

YEAR PLAN

Sponsorship & Fundraising Coordinator

Connie Lin

McMaster Science Society

2023-2024

(submitted *September 4th*)

**MCMASTER
SCIENCE
SOCIETY**





2023-2024 Year Plan

Letter from the Sponsorship and Fundraising Coordinator

Hi there! My name is Connie, and I am the Sponsorship and Fundraising Coordinator (SFC) for the 2023-2024 academic year. This marks my second year as a member of the McMaster Science Society (MSS). I am absolutely thrilled to rejoin the MSS family in the role of SFC. As the SFC, my primary responsibility is to enhance the undergraduate experience for every student within the science community. I achieve this by securing sponsorships and funds through partnerships with external organizations to support our student-centered initiatives, which include Formaldehyde, Welcome Week, Quantum Leap, Symbiosis, and SciFest. The position of Sponsorship and Fundraising Coordinator was established in 2018, making me the fourth person to hold this role. I am both excited and honored to continue the remarkable work of our previous SFCs and further enrich your undergraduate experience by seeking sponsorships and organizing fundraising events.

The 2022-2023 school year marked our first return to in-person classes since the pandemic began, allowing the MSS team to coordinate in-person events and strengthen connections with both students and the external community. This return provided me with the opportunity to explore various sponsorship opportunities and optimize resource utilization to secure sponsorships and funding. As the returning SFC for the upcoming school year, I am committed to building upon the foundations laid by our previous SFCs and establishing enduring relationships with local businesses and organizations, integrating them into the services, resources, and events we offer to the science community.

I have full confidence that the MSS executive team will go above and beyond to create an exceptional year for each of you. Please do not hesitate to reach out to me if you have any suggestions, feedback, or concerns. I am eagerly looking forward to meeting all of you throughout the school year. See you soon!

Connie Lin
Sponsorship and Fundraising Coordinator
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TIMELINE

Month	Objective/Project/Event/Goals
June	<p>Events/Projects:</p> <ol style="list-style-type: none"> 1. <p>Things to complete:</p> <ol style="list-style-type: none"> 1. Update sponsor's contact list 2. Brainstorm for MSS Card initiative
July	<p>Things to complete:</p> <ol style="list-style-type: none"> 1. Connect with local organizations to obtain sponsorship for Welcome Week
August	<p>Things to complete:</p> <ol style="list-style-type: none"> 1. Connect with local organizations to obtain sponsorship for Welcome Week 2. Contact sponsors to establish partnership for the MSS Card initiative
September	<p>Things to complete:</p> <ol style="list-style-type: none"> 1. Contact sponsors to establish partnership for the MSS Card initiative 2. Connect with Research & Volunteer Coordinator to discuss event details & desired-sponsorships for Symbiosis 3. Secure sponsorships for DCS x MSS Cookout event
October	<p>Events/Projects:</p> <ol style="list-style-type: none"> 1. MSS Card Launch 2. Update sponsor's contact list <p>Things to complete:</p> <ol style="list-style-type: none"> 1. Monitor progress of MSS Card registration 2. Obtain suggestions from students on the MSS Card to establish student-desired collaborations
November	<p>Things to complete:</p> <ol style="list-style-type: none"> 1. Continue to seek new partnerships for MSS Card 2. Meet with Formaldehyde & Quantum Leap Coordinator to discuss event details & sponsorships



December	<p>Things to complete:</p> <ol style="list-style-type: none"> 1. Continue to seek new sponsors & update sponsor's contact list 2. Sending sponsorship requests (for upcoming MSS events: Formaldehyde & Quantum Leap) 3. Contact Formaldehyde Coordinator, and QuanLeap Coordinators for final event update
January	<p>Things to complete:</p> <ol style="list-style-type: none"> 1. Continue to seek new sponsors & update sponsor's contact list 2. Sending sponsorship requests (for upcoming MSS events: Quantum Leap) 3. Send "Thank You" emails to Formaldehyde sponsors and provide update on event turnout
February	<p>Things to complete:</p> <ol style="list-style-type: none"> 1. Sending sponsorship requests (for upcoming MSS events: Quantum Leap) 2. Update & thank Quantum Leap sponsors on event progress
March	<p>Things to complete:</p> <ol style="list-style-type: none"> 1. Update sponsor's contact list 2. Secure sponsorships for MacSci Appreciation Night
April	<p>Events/Projects:</p> <ol style="list-style-type: none"> 1. Transition Report <p>Things to complete:</p> <ol style="list-style-type: none"> 1. Complete transition report 2. Contact MSS sponsors/partners to show appreciation 3. Make final update on sponsor's list

OBJECTIVES:



Maintain Previous Partnerships & Establish New Ones	
Description/ Current State	Due to current inflation, external businesses tend to hesitate when considering the establishment of potential partnerships with MSS.
Goal	<p>Make clear of our event goal and vision and how our mutual support both parties to flourish</p> <ul style="list-style-type: none"> - Create deetail sponsorship packages - Follow up with sponsors if no response is received - Break down sponsor's concerns (if any) and discuss potential resolutions to break barriers that inhibit our collaboration (ex. profit deficit, contract period) - Take initiatives to thanks and show appreciation to our partners for their generous sponsorships
Long Term Implications	<ul style="list-style-type: none"> - This objective will ensure a lasting partnership between the MSS and our current sponsors/partners. No doubt, the lasting bond we establish with our partners will allow the MSS executive team to offer more resources, services, and events available to all members of the science community.
Partners	VP External - (vpexternal@macsci.ca) VP Communication - (vpcomm@macsci.ca)

Make Updates on MSS Card	
Description/ Current State	The marketing aspect of the MSS Card was somewhat ineffective last year.
Goal	<p>Expand promotion</p> <ul style="list-style-type: none"> - Continue with making a short film to promote
Long Term Implications	<ul style="list-style-type: none"> - This objective will ensure a lasting partnership between the MSS and our current sponsors/partners. No doubt, the lasting bond we establish with our partners will allow the MSS executive team to offer more resources, services, and events available to all members of the science community.
Partners	VP External - (vpexternal@macsci.ca)



	VP Communication - (vpcomm@macsci.ca)
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EVENTS & PROJECTS

MSS Card	
DATE	Mid-October
PURPOSE	Relaunch the MSS card initiative in the 2023-2024 school year
PROCEDURE	<ul style="list-style-type: none"> - Prepare contract and MSS Card sponsorship package <ul style="list-style-type: none"> - Submit a communication request form (ask graphic team to design the sponsorship package) - Contact previous/potential local businesses to seek potential collaborations for the MSS Card project - Record tailored discounts offered by different businesses and sign contract with MSS's partners - Order MSS stickers - Set up registration form for registration purposes - Promote MSS Card to the science community via social media platforms <ul style="list-style-type: none"> - Submit communication form to request for social media promotion - Collaborate with other executive members (ex. First Year Mentorship Coordinator, Upper Year Mentorship Coordinator) to expand promotion of MSS Card
DIFFICULTIES	<ul style="list-style-type: none"> - Promote and introduce the MSS Card to incoming and upper-year students
PARTNERS	VP Finance VP External VP Comms MacSphere Cinematographer
PROJECTED OUTREACH	<ul style="list-style-type: none"> - Science students - Hamilton's local businesses
BUDGET	\$100 (budget to purchase MSS stickers)



Formaldehyde Sponsorship	
DATE	Early Winter 2024
PURPOSE	Obtain sponsorship and fundraising money from local sponsors/organizations to help fund Formaldehyde
PROCEDURE	<ul style="list-style-type: none"> - Contact Formaldehyde Coordinator <ul style="list-style-type: none"> - Obtain event details (ex. approximately how much monetary/non-monetary sponsorship will be needed...) - Prepare sponsorship package (write out event details) <ul style="list-style-type: none"> - Submit a communication request form to create sponsorship package - Contact previous/current/potential sponsors (preferably in-person or via phone calls) - Pick up sponsorships from sponsors - Update sponsors on event progress - Thank sponsors for their generous sponsorships
DIFFICULTIES	<ul style="list-style-type: none"> - Ensure the communication request form is submitted to the communication team a month in advance
PARTNERS	Formaldehyde Coordinator VP Communication VP Finance VP External
PROJECTED OUTREACH	<ul style="list-style-type: none"> - Local businesses/organizations
BUDGET	N/A

Quantum Leap Sponsorship	
DATE	February-March 2023 (TBD)
PURPOSE	Obtain sponsorship and fundraising money from local sponsors/organizations to help fund Quantum Leap
PROCEDURE	<ul style="list-style-type: none"> - Contact Quantum Leap Coordinator



	<ul style="list-style-type: none"> - Obtain event details (ex. approximately how much monetary/non-monetary sponsorship will be needed...) - Prepare sponsorship package (write out event details) <ul style="list-style-type: none"> - Submit communication request form to create sponsorship package - Host fundraising events <ul style="list-style-type: none"> - Required a fundraising team to assist - Contact previous/current/potential sponsors (preferably in-person or via phone calls) - Pick up sponsorships from sponsors - Update sponsors on event progress - Thank sponsors for their generous sponsorships
DIFFICULTIES	<ul style="list-style-type: none"> - Planning the MSS Card project without the assistance of VP External (since VP External is not yet hired)
PARTNERS	<p>Formaldehyde Coordinator VP Communication VP Finance VP External</p>
PROJECTED OUTREACH	<ul style="list-style-type: none"> - Local businesses/organizations
BUDGET	N/A