

Forgotten, Now Family Rescue: Gala Event

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Our group came together at the beginning of the semester with one interest in common: to work to save the lives of animals in need. This love for animals led us to an animal rescue organization in Charlotte that works specifically with animals in dire conditions, such as in kill shelters and with severe medical conditions. We were tasked with helping to throw a Gala to raise money for the rescue. We oversaw the graphics and social media marketing, ticket sales, silent auction, and the actual setup of the event. In addition, we each attended adoption events to get to know the rescue and all they do for the community.

The marketing aspect of the project mainly consisted of creating a flyer that could be shared on FNF's social media platforms to promote the event. The flyer provided basic information, including the theme, time, date, location, and sponsors. We created eight mockups and eventually chose two to use. Next, we were tasked with finding a platform that provided ticket sales and silent auction capabilities. We chose Better World because it is straightforward and has automated payments, receipts, and fulfillment options. It is entirely free to use with zero fees. We had to set payment, provide bank account information, set ticket and table options, upload auction items, and set bid minimums. On the event day, we helped set up decorations, tables, bars, and vendor stations, ran the auction and raffle tables, and helped with break-down.