

Valentine's Day Grams

Loma Linda University

What is the Project Description & Implementation Overview?

Valentine Grams (card with candy) are sold to students, faculty and staff to raise money in February for the local AMCP Chapter.

What is the Purpose of the Project?

The purpose of this project is to raise money to sponsor members to attend the AMCP Annual Meeting in the spring each year.

What is the Budget – Expenses and Revenues?

The budget for this project is approximately a \$100-\$150. The revenue generated from the Valentine's Day Grams is roughly \$200. Each Gram made costs the chapter about \$0.30 and is sold for \$1.

Who and How Many Chapter Members are Involved?

The chapter should dedicate one (1) member to get faculty/school approval and for advertising. Two (2) members are designated to purchase the materials and make sure the cost stays under \$0.30 per Gram. Three to five (3-5) members assigned to assemble the Grams. It takes about 6 hours for 3 people to assemble 400 Grams.

Who Should be Targeted ~ Audience or Involvement? How Do You Find Them...How Do You Contact?

Audience: Advertising should be targeted towards faculty, students, and other staff on campus. Also encourage your chapter officers and members to purchase the Grams to help support your cause.

What Materials are Needed ~ Outside Resources, Ordering, etc ?

Chapters will need to purchase paper for fliers to use in your advertising campaign. The Valentine's Day Grams require cellophane, valentine's cards, ribbon and candy.

What is the Timeline for Implementation and Execution?

Secure Approval: Begin to seek out school approval a few months in advance of selling your Valentine's Day Grams.

Begin Advertising: For the Valentine's Grams, begin to advertise mid-January. Pass out fliers and hang fliers around campus. Try these ideas to help get you started:

- The Student Union or Student Center is a great place to advertise.
- Set up "stand" in the pharmacy school's student lounge
- Campus dining facilities can also be a great place to promote your event.
- Contact your school paper or email news to get an advertisement or story about your chapter and the Valentine's Day Grams
- Send out fliers or "announcements" to other organizations.
- Make an announcement in your classes

Purchase Materials for Grams: About two weeks before you begin selling the Grams, purchase candy, cards, cellophane and ribbon to begin making your Grams.

Assemble the Gram: We suggest beginning early so you know if you need to purchase more supplies.

Distribution: Distribute the valentine grams on February 14th

Project Checklist

- Seek approval from faculty/school to sell Valentine's Grams
- Select a date to begin selling the Valentine's Grams
- Select key chapter members to head up the effort, and assign duties.
- Develop & distribute promotional/advertising materials
- Contact school paper and other clubs/organizations for more visibility
- Purchase materials
- Assemble the Valentine's Day Grams
- Formalize your distribution plan
- Project Evaluation
 - Write project report for next year
 - Send activity report to AMCP Headquarters

\$1

\$1

For Sale
Valentine Day Grams

Want to let someone
know they're special?
Want to show a professor
you appreciate them?
Have a secret crush?

Grams will be due **FRIDAY FEB 8TH!!**

Return grams to any AMCP officer
(P3) Eiann, Becky
(P2) Isaiah, Ann, Tuan, Tiffany



