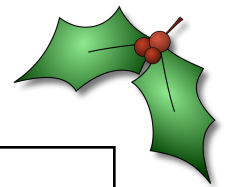


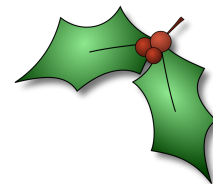
Bethesda Ministries

Event Name: **A Very Bethesda Christmas**

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Introductory Materials:

Mission Statement: Reaching into our community, one man, one woman, one child at a time, offering the love of Christ in tangible ways.

Location: 1438 Herr St, Harrisburg, PA 17103

Date: 12/14/2024

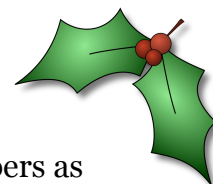
Time: 6:00-8:00 pm

Description of Organization’s Mission: Bethesda strives to reach its community tangibly with Christ as their model. In seeking to be God’s House of Mercy, Bethesda provides recovery, redemption, and restoration to the hurting, hopeless, and homeless of all age groups. They holistically serve the needs of people and equip them to engage in society in a purposeful and meaningful way, showing them the life-changing power of Jesus in the process.

Description of Event:

The purpose of this event is to virtually engage Bethesda’s regular donors on a Zoom call while Bethesda’s annual Christmas party is being held at their Harrisburg location. Attendees will include regular Bethesda donors, members of Businesses for Bethesda prospective donors, volunteers, and community partners. The goal of this event is to give attendees a glimpse into the work that Bethesda is doing to serve their community by live streaming a portion of the Christmas party that is happening simultaneously. Bethesda Mission will be hosting 80-90 children from the Harrisburg area for a Christmas dinner and party and virtual event attendees will be invited to sponsor each of these children to cover costs associated with the event. Before the event, registered participants who sponsor a child will receive a package containing two Bethesda Mission mugs, hot chocolate mix, and marshmallows to enjoy during the event. A short live stream will be shown for virtual attendees to see a bit of the “physical” Christmas party that is happening because of their generosity then will transition into hearing short speeches from organization leaders on the heart and mission, “stories of hope” from those impacted by Bethesda, and a call to action for attendees to donate to upcoming projects and events. Following the event, attendees will receive handmade crafts and ornaments from the kids as a “thank you” gift.

Situational Analysis: Bethesda Mission has been providing hope and healing to hurting and homeless people in the Greater Harrisburg area since 1914. They faithfully serve their community through community outreach, housing projects, food banks, and after-school programs. Every year, Bethesda hosts a Christmas party for students and children from the community so we will be using a virtual platform to involve donors, supporters, and community stakeholders in the event and to raise awareness for the work that they do. The primary goal of this virtual event is to raise funds for Bethesda



Mission while allowing donors and partners to hear from Bethesda's team members as well as individuals who have been impacted by their mission.

Purpose: The purpose of this event is to raise awareness about the important work Bethesda Mission does to serve the community while engaging donors to support the organization through fundraising efforts.

Target Audience:

The target audience includes 100 regular donors, prospective donors, members of Businesses for Bethesda, community partners, and volunteers.

Theme: Will be Christmas-themed with red and green as the main colors with a white accent. Will also have decorations such as icicles, fake Christmas trees, Christmas lights, etc.

SMART Goals:

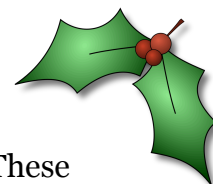
Anticipation: To send out direct mail invites about the event to all of the Bethesda Mission donors, and to have a QR code that will lead to the RSVP for the virtual event as well as allow donors to sponsor a child for the "in-person" event. There will also be a Facebook/Instagram post promoting the event. The goal is for 90% of donors to RSVP 2 weeks before the event and for 75% of attendees to sponsor a child.

Arrival: To have less than 5 people experience delay in logging onto the virtual event.

Atmosphere: To have 80% of attendees keep their cameras on throughout the event to create a warm and welcoming atmosphere. We will also ask that all attendees will come to the event wearing ugly Christmas sweaters. The goal for this is that 80% of attendees with their cameras on are wearing either an ugly Christmas sweater or some kind of Christmas attire, including but not limited to a shirt with Christmas colors, a Santa hat, or a light-up Christmas necklace. Everyone having a matching dress code will make the event atmosphere feel more unified and welcoming, even though the event is virtual.

Activity: To have 40% of event attendees register to volunteer at Bethesda Mission in the week leading up to the virtual event. For 80% of attendees to complete the craft sent to them prior to the event.

Appetite: To supply (by mail) each virtual attendee with a hot chocolate kit and premade Christmas cookies to enjoy during the event and receive 80% of attendees' feedback noting their enjoyment of the treats.



Amenities: To give 100% of attendees a craft made by the kid they sponsored. These crafts will include homemade ornaments and cards.

Budget: To stay under the budget of \$5,000.

Expected Outcomes:

- That donors will be fulfilled with how they are helping the kids
- All kids will be sponsored
- There will be an increase in donors after the event
- That donors will be informed of the content of the event

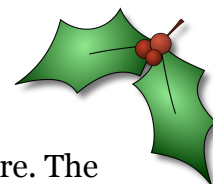
Team Roles and Responsibilities:

Promotions: Evan and Michaela

- **Design Lead:** Evan Hopkins
 - Creates invitations, social media posts, and emails.
- **Design Assistant:** Michaela Elliott
 - Help design lead with creating promotional materials and sending out direct mail to donors

Logistics: Ava

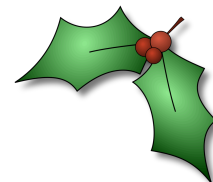
- **Event Lead:** Ava Gower
 - In charge of guiding all leads and their teams through the event
 - In charge of creating the budget
 - In charge of creating the event schedule for both the virtual and in-person programming
 - Manage RSVPs
 - In charge of emailing Zoom call link to all attendees as well as the Zoom call password.
- **Event Assistant:** Julia Kropp
 - In charge of coordinating with outside vendors to get mementos
 - Assist the Event Lead with anything that is needed before and during the event
 - Keeping track of volunteers and staff during the event and helping them with any assistance they require
- **MC:** Julia Kropp
 - Will host and lead the virtual event from up front facilitating the discussion and activities for the virtual event.
- **IT Lead:** Evan Hopkins
 - Will be responsible for setting up the internet/network to run the Zoom meeting and be on standby to troubleshoot any network/internet issues during the event.



- Create a password to get on to the Zoom call to make sure it is secure. The password is “ChristmasTree123”
- **Tech Lead:** Michaela Elliott
 - Will be responsible for setting up all sound and lighting for the host side of the virtual event. Will be on standby to help with any sound or lighting issues during the event as well as setup and teardown of sound/lighting equipment
- **Liaison:** Ava Gower
 - Will be communicating with the in-person event to make sure everything is on the same page.
- **Decorations Lead:** Marissa Carr
 - In charge of purchasing all decorations, creating a plan before the event for the decorations, as well as leading volunteers through decorating the space.
 - The goal with decorations is to have the donors see the space as welcoming, engaging, and festive through their screens

Evaluation: Marissa and Julia

- **Evaluators:** Marissa and Julia
 - Post Event Survey sent to Donors
 - Creates write-ups based on both in-person and virtual components of the event
 - Writes about donor engagement, donor surveys, kid engagement, event logistics, event promotions, and more.
- **Monitor:** Marissa Carr
 - Will join the Zoom call as a monitor and ensure the call is going smoothly
 - If there are problems, the IT and tech leads will be contacted
 - Will write a post-event write-up regarding the experience of being on the Zoom call



Promotions

The promotions team will be responsible for creating all promotional materials to be sent before, during, and after the event to invite donors and sponsors to attend and to communicate event details. This team will design and execute marketing strategies to increase awareness and engagement for the event through social media posts, flyers, and follow-up cards for attendees.

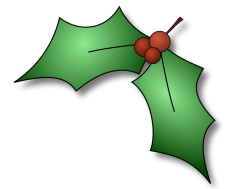
- **Logo**
- **Invitations**
- **Emails**
- **Social Media**
- **Event Agenda**
- **Thank You Card**

Event Logo



Hard Copy Invitation (front and back)





Digital Invitation



Pre-Event Email

YOU'RE INVITED: A Very Bethesda Christmas!

Dear [Donor's Name],

We are thrilled to invite you to join us for **A Very Bethesda Christmas**, our virtual fundraiser event that promises to inspire and make a meaningful difference in our local youth!

Date: December 14th, 2024

Time: 6:00 - 8:00 PM

Location: Online (Link provided upon RSVP)

You have an opportunity to sponsor a child for this event to be able to have a good meal, fun crafts, and a good loving community for the evening! And you will get the opportunity to see it virtually!

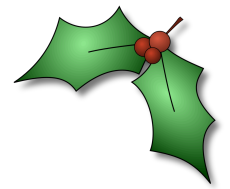
Together, we'll celebrate the amazing work we've accomplished and share our vision for the future, all from the comfort of your home!

RSVP Today!

Your support has been instrumental, and we can't wait to share this exciting event with you. Let's make a difference together!

With gratitude,
Bethesda Mission



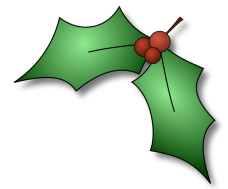


Social Media (IG Story + Post)

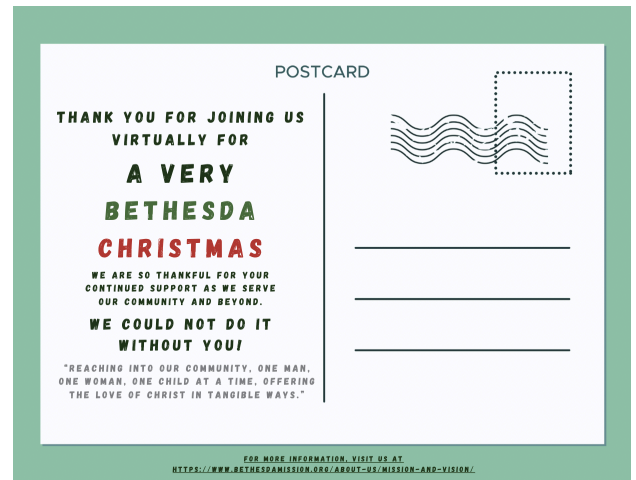


Event Agenda



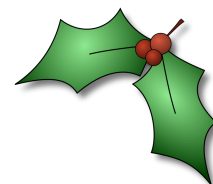


Thank You Card



Promotions Checklist

- Event Logo
- Hard Copy Invitation
- Event Agenda
- Digital Invitation
- Pre-Event Email
- Social Media Posts - Evan
- Follow Up (Thank You) Card



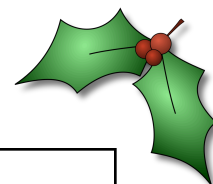
Logistics

The purpose of logistics for the Bethesda virtual event is to create a smooth and well-organized evening for the donors. Logistics will be in charge of the livestream Zoom call and strive to ensure that no arrival, atmospheric, appetite, activity, amenity, or technical issues occur. The team is also in charge of maintaining a consistent Christmas theme throughout the live stream, sending the food to the attendees prior to the event, and mailing the post-event amenities to each donor. Logistics will take the lead for the majority of the night, and if there are any problems or concerns logistics will manage them.

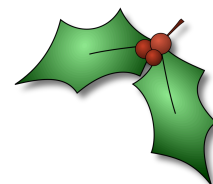
- **Timeline**
- **Formulary**
- **Budget**
- **Sponsors**
- **Venue**
- **Zoom Event Details**
- **Materials**
- **Appetite/Activities**
- **Speakers**
- **Amenities**
- **Risk Assessment**

Timeline

Date	Task	Who
7/1/2024	Meet with Bethesda and brainstorm event ideas	Event lead, Promotions Lead, Logistics Lead, Evaluation Lead
7/8/2024	Create event name, purpose, and timeline	Event lead, Promotions Lead, Logistics Lead, Evaluation Lead
7/15/2024	Begin contacting and securing sponsors	Logistics Lead
8/1/2024	Create a theme and budget	Event lead, Promotions Lead, Logistics Lead
8/14/2024	- Design logo and first round of social	Promotions Lead and team, Event Lead

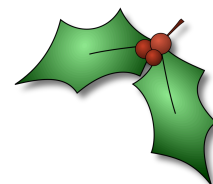


	media - Contact speakers	
8/28/2024	Brainstorm and decide on invitations and social media designs	Promotions Lead and team
9/3/2024	Make first social media posts	Promotions Lead
9/17/2024	Send out mail to the Bethesda donor list	Logistics Team
10/17/2024	Send out invitations	Promotions Lead
11/10/2024	RSVPs due	Event Lead
11/15/2024	Receive confirmation from sponsors and tally how much money will be given	Event Lead
11/20/2024	Purchase memento gifts	Logistics Lead
11/25/2024	Purchase hot chocolate and cookies	Logistics Lead
11/30/2024	Send reminder email	Event Lead
12/5/2024	Mail hot chocolate and cookies to attendees	Event Lead
12/7/2024	Zoom test	Tech Lead
12/10/2024	Last-minute housekeeping meeting	All teams
12/14/2024	EVENT DAY!!	ALL TEAMS
12/17/2024	Send out evaluation survey	Evaluation Lead
12/31/2024	Survey responses due	Evaluation Lead
1/5/2024	Event debrief	All teams



Formulary

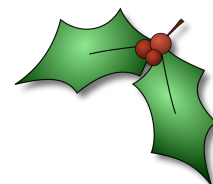
Time	What	Who
4:00 pm	Check logistics of event	Event lead, IT lead, MC, Tech lead, decor lead
4:05	Communicate with speakers	Event lead
4:30	Test logistics	IT lead, tech lead
5:30	Standby for start	Everyone
5:50	Open up Zoom meeting for guests	Tech lead
6:00	Introductions	MC
6:20	First speaker begins	Lori McNeil
6:45	Conclude first segment	MC
6:45	Check in on live event	Guests and MC
6:47	Hear from child	Everyone
6:50	Offer Q&A	MC
7:00	Second speaker begins	Byron
7:25	Conclude second speaker	MC
7:25	Hear testimonies	Donors
7:50	Final Q&A	MC
8:00	Conclude event	Everyone
8:00	Stay on for final individual questions or comments	MC
8:05	Clean up	Everyone



Budget

The goal is to stay under \$5,000.

Purchase	Price
Hot chocolate Kit x 100 https://www.etsy.com/listing/1798587640/hot-chocolate-favors-for-christmas	\$56.00
Christmas Cookie Kit x 100 https://www.etsy.com/listing/1777914861/christmas-cookie-mix-christmas	\$699.00
Zoom Event x 100 https://zoom.us/opc/buy	\$164.99
Paper Snowflake-Making Kit x 100 https://www.joann.com/p/dcww-6ct-christmas-snowflakes-paper-making-kit	\$280.00
Personalized Ornament x 100 https://www.etsy.com/listing/1485669461/bulk-wedding-ornaments-ornament	\$23.00
Christmas Devotional x 100 https://www.christianbook.com/christmas-promise-pack-of-25-tracts	\$399.00
Speaker Thank You Cards x 3 https://www.vistaprint.com/stationery/thank-you-cards	\$29.37
Hard Copy Invitations x 100 https://www.shutterfly.com/p/cards-stationery/wedding-invitations	\$219.00
Hard Copy Thank You Cards x 100 https://www.shutterfly.com/p/cards-stationery/thank-you-cards	\$206.00
Total: \$2,076.36 (Entirely covered by sponsors)	



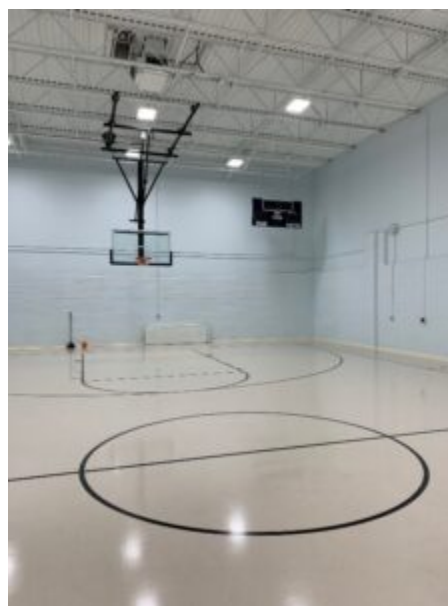
Sponsors

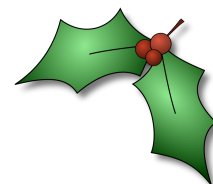
Potential sponsors will be contacted on July 15 and confirmed on November 15. Below are the four businesses/companies sponsoring the event.

- Fulton Bank: \$1,500.00
- LCBC: \$200.00
- New Covenant Fellowship Church: \$250.00
- The Cracked Pot: \$150.00

Venue

Although the event is hybrid, our event planning team is in charge of the virtual portion only. The event will be hosted via Zoom from 6:00-8:00 p.m. on December 12. The selected speakers will present from Bethesda's community center where the in-person event will be taking place. While the kids are taking part in their activities, the online sponsors have the opportunity to catch a glimpse in addition to listening to the speakers. The pictures below show the sponsor's and speakers perspectives. The community center will be decorated for Christmas and have tables and chairs set up (coordinated by the in-person event staff).





Zoom Call Details

Bethesda and the virtual event planning team will be using Zoom for their “Sponsor a Child” event. The staff will use the “Zoom Events” package, hosting 100 people for a total of \$164.99 after fees. The package lasts for a month if Bethesda or the team wants to use it again before the subscription runs out. The IT lead must be prepared to offer any and all support before, during, and after the event, ensuring that it runs as smoothly as possible. She will run a Zoom test one day prior to the event.

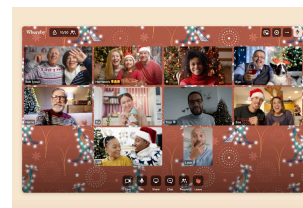
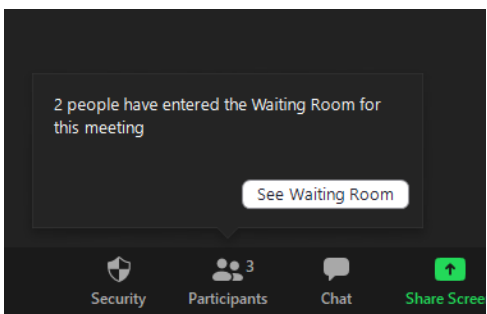
Arrival/Atmosphere

As guests begin to join the Zoom call, the screen will display a slideshow with details about Bethesda’s mission, photos from their website, Christmas trivia questions, Bible verses, quotes, etc. Christmas music will also play in the background.

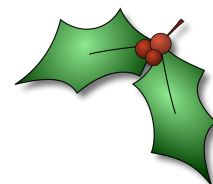
To stay consistent with the theme, attendees will be asked to dress festively whether that be an ugly Christmas sweater, a shirt with Christmas colors, a Santa hat, or a light-up Christmas necklace. Everyone having a matching dress code will make the event atmosphere feel more unified and welcoming.

During

Throughout the event, the technology lead is in charge of switching the camera and making sure the focus is on whomever the formulary says. This includes controlling the microphone, music, background, etc.



GIVING
as an act of worship
BEFORE GOD
2 CORINTHIANS 9:6-15



Materials Needed

There is very little material needed for the event seeing that it is virtual. The virtual team will collaborate with the in-person team for idea generation, but the purchase of the physical material (for during the event) is not the virtual team's job. Non-physical material needed is a slideshow for the beginning of the Zoom and backup internet connection solutions for the broadcasting end.

Activities/Appetite

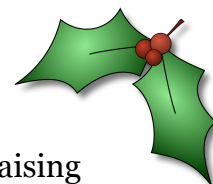
The event will last for two hours and consist of two speakers, hearing from a child, Q&A's, and testimonies, leaving little time for other activities. However, prior to the event, we will have sent out a Christmas cookie-making kit, a hot chocolate kit, and a paper snowflake-making craft. The promotional material will encourage attendees to partake in the craft and food-making before the event starts



Speakers

As previously stated, there will be two speakers and someone who experienced the impact of Bethesda presenting throughout the event. Following those three will be donors (voluntarily chosen at the end of the event). The event lead will reach out to the prospective speakers four months in advance. They are doing this voluntarily and not being paid. After the event, the three speakers will be sent a thank you card from the event team.

Speaker 1: Scott Dunwoody, Executive Director (sdunwoody@bethesdamission.org)



Before retiring on January 31, 2025, Scott wanted to partake in this fundraising event. His 25-minute speech will better introduce the donors to Bethesda’s mission and impact in the greater Harrisburg area. He will discuss how much money has already been raised and his hopes for the future of Bethesda after he retires.

Speaker 2: Lori McNeil, Women’s Shelter Counselor

Lori, the counselor for Bethesda’s women’s shelter will talk about the kids and mothers that Bethesda has supported over the years. She will elaborate on why this event is specifically needed and the importance of sponsoring the children (food education, sports, love, etc.)

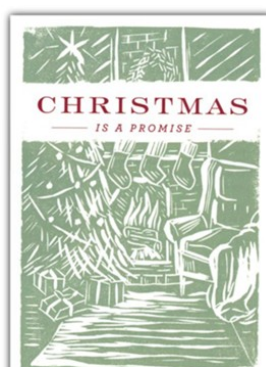
Voice of Experience: Byron James

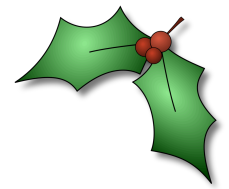
Though he originally came to the Community Center when he was a teenager just to play basketball, Byron found mentorship, a relationship with Jesus, and a spiritual father. Now as an adult, he wants to give back by being involved with his church and volunteering at the Community Center. He will speak about his testimony and the importance of Bethesda.



Amenities/Mementos

After the event, each donor will be sent a handmade thank you card and craft from the child they sponsored. In addition, they will receive a personalized “A Very Bethesda Christmas” Christmas tree ornament, a Christmas devotional booklet, and a thank you card from the event team/Bethesda to remind them of the mission they so generously supported.

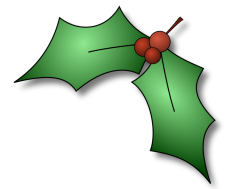




Risk Assessment

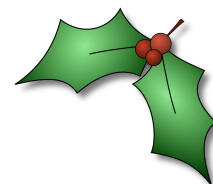
In the event that an emergency occurs at the event, a risk assessment plan is crucial for us to be prepared. This plan will help the team know exactly what we should do.

- Platform Failures (medium likelihood, high impact)
 - To minimize the impact of this, the IT and technology team will be on standby. They will work as fast as possible to resolve the issue and communicate with the attendees.
- Connectivity Issues (high likelihood, moderate impact)
 - To minimize this, the technology team will provide troubleshooting steps to the attendees before the event.
- Cybersecurity Threats (low likelihood, high impact)
 - The tech lead and IT lead will work to mitigate the damage right away. They will notify those affected as soon as it happens.
- Audio/Visual Problems (high likelihood, moderate impact)
 - Spare equipment will be on hand and rehearsal and technology checks will be conducted beforehand.
- Poor User Experience
 - Changes will be put in place based on feedback.
- Low Participation (low likelihood, high impact)
 - Interactive activities will be advertised in advance helping participants to stay engaged.
- Drop-off Rates (medium likelihood, moderate impact)
 - The speaker's presentations will be relatively short and engaging. If drop-offs occur, the technology team's job is to analyze why.
- Negative Feedback (medium likelihood, high impact)
 - Before the event, clear expectations will be set. If there is negative feedback, the event lead will personally reach out to the attendee.
- Cost Overruns (low likelihood, moderate impact)
 - A detailed and well-thought-out budget will be implemented and purchases will be shaped around it. Contacting and securing sponsors is a necessity.
- Allergies (medium likelihood, high impact)
 - We will communicate with all attendees beforehand so we are aware of what people are allergic to. If someone is allergic to an item of food we are sending, we will not send it to them.



Logistics Checklist

- Timeline
- Formulary
- Budget
- Sponsors
- Venue
- Materials Needed
- Activities
- Appetite
- Zoom Call Details
- Atmosphere
- Speakers
- Giveaway
- Risk assessment



Evaluation

The evaluations team will be responsible for a survey that will be given out at the end of the event to donors. Their responsibility is to evaluate how the virtual event went; if all SMART Goals were met, if any problems should be addressed, and what should change or stay the same in the future. The following section will contain the following:

- **During event evaluation**
- **Pre-event evaluation**
- **Survey**
- **Post-event meeting with staff discussion**
- **Post event write up**
- **Evaluation checklist**

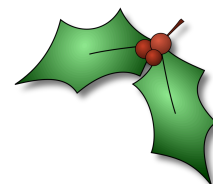
During event evaluation and monitoring: Marissa from the evaluation team will be on the Zoom call to take notes on how things are going. Some things that will be monitored include if people have their cameras on, if people look engaged during the event, and if attendees are sipping on their hot chocolate and eating the cookies provided to them by Bethesda Mission.

Pre-event evaluation and monitoring: The evaluations team will monitor the promotions side of the event, such as social media engagement, amount of RSVPs, and how many people reach out with questions about the event.

Post-event surveys: There will be 3 post-event surveys sent out to three different categories of people; attendees, the event planning team, and the Bethesda mission staff. These surveys will be sent via email 2-3 days after the event. The hope is that these surveys will provide feedback from all sides of the event planning process, making our post-event write-up as in-depth as possible, and providing the event planning team with the most information possible to make the event better in the future.

Survey for attendees- Will be emailed to attendees 2-3 days after the event

Thank you so much for attending the “A Very Bethesda Christmas” virtual event! Your donations to the organization as well as your presence at the event truly made a difference in a child’s Christmas this year. We are asking for you all to fill out this quick 2-3 minute survey on Google Forms just to tell us how we did, recommendations for a future event, and if you would attend any other virtual Bethesda Mission fundraising missions. Thank you in advance for your time!



On a scale of 1-5, with 1 being the worst and 5 being the best....

How would you rate your experience at “A Very Bethesda Christmas” Virtual?

1 2 3 4 5

How likely are you to attend another virtual fundraising event offered by Bethesda Mission?

1 2 3 4 5

How easy was the use of technology/zoom during this event?

1 2 3 4 5

How would you rate the atmosphere present at this virtual event?

1 2 3 4 5

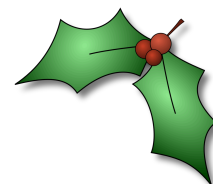
Tell us your favorite part of this event:

Tell us any recommendations you have for a future virtual event held by Bethesda Mission:

Was there anything about the event that you disliked? Explain:

Survey for event planning team- will be emailed 2-3 days after the event

Thank you so much for giving your time to make the event “A Very Bethesda Christmas” such a success! We could not have done it without you. We are asking for you all to fill out this quick survey on Google Forms just to tell us how your experience was working with Bethesda, and about your thoughts regarding the event. Thank you in advance for your time!



On a scale of 1-5, with 1 being the worst and 5 being the best.....

How was your experience working with Bethesda Mission on this project?

1 2 3 4 5

How likely are you to work with Bethesda Mission again on an event planning project?

1 2 3 4 5

How would you rate the success of the virtual component of the event?

1 2 3 4 5

What was your favorite part of planning this event?

What would you do differently if this event was repeated again next Christmas?

Survey for Bethesda Mission Staff- will be emailed 2-3 days after the event

I hope you all enjoyed working with our event planning team to make A Very Bethesda Christmas a success! We are asking you all to fill out this quick survey on Google Forms so we know your thoughts about the event, what you would have done differently, and how your experience was working with the event planning team. Thank you all for your time!

On a scale of 1-5, with 1 being the worst and 5 being the best.....

How was your experience working with the event planning team on this project?

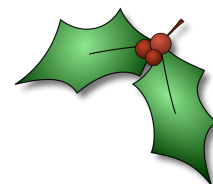
1 2 3 4 5

How likely are you to want to work with these event planners again?

1 2 3 4 5

How would you rate the success of the virtual component of the event?

1 2 3 4 5



What was your favorite part of this event?

What would you do differently if this event was repeated again next Christmas?

Post-event meeting with staff: This meeting will be with the Bethesda mission staff, the event coordinator, the promotions lead, the logistics lead, and the evaluation lead. This meeting will be led by the evaluation lead. This meeting will discuss how everyone thought the virtual side of the event went as well as how well the SMART goals were met. The feedback from this meeting will be used in the post-event write-up. This meeting will occur in the week after the event.

Post-event write-up: This is a write-up that will be composed by the evaluation team and lead. This write-up will be an in-depth description of how the event went based on information gathered by all teams through event monitoring, discussions with staff, and feedback from the post-event surveys.

Evaluation Checklist

- Pre-Event
- During-Event
- Post-Event
 - Attendee Survey
 - Bethesda Mission Staff Survey
 - Event Planning Team Survey
- Questions for Staff Debrief