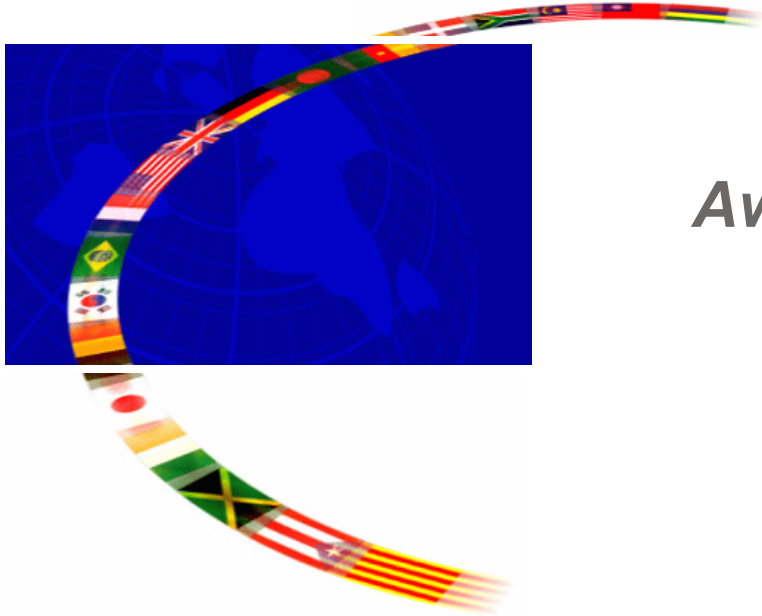




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2005 National Convention
JCI Galway Charity Duck Race
Jci Galway
Best Fund Raising Program



Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs

Entry Information

Award Program: 2005 National Convention

Category: best fund raising program

NOM Information

National Organization: Junior Chamber Ireland

National President:



James Corcoran

E-mail: corcoranjames@yahoo.com

LOM Information

Local Organization: JCI Galway

President:

President Email:

Status of Scrapbook

Scrapbook Approval: **DONE**

Basic Information

Duration: 6 weeks

Staff: 8

Sponsors: Radisson SAS Hotel, Galway, Sinnott Group of Hotels, Mexx Fashion House, Conboy Electrical

Budget: €500

Profit / Loss: Profit of €100 +

Who is benefited?: JCI Galway and the Charity COPE

Objective: To promote awareness of JCI, Galway and the charity COPE both locally and nationally through expansive media coverage of our 3rd Annual Charity Duck Race which would result in increased membership and loyalty to both organisations for future endeavours.

Overview: A Charity Duck Race involves 1000+ yellow rubber ducks that race each other to a finishing line on the local canal beside the Childrens Millennium park. All ducks are sponsored for €5 and are bought by members of the public. Sponsorship cards are distributed throughout Galway City by a team of sellers as well as letters to local businesses and corporations who are asked to participate in this fund-raising event.

Results: Money raised was just under 3,000 euro. From a Public Relations perspective it was a complete success. All of the 5 local papers featured either photographs or full page columns on the lead time up to the event and on the day of the event itself. Both JCI Galway and COPE received much recognition thanks to the Press, Galway Bay FM, NTL notice board and parish newsletters, all of which made mention of who we are and what are aim in the community is.

Actions Taken: *Public Relations exercise *Hiring of Ducks *Money raised given to the charity COPE *Awareness of the public towards Junior Chamber International Galway & COPE *Community involvement * Insurance Cover

Recommendations: The committee of 2005 have recommended for the 2006 Charity Duck Race that there should be: 1. A 12 week period of organisation and P.R. leading up to the event to maximise on publicity from the various forms of media available and also to increase the time for Companies who wish to sponsor aspects of the event itself. 2. To select a different calendar month to hold the race for example September so as families will be able to come and view the race. This year a lot of families were on holiday in August and were unable to attend. 3. To approach Galway City Council for use of the Children's Millennium Park next to the Canal where the race takes place so that we could promote the event as a JCI Galway Duck Day in the Park for the whole family. The aim of this would be to establish the Duck Race as a Major Annual event on Galway's Social Calendar.

Award Category criteria

1

General planning and execution

- From the outset a committee for 2005 was formed. This consisted of 8 people which included COPE'S own Fundraising Manager and their representatives. A schedule of meetings for every second Tuesday was set out. On the first meeting a "To Do List " and plan of action was furnished setting out a list of criteria involved for organising this event. The list was divided into Categories; Critical Priority, medium priority, low priority. Each task was delegated to a specific committee member with a due by date attached. Major requirements needed for this Duck Race to take place were the following. 1. List of Contact details of Committee members to maximise communication of information to and from each other on a constant basis. 2. Garda Permit needed to be obtained for permission of selling ducks on sponsorship cards to the general public. 3. To obtain insurance cover and indemnify Galway City Council for use of their waterways. 4. Permission from the Vintners Association for a team of sellers to enter pubs in Galway to sell race lines from the sponsorship cards. 5. To hire the Ducks from St. Marys Resource Centre in Mayo and transport them to Galway. 6. To organise a team of race card sellers to enter the pubs / shops and various premises in Galway City. 7. To obtain 1st, 2nd and 3rd prizes for the duck race winners as well as a prize for the "Best Named Duck" Category" 8. To hire row boats and ask for volunteers of the local Kayak Club to assist with the Ducks in the water on the day. 9. To send a letter of invitation to the Mayor and to Jimmy Norman the Radio Presenter on Galway Bay Fm who officially started the race the previous year. From the Public Relations aspect we set out the following: 1. To create press releases for the local papers stating who JCI, Galway are and what was the aim of the Charity Duck Race. 2. To contact NTL (television cable network) who have a noticeboard facility on one of their Channels which displays local news and events. 3. To contact Galway Bay FM and submit Classified Ads (3 times a day for the week leading up to the Duck Race) 4. To compose letters to all the parish priests asking for them to include a mention of the Duck race in their parish newsletter or to announce it at Mass.





Award Category criteria

2

Participation by sponsors and/or membership

Huge appreciation goes to the Lynch Hotel Group who provided us with First Prize of a weekend for two at one of their hotels . 2nd Prize was provided by the Radisson SAS Hotel, Galway. This was dinner for two in their beautiful Marinas Restaurant overlooking Lough Atalia. 3rd Prize was provided by Mexx Fashion house who gave us a clothing voucher worth €50. Best Named Duck category won a CD Stereo courtesy of Conboy Electrical in Galway City. There was a great response from members of JCI Galway and COPE who turned up on the day to help out with selling of more ducks and assisting with the launch of the ducks into the water.



3 **Award Category criteria** **Benefit to organization**

A lot of free publicity was generated both before and after the event took place and subsequently raised the profile of JCI Galway especially in the public domain on a community level. To add to this, JCI Galway have further increased their membership as a result of this community event.

4 Award Category criteria

Finance

Budget: We estimated a budget of €500 to cover all expenses as it turned out we made a profit of over €100. Duck Rental : €300 per 1000 ducks
Yellow T- Shirts for Duck Costumes : €14 Yellow Baseball Caps: €13
Thank you meal for volunteer Kayakers - €50 We were able to acquire the following for free: Yellow card - to print the sponsorship cards. Hire of boats, netting and kayaks Balloons, Posters, Corriboard, Loud speaker, safety pins, cable ties, stereo system for music on the day and best of all free press photos from local newspaper photographers.

Award Category criteria**5****Supporting material**

Budget: We estimated a budget of €500 to cover all expenses as it turned out we made a profit of over €100. Duck Rental : €300 per 1000 ducks
Yellow T- Shirts for Duck Costumes : €14 Yellow Baseball Caps: €13
Thank you meal for volunteer Kayakers - €50 We were able to acquire the following for free: Yellow card - to print the sponsorship cards. Hire of boats, netting and kayaks Balloons, Posters, Corriboard, Loud speaker, safety pins, cable ties, stereo system for music on the day and best of all free press photos from local newspaper photographers