

PA Masonic Youth Foundation Grant Proposal

Submitted by: Sample Chapter, Order of DeMolay

Submitted on: 01/15/2012

Publicity Plan

This program will garner publicity for the organization by inviting new families to become supporters of Sample Chapter, Order of DeMolay. It will get our name out there through the mailing of 750 letters to age eligible young men. We will also have banners and information available at the event so that passers by know who we are. Once we have inducted the new members, we plan on doing a press release celebrating our achievement.

Budget

Breakdown:	<u>750 Mailing Labels</u>	<u>\$250</u>
	<u>First Class Postage</u>	<u>\$660</u>
	<u>Activity Cost - Family Fun Center</u>	<u>\$500</u>
	<i>(Based on 40 attendees)</i>	
	<i>Batting Cages</i>	<i>\$140</i>
	<i>Go-Karts</i>	<i>\$200</i>
	<i>Bumper Boats</i>	<i>\$160</i>
	Total:	\$1,410

Rating Metrics

Specific	To bring in new members to Sample Chapter.
Measurable	Our goal is to get 20 prospects to the event, with a final goal of 10 new members.
Attainable	We believe that 20 of 750 is realistic number of new members.
Relevant	New members are the life blood of our organization and this makes our prospect party relevant to the organization.
Time Sensitive	We will be doing this project during the end of the school year so that the members have a chance to ask their friends. It is near the end of the year so that school activities will be winding down.

Timeline

1 Grant Awarded	03/01/2012
2 Event Planning Begins	03/01/2012
3 Letters Mailed	03/30/2012
4 Reservations Due	04/20/2012
5 Event	05/01/2012
6 New Members Obligated	05/15/2012
7 Final Report Returned to PMYF	06/01/2012