

Research/Situation Analysis: Keep Martin Beautiful (KMB) is a non-profit volunteer organization with a mission of preserving and improving the quality of life in Martin County through litter prevention, waste reduction, beautification, community improvement and environmental stewardship education. In addition to its County-wide cleanup activities and Adopt-A-Road Program, KMB also hosts the annual Environmental Stewardship Awards (ESA). Since 2005, the ESA competition has recognized and rewarded outstanding efforts within the community that are consistent with the mission and goals of KMB. The awards competition also pairs with the organization's exclusive fundraising event and this year KMB wanted to focus on awareness of the organization as a goal. In 2009 KMB received news that the Florida Department of Transportation would not be renewing more than \$13,000 in grant funding for the 2010 fiscal year. This amount represents nearly 10 % of the entire KMB budget. In addition to this loss, KMB has been struggling to maintain its funding from Martin County tipping fees, allocated based on the amount of garbage sent to the landfill. As KMB continues to achieve its mission of promoting recycling programs, less garbage is sent to the landfill, resulting in reduced tipping fees. It was critical that KMB find creative ways to capitalize on all fund-raising opportunities to make up for the financial shortfalls in order to maintain and improve its level of service to the community. Even after taking into account the state of the economy this year, KMB set a goal to increase awards competition sponsorships and attempted to brand the event portion of ESA as the premier environmental awards competition in Martin County, while also keeping the hard costs to a minimum. The target audiences were businesses and community leaders, youth groups, teachers, non-profits, government agencies, local and state elected officials and staff, and the media.

Objectives:

1. To maintain a profitable bottom-line by achieving the \$17,150 income as outlined in the KMB budget.
2. To secure \$9,000 in sponsorships—this represents an aggressive goal nearly twice the amount raised last year.
3. To enhance the event status through location, programming, and increased attendance by local dignitaries.
4. To increase attendance levels by 20%.

Implementation: Preparation for ESA began in June 2010 when the committee selected a country club for the banquet in an effort to continue the mission of branding the event as an upscale awards ceremony. The decision was made to increase the \$50 ticket cost to \$60 in order to increase profit for the banquet. **Nomination forms were sent to an extensive list of approximately 1,200 KMB stakeholders** including schools, non-profit organizations, businesses and government agencies. Throughout the year, **KMB tracked information on local environmental**

projects including everything from county-wide environmental restoration projects to beautification at a local school and implemented additional efforts to encourage these entities to submit a nomination. **An impressive roster of judges was secured**, including local dignitaries, the president of KMB, a Stuart News journalist and other well known professionals in the environmental field. **Press releases were distributed** to local media and nomination forms and information was included on the KMB website. Community ads were also secured on a prominent electronic billboard. Approximately 75 potential sponsors were personally contacted in addition to receiving a sponsorship packet. To increase attendance, discounted table sponsorships were made available. To minimize cost and make the process more environmentally-friendly, nomination forms, sponsorship packets and invitations were all sent electronically. In 2010, KMB began using Constant Contact email services to allow guests to register and pay for tickets online, cutting down on postage and response time. In total, without printing and mailing costs, KMB was able to save \$1,573.06. KMB continued this effort in 2011 and again saved a substantial amount. Instead of distributing traditional, expensive and un-environmental award plaques, KMB continued the use of **unique hand-made awards using recycled glass bottles melted and molded by a local glass-blower**. Kelley Dunn, the Co-Anchor for WPTV NewsChannel 5, was secured as the emcee and honorary chair for the evening, and local dignitaries in attendance were recognized during the program. A silent auction was included in order to generate revenue. A PayPal system was secured for the evening of the event, to increase auction participation as well as minimize invoices sent out after the event for attendees present without checks or cash. A professional photographer was also secured pro bono, resulting in high-quality photographs used in post-event press.

Evaluation:

1. Overall, ESA raised \$17,881.79 –a 110.2 percent increase compared to last year’s total of \$8,506.09 and 4.2 percent more than goal!
2. KMB secured \$11,600 in Awards Competition sponsors, a 28 percent increase in the goal of securing \$9,000.
3. The use of an upscale venue, a WPTV reporter as the emcee and the presence of 23 local dignitaries combined to brand the event as the premier environmental awards competition in Martin County.
4. Attendance levels increased by 37 percent - 17 percent greater than the goal/objective.

Budget: Income: Award Attendees (\$8,820), Auction (\$5,230), Sponsorship (\$11,600), Tote Bags (\$190), Membership (\$45). **Total Income:** (\$25,885) Expenses: Printing (\$680.19), Postage (\$28), Facility/Food (\$6758), Awards (\$230.02), PayPal Fees (\$307). **Total Expenses:** (\$8,003.21) The staff cost of 200 hours was donated by The Firefly Group. **Total Profit:** (\$17,881.79)