



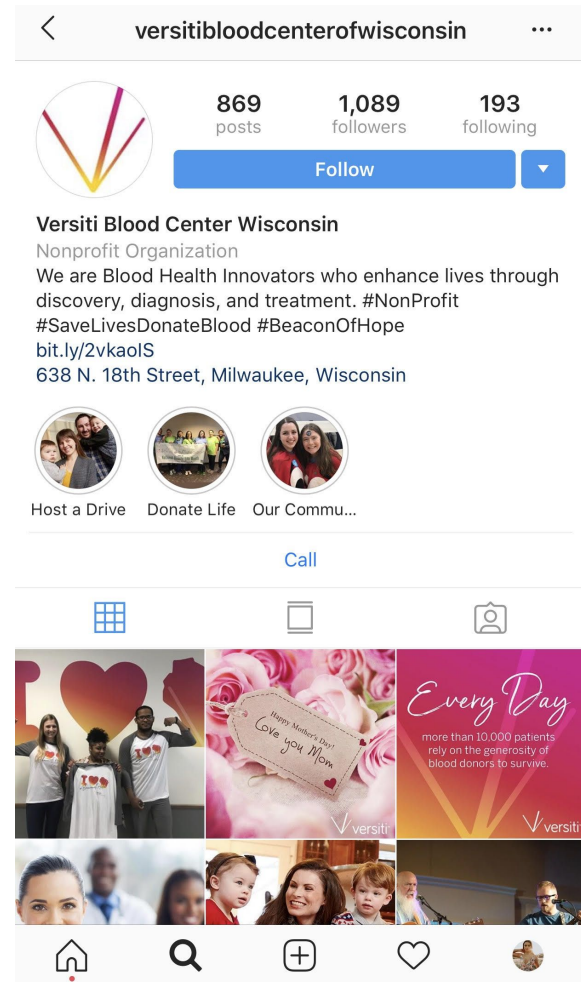
Blood Center
of Wisconsin Giving
Garden Gala

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Current Situation for BCW

- Actively posts on social media
 - Client updates
 - Creating original graphics
- Updates website
 - News and press releases
 - Client stories
 - Donation services
- Hosts a variety of events
 - Blood drives
 - Professional symposiums



What can be improved?

- **Awareness**

- Host more social events around the Wisconsin area
- Have local hospitals and medical centers promote BCW
 - Flyers around office
 - Word of mouth

- **Education**

- Emphasize to BCW's audience the impact their making on people's lives
- Host open informational meetings to the community

- **Involvement**

- Encourage the community to donate through social media posts
- Host unique and exciting events once or twice a year to rake in a new audience



Plan of attack

- **Who:** anyone and everyone in the Wisconsin area is invited
- **What:** a social gala that will encompass and promote all three improvements
- **Where:** Boerner Botanical Gardens
 - Venue: Boerner Grand Hall
 - Capacity: 350
 - Right outside of Milwaukee
 - Free parking
 - Wheelchair accessible
- **When:** June 29th, 2019



Target audience

- Men and women over the age of 16
 - Must be 16 in order to donate blood
- Families
 - The event will be packed with activities for all ages
- People who often participate in blood drives

What the event will include

- **Blood drive**
 - There will be multiple chairs and plenty of staff in order to run smoothly
 - Food goodie bags and free t-shirts to those who donate
- **Entertainment**
 - Live music from Mike and Doug Esty
 - Father and son guitar duo
 - Free admission to the gardens for all attendees
- **Slideshow**
 - A mini presentation of the many clients BCW cares for
 - Will include information about where donor's blood goes to and how it saves lives
- **Food**
 - *Charlie's Catering*: box lunch-like meals that'll include a meat sandwich, salad, cookie and chips
- **Raffles and prizes**



How will this event succeed?

- **Research**

- Venue
- Catering company

- **Reach out**

- Talk to other medical centers and hospitals to help create this event

- **Promote**

- Flyers
- Social media posts
- Word of mouth
- Create the event on BCW's website

Outcomes

- Have attendees enjoy their time at the event while making a positive impact on others' lives and helping the community
- Gain new donors
- Get people excited to donate money or blood



Any Questions?