**Student Council Meeting**

2/28/12

**Event:** A Community A’Fair

**Sponsor:** Heart of Centerville

**Location:** CHS

**Day:** Saturday

**Date:** March 17th

**Time:** 11am-3pm

**Purpose:** Local businesses set up booths and invite the community in to interact and see what these businesses have to offer. This is the first time the event is being held, so the Heart of Centerville is doing a great deal of promotion. This is a great opportunity for us to promote the Spirit Chain to the community and get businesses to commit to advertising starting in the summer.

**Our Goal:**

1. Raise community awareness of the CHS Spirit Chain and the CHS Student Council.
2. Introduce ourselves to local businesses and explain Spirit Chain to them.
3. Get business and community commitments to get involved in spirit chain.
4. Secure businesses willing to advertise for Spirit Chain.

**CHS Spirit Chain Booth:**

* Need to divide booth in half: Community Awareness and Business Opportunities.
* Community Awareness Section:
  + Brochure Concerning Spirit Chain
  + List of charities and past financial numbers
  + Sign up sheet for volunteers
* Business Opportunities
  + Brochure concerning business advertising opportunities.
  + Sign up sheet with volunteers and commitments
  + Bowl to collect business cards
* Flyer/poster that can be displayed at businesses

**Community Brochure:**

* Include the following…
  + History of Spirit Chain
  + Include amount of money raised
  + 2012 goal
  + Contact information
  + Website address
  + Volunteer opportunities

**Business Brochure:**

* Include the following…
  + History of Spirit Chain
  + Include amount of money raised
  + 2012 goal
  + Contact information
  + Website address
  + Business advertising opportunities/costs
    - T-Shirt Advertising
    - Mug Advertising
    - Poster Advertising
    - Other Advertising
  + Other business opportunities
    - Take over
    - Signs/posters at shop
    - Money can with info

**Student Council Event Volunteers:**

* We need workers from 11am-3pm on the day.
  + Some need to show up by 10:30am to set up.
* At least 4 workers during the entire day.
* Workers can be there for 2-hour blocks if they can’t stay the entire time.
* Minimum: 2 workers at booth, 2 workers going to businesses with information.
* Workers should dress in nice clothes.
  + If we want money from a business, we should dress as professional as possible.

**To Do In Next Few Weeks:**

1. Get a Spirit Chain sign made for the booth.
2. Create 2 different Spirit Chain Brochures.
3. Put together all paperwork needed on the day.
4. Create poster/flyer to put in business windows
5. Get bowl for business cards
6. Any other ideas that will be beneficial to raise awareness or promote advertising.