This Ain't Your Jerry Lee Lewis Telethon

Kristin Zastoupil

Corsicana Education Foundation Executive Director Corsicana ISD Webmaster/Graphic Designer





February 10, 2014 6-8:30 pm.

Streamed live from the CHS gym!

View on any tablet, smartphone or computer.

www.corsicanaef.org

CAST

Corsicana's Amazing Students & Teachers

TELETHON

- Raised more than \$100,000 in less than three hours
 - * Approximately, \$50,000 was contributed from local trusts/foundations
 - The other \$50,000 came from pledges from local businesses and community members
- Showcased student performances and CEF programs
- Accepted pledges and billed donations
- * Event died out, as community switched from cable to satellite

TELETHON

- © CEF was still receiving trust money, but missing out on individual contributions (United Way model)
- District Demographics
 - ⊗ <6,000 students, about 700 staff members
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 - ♦ Over 90% have access to a smartphone

PLANNING

Began about 6 months prior



- Research companies that could provide live webcast
 - Swagit
 - Wanted a professional company that could handle a larger amount of traffic for streaming as CAST grows.
 - Mark Initial site visit, several phone calls, emails, system test 2 weeks prior, post-production call
- Reached out to grant winners and student organizations on date/time to pre-record segments from October-January or if they would perform live.



PLANNING

- Logistics:
 - Monday, February 10
 - ⊛ 6-8:30/9 p.m.
 - **®** Corsicana High School Gym
- EF Board reached out to annual drive contacts in Dec/Jan to secure advance pledges.
 - * EF Board commented it was easier to ask and offer publicity at CAST in exchange for donation than just a pure annual drive solicitation. Something for something.

BUDGET

⊗ Estimated \$3,300

- \$2,500 streaming/production
- * \$300 catering
- \$500 supplies

⊗ Actual \$3,500

- **\$** \$1900
- \$150 (Plus, cookies and water donated by HEB)
- \$650 supplies (Invested in 2 tablecoths \$450)
- ≪ <\$800 marketing/advertising
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2014 CAST GOALS



- ⊕ 12 year staleness
- Promote CISD students
- Set precedent for upcoming years (No more golf tournament!)



- Edited with iMovie
- Saved as MP4's for playback& labeled for Swagit
- Placed on CEF You Tube Channel

VIDEOS

- 25 pre-recorded segments
 - 9 performances

 - ⊕ 1 Gala Promotion
 - 1 DistinguishedScholars BanquetPromo (Top 10%)

LIVE ACTS

- Cheer, Dance Team, ROTC, Band, Choir, Reader's Theatre, Color Guard, Individual solos
- Either selected through ISD staff sponsor or viewed prior to CAST to ensure appropriateness
- Timing in minutes



- Difficult for ISD staff sponsors to stay so late
- Thank you's −Subway gift cards

PROMOTION

- Fliers home with all elementary students
- **⊗** 8,500 fliers in city water bills
- Local newspaper and radio promos

CALL CENTER

- 6 phone numbers/calling stations
- Staffed by EF/ISD Board Members and some volunteers
- * Phone books, pledge sheets, scripts, annual drive contacts
- Microsoft Surface computers with headsets and free Lync
 - software (30 day trial)
 - Downside:Phone numberswere long distance.
 - We Used wireless internet connection in gym; pre-tested



VOLUNTEERS

- ⊕ Emcees Local Radio Personalities
- Stage Wranglers − EF Board, Staff, Parents
- Check-In Center –
 EF Board
- Security





What we learned...

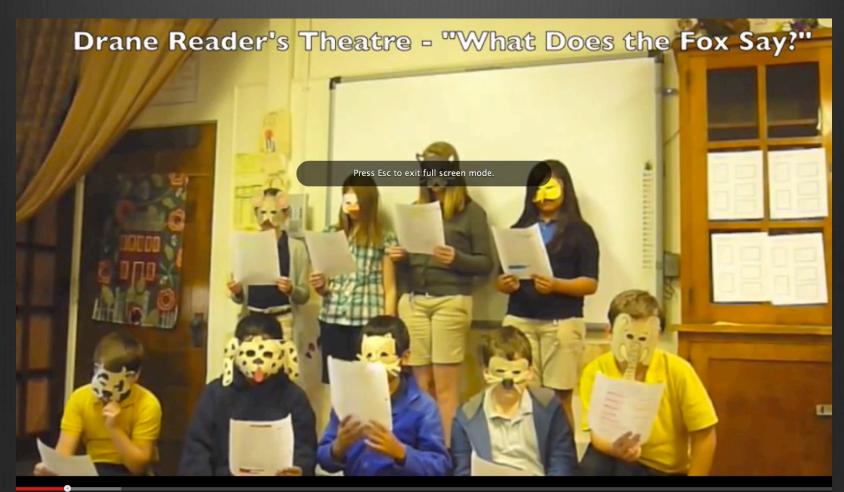
- **Technical difficulties**
- Limiting acts
- Security wasn't needed
- Starting earlier
- Pre-recording more

RESULTS

- Full 3 hours of performances
- **★ Total just shy of \$140,000**
 - **⊗** Started with \$60,000
 - Received \$57,500 from local trusts
 - ♠ Approximately, \$23,000 from local community
- ® Positive PR for CEF Priceless



Most Memorable Performance



Presentation available at www.cisd.org/kristinz

kzastoupil@cisd.org (903) 602-8133