

EXPLANATION

The Capstone project that I will be completing has a working title of “Global Giving.” Throughout my American University career while concentrating in areas of marketing and public communication, I have taken a variety of courses through the School of Communication and the Kogod School of Business. The subject matter of these courses, coupled with my internship at a D.C. event planning firm have created the backbone for my capstone project.

Mariam Breant, a Professor at American University, has a great passion for helping children living on the Ivory Coast, specifically her hometown of Seguela. Upon visiting the CHR Hospital of Seguela, Breant witnessed terrible conditions, outdated equipment, and helpless patients. This visit combined with her passion for children, drove Breant to create the non-profit organization *Centre International pour L'enfant et La Mere*, or C.I.E.M. The organization focuses on providing comprehensive, high quality health care in a friendly, comfortable, and safe environment at CHR Seguela.

My capstone project, *Global Giving*, will be a detailed and thorough plan for Breant to conduct a large event to ultimately raise funds for her newly created organization. The event will be in the form of a gala, open to the public by purchasing a ticket, and showcasing Breant as the singing entertainment for the evening. The plan will include information including, but not limited to:

- Venue options
- Target Audiences
- Timeline
- Detailed publicity plan
- Promotional materials (i.e. backgrounders, bios, invitations, announcements, flyers)
- Suggested partnerships
- Outreach
- Pricing

I also plan to work closely with Professor Stack's Public Relations Case Studies class, taking a management position to organize, guide, lead and engage other students in the creation of this detailed plan. There may also be a possible partnership with the Capital Area Food Bank as a second beneficiary of the event.

WORK PLAN

The contents of my independent study, as noted above, include a detailed event planning document in order to plan, promote, and execute a fundraising gala for Miriam Breant's organization, *Centre International pour L'enfant et La Mere*. This plan will include:

- Venue options
- Theme options (including décor, lighting, entertainment, food, beverage, and personnel)
- Target Audiences
- Timeline
- Detailed publicity plan
- Promotional materials (i.e. backgrounders, bios, invitations, announcements, flyers)

PROPOSAL

- Suggested partnerships
- Pricing
- Outreach

I will also include a written reflection piece on what I learn throughout the process and how this project truly becomes a complete integration of my coursework and life experiences at American University.

WORK SUBMISSION DEADLINES

February 9, 2009 – Must have met with all clients and completed all paperwork for Capstone Requirements

February 23, 2009 – Completion of developing Case Studies class' teams. Each team must have its specific objectives and direction given. Must have all primary and secondary research completed on clients, organizations, and possible venues involved. Continue initial brainstorming of cost-efficient themes and décor.

March 9, 2009 – Completion of theme options, venue options.

March 23, 2009 – Completion of target audiences, outreach and publicity plan.

April 6, 2009 – Completion of suggested partnerships and all promotional materials

April 20, 2009 – Completion of final timeline and pricing (Should be developing throughout process)

April 20, 2009 until submission – Editing and revisiting possible problem areas, thorough check for cohesion, evaluation of teams, any additional design elements of plan