, both games and tickets were also donated, leaving the only expense to the candy.

Decorations	\$0
Candy	\$300
Costumes	\$0
Prizes	\$0
Concessions	\$0
Games	\$50
Misc. (ex. tickets)	\$50

IV. EXECUTION

After gathering all our volunteers, collecting a countless number of decorations, and having endless files and Excel sheets, the day finally came. On the day of the Haunted Halls, we began by following the schedule we sent out to each of our volunteers. Each volunteer and DECA officer had a specific role and a time and place in which they were needed. On this schedule, some of the officers were working through the school day, doing final inventory counts and making sure no details were forgotten. The second the buses dismissed for the end of the school day, all volunteers got to work setting up the decorations for the Spook Fest. From 3:00 p.m. to 6:30 p.m., we scheduled decorating, setting up, and costume changes. We finished the games, special effects, decorations, concession stand, prize booth, and ticket stand just in time for opening our doors. Immediately, a line full of people came through the door and started

playing the games and lining up for the Haunted Hall. It was a huge success, especially the Haunted Hall itself, which had a line that wrapped around the Common area of the school.

V. MONITORING AND CONTROLLING

a. MONITORING

Monitoring the schedule for the DECA Spook Fest was one of the many struggles we came across while planning out the event. The time leading up to the Spook Fest required a lot of attention. We had to set up meetings with the volunteers, making sure everyone was on time and assigning the jobs for each volunteer. Gathering decorations and concessions had a set deadline and inventory so we would not stray from the schedule or accidentally have limited supplies. We monitored our schedule by creating a time layout for the whole day of the event, including the set-up process and the cleanup process after the Spook Fest. This was to make sure everything could be set up and cleaned up in a timely manner. Monitoring the budget took a little more work than the time. Our budget was tight, but it was important that we had all of the necessities: decorations, candy/refreshments, prizes, and games (which led our decision to do a donation-based project).

This is also where the project quality came into place. We had to ensure the quality of the Haunted Halls would not be affected by our monetary limitations. Meaning, we would have to spend less money on the decorations and the overall presentation of the Spook Fest, instead prompting for donations from the volunteers and other school groups.

b. CONTROLLING

Several issues came about during the planning of the Haunted Halls, one in particular being collecting volunteers. The Spook Fest was one of the biggest events planned by DECA in 2021, meaning that it would require a large quantity of human resources. Unfortunately, we did not have enough willing DECA members to help work at the event due to the short notice and the huge time crunch. This led DECA to make the decision of branching outside of the club and accepting volunteers from other clubs and willing students.

We did visual promotion of the Spook Fest and sent out memos and sign-up sheets to all club advisors asking them to send over volunteers to help with the event. This solved our problem very quickly resulting in us having volunteers from choir, band, drama, and more.

Secondly, we had a problem with budget management. When we took on this big event, we never considered the tight budget before. That was until we had to figure out a way to pay for decorations/effects, refreshments, prizes, and games. After visiting the stores and looking online and doing research on the price of everything we would need, we came to the conclusion that we could not simply buy our way out of this predicament. Shortly after several days of price checks, research, and inventory counts we set budgets for each category of items we still needed. This led us to come up with budget of approximately \$400.

VI. CLOSING

a. EVALUATION OF KEY METRICS

Overall, we successfully accomplished all our goals and accurately predicted the majority of our counts (ex. budget, inventory, proposed volunteer count, etc.). We stayed on track with our budget and schedule and had just the right number of volunteers to effectively run the Haunted Halls.

b. LESSONS LEARNED

Throughout this project, we learned countless lessons.

- Check your budget BEFORE jumping into an expensive project.
- Mandate meetings for participants of projects.
- Create a schedule BEFORE starting a project.
- Make all forms (inventory sheets, budget trackers, etc.) prior to collecting donations.
- Plan EVERYTHING (details matter).

c. RECOMMENDATIONS FOR FUTURE PROJECTS

For future projects, we recommend following two general rules: learn from your mistakes and being over-prepared is better than being under-prepared. Luckily, now we already have inventory sheets and most necessary forms for our potential future projects. We now know to

make schedules beforehand as well. Overall, we have learned to be more organized, which we will take into the future with us.