

As a group we have decided that our fund raising target for the Tsunami Relief Raffle will be five hundred dollars. We feel that this goal is attainable because of the large amount of pedestrian traffic on Jayhawk Boulevard, which we hope will be increased on April sixth due to our advertisements and other forms of publicity. Also, we feel that by selling some tickets in advance our chances of reaching this goal will be greatly increased. We have chosen this goal based on both the suggested price of our tickets (three dollars) and other smaller donations we hope to obtain. Through advertising and by providing knowledge of the event to both the community of Lawrence and the student body of KU, our work will hopefully help to avert the many hindrances that we may face in the weeks to come.

There are several potential problems that we may encounter in raising such a large amount of money. The first and most obvious problem is that there are many other groups competing for donations because of the fact that the event all takes place in one day. We hope to avoid this problem by enticing potential donators to our raffle with our magnificent prizes and enchanting music and visual displays that will be a part of our table. Other problems that may hinder us in achieving our fundraising goals are such uncontrollable aspects as the weather or simply the volume of traffic on Jayhawk Boulevard on this particular day. We hope to attract potential donators to Jayhawk Boulevard on April sixth through the advertising we have done with our flyers. This may turn out to be a problem for us though because as soon as people approach the area on April sixth they will be inundated with Tsunami Relief fundraising and may not actually make it to our raffle amidst all of the competition.

The members of the community that we plan to target the most for the sale of our raffle tickets are the students and faculty of KU. We are targeting this group specifically for several important reasons. The people who study and teach in a university environment are more likely to be informed and knowledgeable of the importance of tsunami relief than the average citizen of Lawrence. For this reason, we predict that these people will also be more likely to aid in the relief effort that we have planned. Secondly, since the event location is Jayhawk Boulevard it is likely that the majority of the people who approach us will be faculty or students. We do still hope to attract members from the community of Lawrence to participate in the event on April sixth and we plan to make an effort to ensure that these individuals are informed about the event and feel welcome to participate as well.

For our prize donations we will target local businesses more than we will target larger “chain” business. Our reason for targeting local businesses is simply that they will be easier to work with. It will also be easier for the winners of our raffle to make use of the prizes if the businesses are located right here in Lawrence. This also generates income in our community here in Lawrence and keeps the money here, which is a situation where everyone benefits. We hope to get a range of prizes from many different companies in Lawrence. We have already approached the Jayhawk Bookstore located at 1420 Crescent Road here in Lawrence. We are in the process of procuring a donation from them at the present time. In the next few weeks we will speak with representatives of Hy-Vee Inc. at 4000 West Sixth Street, and also La Parilla of 814 Mass. Street. By setting up appointments ahead of time and speaking with owners and managers of these businesses we plan to accomplish our donation goals. It is important that we make contact and

explain our goals to the upper management of these businesses in order to achieve these goals because these are the people with the power to allow for donations to be made.

We will provide information to our prospective donators in the following ways: We will explain how we will sell raffle tickets on the specified date for a chance to win the donated items. We will donate the proceeds from the raffle to the United Nations Children's Fund (UNICEF) through The University of Kansas' branch of UNICEF (KU UNICEF). Our main focus is to help the tsunami victims in Sri Lanka, which was one of the most devastated areas from the tsunami. In Sri Lanka alone, over 30,000 people lost their lives, almost 6,000 are missing, and half a million people are displaced.<sup>1</sup> The parents of 1074 children are now being cared for by their extended family because their parents are dead or missing. Almost 4,000 children have suffered the loss of one parent.<sup>2</sup>

UNICEF has been very active in the tsunami relief effort in Sri Lanka and has helped in such areas as sanitation, child protection, education, and nutrition. For sanitation UNICEF has installed over 1500 toilets in relief camps and schools, and provided 200,000 people with clean water for drinking and bathing.<sup>3</sup> For child protection, UNICEF has identified and registered separated children and trained teachers to help distressed children. To assist education, UNICEF has provided school supplies for 200,000 children, school uniform material for 150,000 children and furniture for 60,000 children.<sup>4</sup> Also, for nutrition, UNICEF has vaccinated children against measles in affected areas, and distributed re-hydration salts to treat diarrhea. To remind the donors of these important aspects of our cause, we will use a flyer that will help convey the information we have found in a few different ways. The flyer will include information such the details of the event and will visually display the destruction that the tsunami has

caused. This visual display will help to increase our amount of donors because it is interesting and will make people want to learn more about the event.

When approaching donors, our group may come across several problems that could potentially complicate the donation process. One of the most obvious problems deals with timing. When we go to local businesses in the Lawrence area, it is possible that the owner or even the manager of the business will not be present on that particular day. Soon after realizing that this could be a problem, our group decided to make appointments with each business in order to set up a specific time and date for us to meet and discuss the project further. Our group also expects to have problems collecting donations from large businesses. Large bureaucracies are often hard to deal with concerning smaller issues like a group fundraiser for a class project, most likely these large companies have their own plans for donating to tsunami relief efforts. The smaller businesses are the ones that we feel will take the opportunity to donate to a local group raising money for such an important cause. Although local businesses may not have the large-scale funding that these “chain” stores can offer, we feel that their willingness to participate in a community activity will override this problem. Local business owners realize that they can benefit through the advertising that they will receive by being a part of a project like this. Also, local business owners are considerably easier to contact than those of large corporations.

Another problem our group believes we may face while collecting donations deals with those who have already given to the cause. There are a lot of people who have already donated to the tsunami disaster; these people have either donated through other groups in the class or on their own. One way we feel that we can avert this problems is

by offering such great incentives to donate to our particular group. Our prizes in the raffle will hopefully be of such quality that they will eliminate this problem for our group. This is one of the advantages of the raffle because there is something to offer the donor in return for their money. It is obvious through the feedback and the conversations that we have had so far that people are still interested in this cause. The reaction from the business community, in particular, has made us conclude that people have not yet forgotten the tsunami and the destruction that it caused. People still seem to be interested in making donations and participating in relief efforts.

We feel that the process of raising money for the tsunami disaster will continue to teach our group many valuable lessons. Our group understands that there is apathy that exists in our society and that it is possible that it will be challenging to get people involved in this project. We recognize that we have had good luck thus far because we have not had a problem with apathetic attitudes in those we have approached for donations. Also, people may feel more comfortable donating money domestically, such as to their local church group, rather than to an international organization like UNICEF. We know that in order to solve this problem we need to do a great job of providing information so that donors feel as comfortable with UNICEF as they would their local organizations. Our group realizes that to get people involved it helps if they know some background facts about the country that they are donating their money to help.

Aside from the knowledge we have acquired of fundraising and working as a group for this cause, we have become quite well acquainted with both the country of Sri Lanka that we are donating to and the group that we will use to do this, UNICEF. The understanding of Sri Lanka has shown us the aspect of this project that really ties into the

goals of a comparative politics class. This project has introduced us to their political systems and other social aspects of their country that we would not have been likely to encounter elsewhere. The knowledge of UNICEF is also important to note when tying this all together as comparative politics because it is an international non-governmental organization that plays a big role in international efforts by bringing countries together to solve large problems. These two aspects of the project have been interesting and rewarding for us as a group and have increased our understanding of political systems on the global stage.

## Works Cited

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