

This Ain't Your Jerry Lee Lewis Telethon

Kristin Zastoupil

Corsicana Education Foundation Executive Director
Corsicana ISD Webmaster/Graphic Designer



Corsicana
Education
Foundation

presents

a webcast featuring
Corsicana's Amazing
Students & Teachers

CAST



**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

- ⊗ CEF previously held a telethon from 2003-2007 through a local cable station
- ⊗ 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
 - ⊗ 76% economically disadvantaged
 - ⊗ 1/3 of elementary and 1/2 of secondary students have access to a computer/internet at home
 - ⊗ 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.
 - ⊗ 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

2014 CAST GOALS

- 🎬 \$25,000 (outside of trusts)
- 🎬 Inform & remind community about CEF programs



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



VIDEOS

- 🎬 Edited with iMovie
- 🎬 Saved as MP4's for playback & labeled for Swagit
- 🎬 Placed on CEF You Tube Channel
- 🎬 25 pre-recorded segments
- 🎬 9 performances
- 🎬 14 featured CEF Grants in Action
- 🎬 1 Gala Promotion
- 🎬 1 Distinguished Scholars Banquet Promo (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

- ⦿ ISD & EF website, Facebook & Twitter
- ⦿ Fliers home with all elementary students
- ⦿ 8,500 fliers in city water bills
- ⦿ Local newspaper and radio promos

CALL CENTER

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



VOLUNTEERS

- 🎬 Call Center – EF & ISD Board Members
- 🎬 Emcees – Local Radio Personalities
- 🎬 Stage Wranglers – EF Board, Staff, Parents
- 🎬 Check-In Center – EF Board
- 🎬 Security





**CORSICANA
EDUCATION
FOUNDATION**



CASST

What we learned...

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

RESULTS

- 🎬 277 simultaneous viewers
- 🎬 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

Drane Reader's Theatre - "What Does the Fox Say?"

Press Esc to exit full screen mode.



Presentation available at
www.cisd.org/kristinz

kzastoupil@cisd.org
(903) 602-8133