

CAMPAIGN

for

SPECIAL OLYMPICS

Plan Book
Media Campaigns & Events
Spring 2013

Created by: Mike Brown

Executive Summary

In January of 2013, members of the Media Campaigns and Events course at Northeastern State University were tasked with creating and implementing a media campaign to benefit a non-profit agency in the local area. Members chose to assist the Tahlequah Public Schools' Special Olympics after an in-class presentation by head coaches Marjie Dowling and Ruth Poteete.

The **Campaign for Special Olympics** (CSO) was implemented to raise local community awareness to their specific needs of our client. More than just providing the opportunity to participate in athletic events, Tahlequah Public Schools' Special Olympics seeks to help special athletes feel equal with their peers, proud to be Tigers and to enjoy a secure and safe athletic environment. Tahlequah Public Schools' Special Olympics operates with absolutely no funding from the Tahlequah Board of Education or the Tahlequah High School Athletic Department. Having no Booster Club, as many of the athletes parents are special and/or live at the poverty level, the Campaign for Special Olympics (CSO) will lead efforts in fundraising to give the athletes the opportunity to compete in the Area Meet at Muskogee Indian Bowl in April and Special Olympics Oklahoma on the campus of Oklahoma State University in May.

Seeking to establish public relations strategies that will assist in raising the necessary funding to give the special athletes of Tahlequah Public Schools the opportunities they deserve, CSO will reach out to the NSU campus and Tahlequah area community to offer them a chance to be involved in helping the dreams of Tahlequah area special athletes be realized.

How will this be accomplished? CSO is planning various fundraising events during the course of the sixteen-week Spring semester. Events will include:

- Individual requests for donations by each member of the team
- Donation table manned on specific days in the NSU University Center lobby
- Pass the Bucket Event @ the Farewell to Jack Dobbins Fieldhouse Night
- Pass the Bucket Event @ RiverHawk Baseball and Softball doubleheaders
- Red Fern Festival - Two-day event soliciting donations via a Dunk Tank.

CSO plans, when appropriate, to have special athletes involved in the events in an effort to create awareness. The athletes will be throwing out the first pitches at the softball and baseball games and be introduced at the Farewell to Jack Dobbins Field House event.

The campaign plan involves the creation of two teams to lead the efforts -- Public Relations and Logistics. The Public Relations team will take steps to help raise the public awareness of Tahlequah Schools' Special Olympics through various media outlets including, but not limited to, local newspapers, radio stations, social media, and word of mouth. The P.R. team will also develop peripheral marketing materials essential to the success of campaign events. The Logistics Team will take the lead on securing venues and equipment for campaign events as well

as taking responsibility over the financial aspects of receiving and disbursing the funds received through campaign efforts.

CSO feels confident that through these efforts the goal of \$4,000 needed for Tahlequah Public Schools' Special Olympics will be met and the student athletes will accomplish their goals.

Personal Mission Statement - Mike Brown: As Logistics Coordinator for the Campaigns for Tahlequah Schools' Special Olympics, I plan to contribute leadership and support to the media campaign to raise awareness for the needs of the Tahlequah Schools' special athletes through various fundraising efforts ongoing throughout the spring semester.

Situational Analysis

In January of 2013, the members of the Media Campaigns and Events course at Northeastern State University created the Campaign for Special Olympics (CSO). Members chose Tahlequah Schools' Special Olympics as the non-profit entity they will assist during the course of the spring semester (January - May). CSO will strive to generate revenue and develop public awareness of the needs of Tahlequah Public Schools' Special Olympics.

Tahlequah Public Schools Special Olympics relies on private donations for the majority of their operating budget. They receive no funding from the local School Board or from the schools they serve.

Competitors

While there are no direct local competitors to the Tahlequah Schools' Special Olympics they do face competition for donations by other Special Olympic fundraising organizations which do not directly benefit the athletes from the Tahlequah area. Statewide and Nationwide campaigns such as the "Polar Plunge" do well to raise awareness for Special Olympics and raise large sums of money, however many donors are unaware that the funds raised do not stay in the local community. Unwittingly many potential donors to Tahlequah Schools' Special Olympics give their money to organizations that are obligated to disburse the funds over the entire state.

Educating the public will help overcome this potential problem.

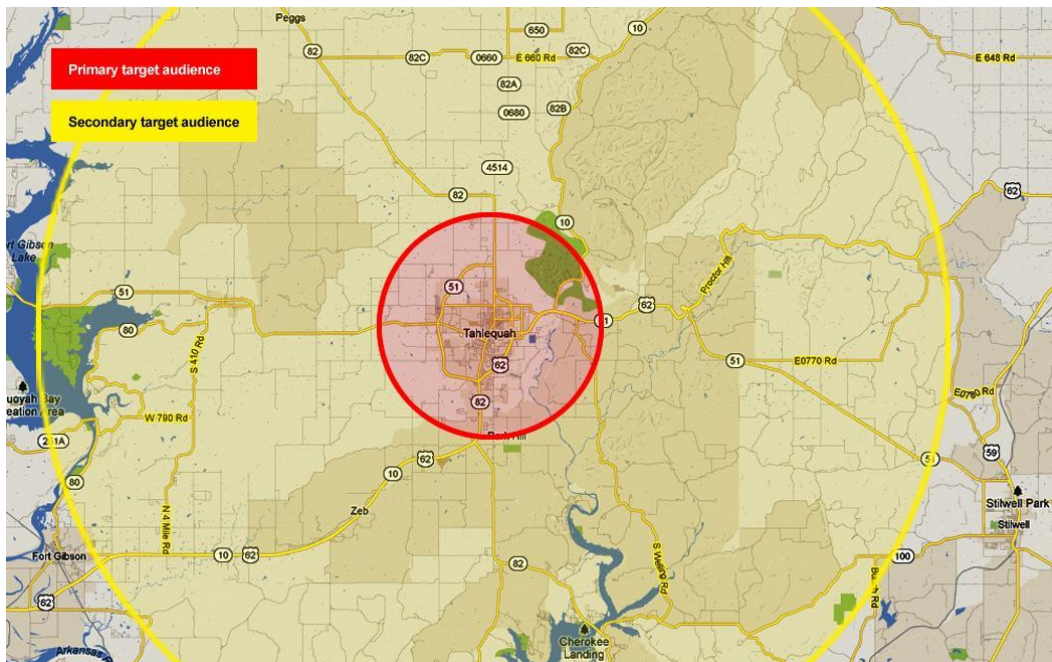
Customers

There is considerable interest and goodwill towards Tahlequah Schools' Special Olympics, and as such, CSO is counting on many individuals and businesses in the Tahlequah Area to donate cash or goods. Tahlequah Public Schools' Special Olympics touches the lives of area athletes of all ages and with that comes the potential that nearly all the population know someone who has been helped by the organization. With our broad range of fundraising events, CSO feels that persons of all income levels and all ages can have the opportunity to become involved for even the smallest investment.

The focus of this campaign is to create stronger relationships with Tahlequah area residents who are already familiar with Tahlequah Public Schools' Special Olympics program. This market was divided into two basic groups which varied according to their distance from downtown.

The **primary target audience** would be those inside the Tahlequah city limits, including the Northeastern State University campus, as well as areas in close proximity to the city limits (i.e. Illinois River residents, Welling, Park Hill).

The **secondary target audience** would include those residents in the surrounding communities to include Peggs, Stillwell, Ft. Gibson, and Cherokee Landing that would most likely be impacted by the Red Fern Festival fundraising efforts.



Collaborators

- CSO will join with the Alpha Sigma Alpha sorority, whose philanthropic cause is Special Olympics, and encourage them to use their resources to benefit the local Tahlequah Public Schools' Special Olympics.
- Northeastern State University has made available venues for donation solicitation at university sponsored sporting events and on university property for CSO campaign events.
- BancFirst Tahlequah has agreed to allow CSO to provide "buck slips" containing information on upcoming campaign events which will be handed out with teller receipts.
- Other collaborators include: Tahlequah Public Schools, Tahlequah Area Chamber of Commerce, Mainstreet Association

Climate

- **Political or regulatory environment:** rural Oklahoma tends toward deregulation. The Tahlequah Schools Board of Education will have some regulatory oversight of activities as evident by their refusal to allow a "Bingo Night" as a fundraising effort. Communication and openness will facilitate trust of CSO.
- **Economic Environment:** even in these tough financial times, fundraising efforts can be targeted to small donations taken over a longer period of time. Most individuals can afford to drop in some pocket change or a dollar bill into a donation bucket.
- **Social/cultural environment:** the Tahlequah area is a friendly, small, family community that reaches out with compassion on those with needs. Special needs individuals should be seen as a worthy cause by most. CSO realizes there may be those with a bias towards special needs individuals but feels confident that through information and education they will see the benefit of supporting Tahlequah Public Schools' Special Olympics.
- **Technological analysis:** most of the target audiences have access to technology and as such CSO will utilize internet, radio, email, and social media to communicate with them.

Stakeholders for Campaign

The stakeholders of the Campaign for Special Olympics include:

- Alyssa Wilkins
- Cheryl Hullinger
- Chris Ruddick
- Darryl Crenshaw
- James Parker
- Jasmine Wright
- Josh Maxwell
- Kathy Drake
- Kyle Eubanks
- Lindsey Taylor
- Meredith Barker
- Michelle Miron
- Mike Brown
- Roldan Ochoa
- Sean Sallis
- Shane Devers
- Steven Akins
- Dr. Dana Eversole - course instructor
- Marjie Dowling - Tahlequah Schools' Special Olympics
- Ruth Poteete - Tahlequah Schools' Special Olympics
- 35 Special Athletes - Tahlequah Schools' Special Olympics
- Special Olympic Volunteers
- Tahlequah Schools Board of Education
- Those who attend events and make donations
- Sponsors and donors
- Phi Sigma Kappa fraternity
- Alpha Sigma Alpha sorority

Target Audiences

Personal Contact Campaign - as contacted by of each member of CSO.

- family members
- friends
- acquaintances
- targeted individuals
- targeted businesses

Donation Table @ University Center

- visitors to campus
- university students
- support staff
- faculty
- administrators
- vendors

Pass the Bucket @ Farewell to Jack Dobbins Fieldhouse

- university students
- support staff
- faculty
- administrators
- other event spectators (families of players, performers, friends of Jack Dobbins)

Pass the Bucket @ RiverHawks Baseball & Softball

- event spectators
- players
- coaches
- passers by

Dunk Tank @ Red Fern Festival

- Tahlequah area residents
- Red Fern Festival attendees
- Red Fern Festival vendors
- Dunk Tank participants
- family & friends (possibly enemies) of Dunk Tank participants

Informational Goal

CSO seeks to raise public awareness to the needs of Tahlequah Schools Special Olympics.

Objectives:

- increase public awareness of Tahlequah Schools' Special Olympics
- generate goodwill towards Tahlequah Schools' Special Olympics

Tactics:

- sending out press releases before and after events.
- timely postings of information and photos on social media (facebook, twitter, email)
- informational banners to displayed at campaign events.
- dispersing informational literature at campaign events
- engaging in pointed conversations at campaign events

Motivational Goal

CSO seeks to increase monetary donations to Tahlequah Schools Special Olympics.

Objectives:

- encourage donations to Tahlequah Schools' Special Olympics
- attract audiences to campaign events
- help donors feel good about their actions

Tactics:

- direct solicitation of funds
- give aways & drawings for donated items
- publicize dunk tank personalities (mayor, police chief, celebrities,etc.)
- introduce special athletes at events
- have special athletes participate in events (first pitches)

Market Segmentation

Demographic segmentation

- school age children
- university students
- small business owners
- large corporation owners
- community members

Psychographic segmentation

- university students (living on their own, making own decisions, experiencing new ideas and concepts)
- area residents (ties to community, opportunity to connect and contribute)
- area business owners (rely on community for livelihood, motivated to help those in need, as goodwill to community)

Behaviouristic Segmentation

- individuals with special needs family members
- individuals with special needs friends
- individuals who have never come in contact with anyone with special needs
- individuals with special needs

Geographic Segmentation

- individuals living and working on the university campus
- Tahlequah area residents
- Visitors to university
- Visitors to the Red Fern Festival

SWOT Analysis -- Campaign for Tahlequah Schools' Special Olympics

Strengths

- Large cohort of motivated individuals working toward a common goal with a wide variety of ideas and skills.
- Strong network of contacts associated with each member of the class
- Class member personalities mesh well together and work well together on projects
- Leadership skills of those taking charge of the individual projects.
- Tahlequah Schools' Special Olympics is a worthwhile entity with respect in the community, which can easily and effectively communicate about.
- Inclusion of special athletes in awareness campaign

Weaknesses

- Time constraints -- less than 16 weeks to complete campaign
- Campaign slowdown when Bingo fundraising idea was questioned and ultimately denied.
- Limited financial resources -- little money to begin the process with. Complete reliance on underwriters to even begin our projects.
- Personalities of members can distract from the goal at hand
- Planning of events was not as thorough as could have been. Fieldhouse event had confusion on the part of the sorority and athletes who were collecting donations.

Opportunities

- Huge potential donor population at Red Fern Festival
- Built in audiences at Field House and Doubleheader Fundraising events
- Encourage volunteers to help with Special Olympics.
- Garner monetary support to help athletes succeed.
- Educate the public about the benefits of Special Olympics.
- Generate good will and understanding with the community.

Threats

- Weather concerns for two of the fundraising ideas: Doubleheaders and Red Fern Festival
- Competition in University Center lobby for fundraising dollars by students with limited resources.
- Competition for attention during the Red Fern Festival as Floyd Norris Park will be filled with other vendors seeking the dollars of our potential donors.
- Fieldhouse Fundraiser and Red Fern Festival occur at the end of the month when discretionary income is lowest.
- Cancellation of Bingo fundraiser left large hole to fill in calendar.
- Potential bias towards people with special needs.

Market Communication Goals

To reach target audiences with the intended message and give opportunity for donation. Goals will be accomplished by:

- **Informing** audiences with pertinent information to help them gain an understanding of the client.
- **Supporting** fundraising efforts with targeted messages to specific audiences.
- **Getting Leads** from donors on others who might be willing to donate.
- **Striving to Maintain** appropriate representation of the special athletes and Tahlequah Public Schools' Special Olympics program. To do nothing that might belittle the struggles these athletes seek to overcome.

Channel Communication Goals & Strategies

Goal: To reach target audience and provide motivational and informational messages about Tahlequah Public Schools' Special Olympics and promote donation opportunities.

Channels & Strategies:

- posters -- will be distributed in the Tahlequah area by members of CSO.
- fliers - personally handed out at events, left at area businesses
- buck slips -- provide area banks with printed slips for inclusion in face to face bank transactions. Members of CSO will contact area banks and provide them with the buck slips.
- banners -- displayed at campaign events to aid in recognition
- radio -- creation of PSA and distributing to local radio station.
- press releases -- members write releases to local news outlets including photos from campaign events.
- Facebook -- weekly updates of information and photographs from events
- word of mouth -- employed during personal contact visits for donations

Media & Advertising Plan

Print Advertising

Campaign members evaluated the potential benefit of purchased advertising in local and campus newspaper against the purchasing cost benefit and realized with the limited initial funds the best course of action was to not spend donated funds on advertising.

Internet Advertising

The campaign will utilize social media heavily in publicizing the fundraising events in the weeks before each event. Utilizing the Tahlequah Public Schools' Special Olympics Facebook and Twitter accounts, members of the Publicity committee will post timely event announcements. Individual campaign members will utilize their personal Facebook, Twitter, and email accounts announce and invite to fundraising events to individuals in their circle of influence. By doing so, the effective radius of coverage will be extremely large in the Tahlequah community.

Radio Advertising

The campaign evaluated the potential benefit of purchased advertising on the local radio station but again realized the cost benefit would not be there to use donated funds in that manner.

Collateral Advertising

This campaign will utilize collateral advertising pieces at each of the fundraising events to include:

- banners
- signs
- fliers
- posters
- bracelets - "support special olympics"
- Special Olympic promotional material
- name tags on lanyards
- Red Fern Festival newsletter
- Red Fern Festival website
- Red Fern Festival poster

Media Events & Campaigns

“Team Publicity”

Brainstorming notes from 1-16-2013

Themed Collateral pieces:

Posters
Post cards
Letterhead & letters (donation request & thank you)
Flyer
“Save-the-date” card (early)
Tickets

Promotion/publicity:

Facebook
Twitter
Web page
Student Profiles?
News releases
TNE
TDP
Photography
Radio
Video

Other promotion activities/ideas:

April 6 event in Muskogee (coverage for newspaper/radio/local TV?)
Email teachers for story ideas
Do we need a single contact person?
Offer potential donors at least 3 funding levels (small amount, gift of nice bingo prize, full student sponsorship) as well as appropriate publicity for each level
Make sure we don't hit up people/organizations already sponsoring Special Olympics

Public Relations

The Public Relation objective of the campaign is to have a positive impact on any individual with which they have contact or connection from campaign workers to athletes to spectators to college students. CSO feels that most individuals are probably already familiar with and somewhat understand the importance of Tahlequah Public Schools' Special Olympics program. Their goal is to take it that one step further and create a stronger community experiences.

CSO plans to:

- **Engage the community** – although many are familiar with Tahlequah Public Schools' Special Olympics, CSO must create bonds with the NSU and Tahlequah communities, which will compel them to take a more active role in supporting Tahlequah Public Schools' Special Olympics.
- **Embrace diversity**- the beauty of the Special Olympics program is the inclusion and celebration of those who have unique abilities and needs and to honor those differences.
- **Initiate conversation** – with the target audience very active online and with social media as well as involved in community events; the campaign plans to meet them where they are... online, at sporting events, on campus, and at local festivals.

- **Increase visibility** – Special Olympics is well known but Tahlequah Public Schools' Special Olympics must be known for the value they provide to the communities they serve. This knowledge will create additional value for them and hopefully community members will go out of their way to support them.

Promotions

CSO will engage in various promotions to build support and enthusiasm for the fundraising events to include:

- Support bracelets
- basketball giveaways
- prize drawings

The campaign will seek donations and sponsorships to support the promotions.

donations received

Date	Name	Contact	Money Received	Prize Received/Value
2/7/2013	Cheryl Hullinger	Liberty Speedway		\$40.00 Gift Certificates
3/4/2013	Cheryl Hullinger	Boomarang/Owner		(3) \$15.00 Gift Certificates
3/13/2013	Lindsey Taylor	Galaxy of Stars - Anita Thompson		4-pack of Tickets (Value 48.00)
3/13/2013	Jasmine Wright	NSU Basketball		4 Signed Men's & Women's Basketballs
3/25/2013	Cheryl Hullinger	City of Wagoner		Donation of Dunk Tank
3/27/2013	Lindsey Taylor	Webb Dentistry	\$50	
4/8/2013	Roldan Ochoa	Tahlequah Chamber		Booth space at Red Fern Festival
4/12/2013	Lindsey Taylor	University Relations - NSU		SWAG Basket
4/12/2013	Roldan Ochoa	Rib Crib		(4) \$30.00 Gift Certificates
4/15/2013	Shane Devers	NSU Football		Signed Football with NSU Jersey
4/17/2013	Allysa Wilkins	Barnard Bail Bonds	\$50	
4/22/2013	Josh Maxwell / Cheryl Hullinger	Everything Under the Sun		Gift bag (\$??)
4/22/2013	Josh Maxwell / Cheryl Hullinger	Meigs Jewelry		Vera Bradley Gift Package (\$??)
4/22/2013	Lindsey Taylor	Remedy Blu (7 Certificates)		5 Free Haircut/2 Free Eyebrow Waxes
4/22/2013	Lindsey Taylor	CrossFit/Five Alarm Fitness		2 \$100.00 Gift Certificates
4/22/2013	Kathy Drake	El Molcajete		12 gift cards @ \$5 each
4/22/2013	Kathy Drake	Jose's Mexican Food		2 \$25 gift certificates
4/23/2013	Kyle Eubanks	My Place BBQ		2 Dinner Buffet Gift Certificates
4/23/2013	Mike Brown	Del Rancho Restaurant		Two certificates for a free Steak Sandwich Supremem
4/23/2013	Mike Brown	Cashmere Lane		\$15 Gift Certificate
4/23/2013	Mike Brown	Vidalias		Gift Certificate - \$ (will know friday)
4/23/2013	Mike Brown	Morgan's Bakery		1 Dozen Tiger Cookies \$15 value
4/23/2013	Mike Brown	Hance Fireworks		Gift Certificate for Fireworks (value ???)
4/24/2013	Chris Rudick	Jimmy's Egg		Gift Certificate (3X\$15)
4/24/2013	Chris Rudick	Pastl's		\$25 gift certificate
4/25/2013	Kathy Drake/ Cheryl Hullinger	Stage		2 \$20 Gift Certificates & 2 gift bags of perfume samples
???	Meredith Barker	Armstrong	\$300	
	Cheryl Hullinger	Arrowhead		\$55 Gift Cert

Surprise donation partners -- the Phi Sigma Kappa fraternity from Northeastern State University contributed to the fund.



Support Bracelets -- Alyssa Wilkins researched and ordered 500 bracelets for campaign members to sell individually and at the donation tables at the fundraising events.



Social Media

With today's fast-paced world, it is easy for events to be overlooked. By embracing technological trends the campaign successfully promoted the Tahlequah Public Schools' Special Olympics using social networking Web sites. Facebook allowed users to post events, information and photos. Twitter users posted event photos and updates to their status. Facebook and Twitter were chosen because of their main audiences.

Campaign team leader Josh Maxwell created a Twitter account along with two Facebook pages for the campaign, an internal page for communication between campaign team members and an external page for communicating with the target audiences.

twitter account

The screenshot shows the Twitter profile of 'TQ Special Olympics @SO_Tahlequah'. The profile banner features the organization's logo and the text 'TQ Special Olympics @SO_Tahlequah Special Olympics Tahlequah Schools'. The bio indicates 40 tweets, 55 following, and 28 followers, with a 'Follow' button. The 'Tweets' section displays three recent tweets: a thank you to @tmsaok, a promotion for the #RedFernFestival Dunk Tank, and a call for participants in the #SpecialOlympics Dunk Tank. The left sidebar includes a navigation menu (Tweets, Following, Followers, Favorites, Lists), a 'Follow TQ Special Olympics' sign-up form, a photo gallery, and a 'Worldwide Trends' section with hashtags like #MentionSomeoneWhoHasAPrettyFace.

Special Olympics Tahlequah Schools

Donate to Tahlequah Schools
Special Olympics
win a signed
basketball
February 27th
Jack Dobbins
Field House
5:30 - Women's Game
7:30 - Men's Game
Event information on Facebook:
TahlequahSpecialOlympics

Tweets

Following
Followers
Favorites
Lists

Follow TQ Special Olympics

Full name
Email
Password
Sign up

View all photos and videos

Worldwide Trends · Change
#MentionSomeoneWhoHasAPrettyFace
#5ThingsThatAnnoyMe
#benianlatankelime

TQ Special Olympics @SO_Tahlequah
@tmsaok I appreciate the notice! :) (from @josh_max)
View conversation

TQ Special Olympics @SO_Tahlequah
Any local biz owners in @tmsaok interested in sitting in our Dunk Tank for 1 or 2 hrs during the #RedFernFestival? :) bit.ly/TQSO-Dunk-Tank
Expand

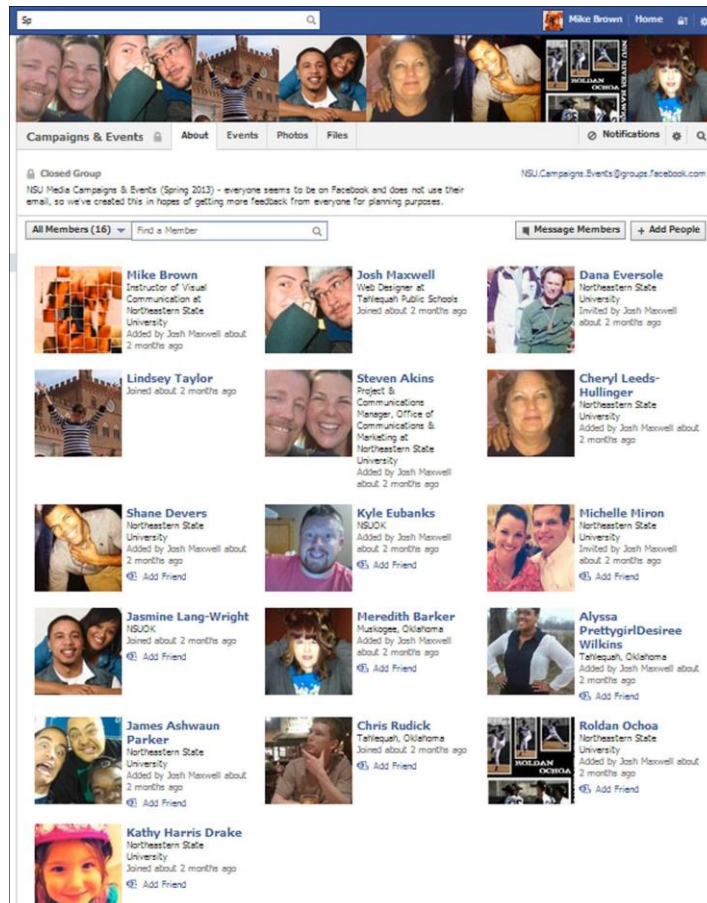
TQ Special Olympics @SO_Tahlequah
Anyone in @Tahlequah willing to get "dunked" for #SpecialOlympics during the #RedFernFestival should visit bit.ly/TQSO-Dunk-Tank!!! :D
Expand

TQ Special Olympics @SO_Tahlequah
@THENSUMOVEMENT Anyone that's interested should visit bit.ly/TQSO-Dunk-Tank we can contact them with a schedule :)

external page



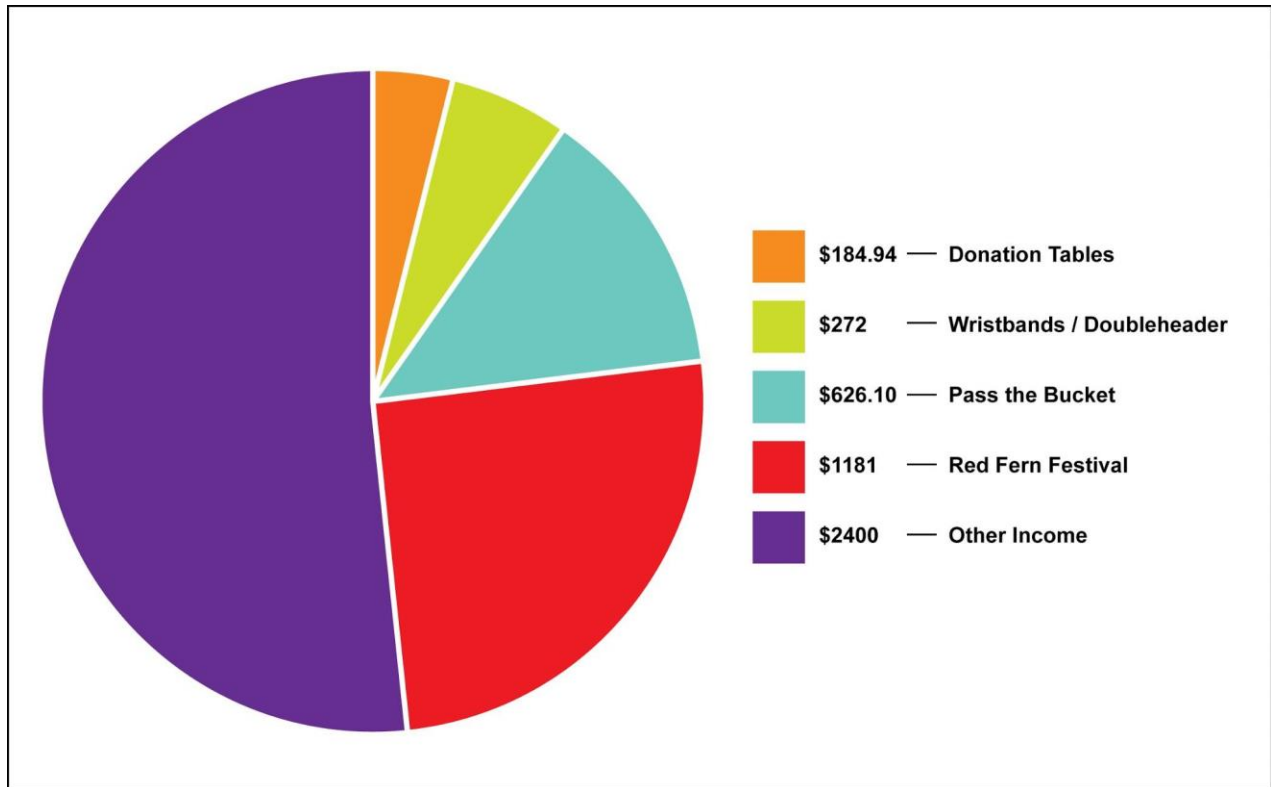
internal page



Budget

Media Campaign and Events Budget Spreadsheet (Spring 2013)							
Date Received	January	February	March	April	Gross Total	Gross Total excluding prizes	Gross Total excluding prizes and underwriters
Income (THS Special Olympics Earmarked Donations)							
Table Fundraiser	N/A	184.94	N/A	N/A			
Pass the Bucket Fundraiser	N/A	626.1	0	N/A			
Red Fern Festival	N/A	0	0	1181			
Wristbands/Double Header	N/A	0	0	272			
Other Income	N/A	0	350	2050			
Total Aggregated Income	N/A	811.04	350	3231	4392.04	4664.04	4664.04
Expenses	January	February	March	April	Total Expenses	Net Income (Gross total minus total expenses)	Net Income (Gross total excluding prizes and underwriters minus total expenses)
Red Fern Festival				17.23			
Total Aggregated Expenses	0	0	0	17.23	17.23	4374.81	4646.81

Gross Fundraising Total: \$4,464.04 -- excluding prizes and underwriters





Creative Strategy

The campaign began with brainstorming sessions in order to glean ideas from each member of the team. The initial consensus was to pursue a single large event, the Bingo Night fundraiser to be held in late April or early May at the Tahlequah High School Cafeteria. The Bingo Night fundraiser was to be the culmination of a semester long process of planning, publicity, finding sponsors, securing donations of prizes, securing Bingo equipment and all the logistical aspects of putting on a large scale event.

By early February, the campaign was informed that the Tahlequah Public Schools' Board of Education would not support "bingo" as a fundraiser for the Special Olympics program. While this was an initial setback, it turned out to be a serendipitous event. By going "back to the drawing board" the campaign staff began afresh with more brainstorming and ideation sessions. Out of those sessions a plan developed for a series of small fundraising events spread throughout the spring semester to reach a variety of individuals in our target audiences.

	A	B	C	D	E
1	Name	Publicity	Table Drive	Pass the Bucket	Red Fern
2		Place an 'X' beneath the planning committee you will be participating in. Everyone must be in one; however, everyone will participate in the events. Red & starred (*) X indicate the lead(s) for that committee.			
3	Alyssa Wilkins		X	X	
4	Cheryl Hullinger				X*
5	Chris Ruddick				
6	Darryl Crenshaw				X
7	James Parker			X	
8	Jasmine Wright			X*	
9	Josh Maxwell	X	X	X	X
10	Kathy Drake (Harris)	X			X
11	Kyle Eubanks		X*	X	
12	Lindsey Taylor	X			X
13	Meredith Barker	X			
14	Michelle Miron				X
15	Mike Brown	X			X
16	Roldan Ochoa				X
17	Sean Sallis		X	X	
18	Shane Devers		X	X	
19	Steven Akins	X*	X		X

These “mini” events include:

NSU Campus Donation Tables

Donation tables to be utilized in the University Center lobby on Wednesdays when student traffic is high on various dates throughout the semester. Other locations on campus may be used if deemed valuable.

Pass the Bucket @ Farewell to Jack Dobbins Fieldhouse Event

In an effort to raise awareness that the fundraising Campaign for Special Olympics is ongoing, an event is planned to take place at the Farewell to Jack Dobbins Field House event. With a packed house at Jack Dobbins Fieldhouse, campaign members will coordinate both a pass-the-bucket fundraising with an awareness event. Special athletes from Tahlequah Public Schools will be on hand to be introduced at center court during the halftime of the RiverHawk women’s basketball game. The fundraising efforts will be detailed to the crowd and the buckets passed to collect donations. The other awareness effort will come at the halftime of the RiverHawk men’s basketball game. Dr. Jack Dobbins will present the two senior special athletes with their letter jackets.

Pass the Bucket @ Softball & Baseball Doubleheader

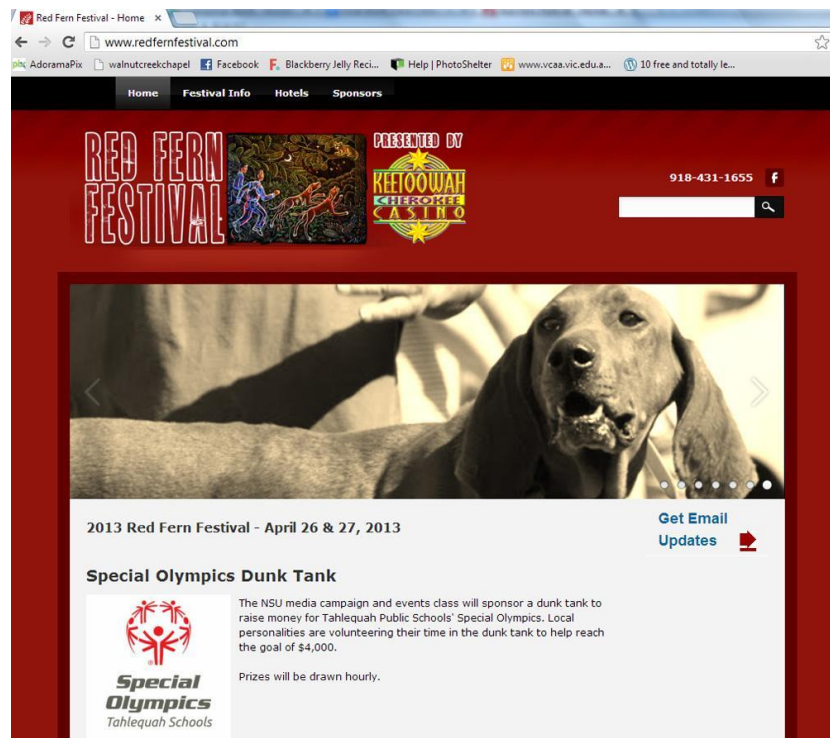
Partnering with the NSU Athletic Department, the campaign members will be on hand Saturday, April 13th to “Pass the Bucket” at the doubleheader games of the RiverHawks Softball and Baseball teams. Donation tables with information and bracelet sales will also be available to those attending the games. Special athletes chosen by their coaches will throw out the “first pitch” at each game.

Dunk Tank @ Red Fern Festival

On Friday April 26th and Saturday April 27th the campaign will be hosting a Dunk Tank at the Red Fern Festival. Now in its seventh year, the Red Fern Festival is held in downtown Tahlequah on the last weekend in April. It is anchored at Norris Park and other festival activities take place at Capitol Square and Sequoyah City Park. Live music, hound dog field trials, a car show, a barbeque and chili cook-off, old fashioned children's games, fern sales, screening of the movie "Where the Red Fern Grows" are featured attractions of the event. One of the most popular aspects of the children's events is the crawdad hole, which has free-range, hand-caught crawdads children can catch while learning about them from knowledgeable adults.

The Red Fern Festival has grown in scope each year, both in events, size and attendance numbers. The 2012 festival had approximately 8,000 in attendance. Cheryl Hullinger will coordinate the event and worked to secure the Dunk Tank from an individual in Wagoner, Oklahoma. Community leaders, politicians, pastors, and others will be "sitting ducks" as they enter the Dunk Tank each hour of the event. Fundraising efforts will focus on selling balls to be thrown at the target in attempts to "dunk the chump".

In an effort to increase traffic to the event a number of door prizes have been secured by campaign members to draw for every thirty minutes. The hope is these drawings will generate enthusiasm on the part of donors to buy throwing attempts in order to get their name in the drawing



The screenshot shows the website for the Red Fern Festival. The header includes the festival logo, a navigation menu with 'Home', 'Festival Info', 'Hotels', and 'Sponsors', and contact information: '918-431-1655' and a Facebook icon. A large image of a Weimaraner dog is featured in the center. Below the image, the text reads '2013 Red Fern Festival - April 26 & 27, 2013'. To the right of this text is a 'Get Email Updates' button with a red envelope icon. Below the main image, there is a section titled 'Special Olympics Dunk Tank'. It features the Special Olympics logo and text stating: 'The NSU media campaign and events class will sponsor a dunk tank to raise money for Tahlequah Public Schools' Special Olympics. Local personalities are volunteering their time in the dunk tank to help reach the goal of \$4,000.' Below this text, it says 'Prizes will be drawn hourly.'

Event Schedule

Red Fern Festival Fundraiser for TPS Special Olympics

Wednesday, April 17, 2013

Josh Maxwell will create and have time-slot sign-up sheets in class for the Red Fern Festival; one schedule for class members to sign up and one schedule each for the other volunteers to work the Red Fern Festival.

Week of April 15-19

Collect as many prizes as possible to be turned in on April 22nd. Be sure to ask for logos from the merchants and ensure they don't mind if we recognize them on promotions at the festival.

Weekend of April 19th – 21st

Posters need to be hung on campus and throughout Tahlequah.

Monday, April 22, 2013

We need to finalize a schedule of the dunkees so it can be emailed to all the dunkees as a reminder of when they have volunteered to sit in the dunk tank.

All prizes need to be secured so promotion materials to be used at the festival can be completed and printed prior to noon Friday April 26th. Contact fire department to ensure we have someone scheduled to fill the tank on both Friday and Saturday mornings (should we empty the tank Friday night and start with fresh water on Saturday morning?). We need to work out the logistics of emptying the tank so we don't flood the streets and festival attendees.

Wednesday April 24th

We need to determine who will be going to Wagoner to pick up the dunk tank on the morning of Friday, April 26th and who will be returning the tank to Wagoner Saturday evening.

Coordination of who will be responsible for delivering the prizes, posters, wrist bands, and decorations to the booth at the Red Fern event, determine who will take the prizes and wristbands for lock up on Friday evening and who will retrieve the prizes, wrist bands, and money on the morning of Saturday, April 27th.

Sign up for money counters on Friday and Saturday nights and determine where and by whom the money will be secured and how much change we will begin with on Saturday morning to be able to make change if needed.

thanks, Cheryl Hullinger

Evaluation

NSU Campus Donation Tables

Kyle Eubanks took the lead on the on-campus donation effort reaching out to the students on campus to “give a buck” to help a special athlete. Permission was obtained to set up a donation table in the lobby of the University Center on a few dates throughout the semester to solicit the donations. Campaign team members volunteered to work at the table between 10am and 2pm on Wednesdays when the largest volume of students are on campus. The first donation table event was held the day of the Farewell to Jack Dobbins Fieldhouse campus event and was a great success. Banners were produced with the CSO logo and information to attach to the donation table for visibility. The target audience literally “walked right up” and gave donations. Information was shared with those interested and tickets were given away to the RiverHawk Signed Basketball Giveaway at the Farewell to Jack Dobbins Fieldhouse event held later that evening.

The donation table event was utilized again during Media Day 2013 when scores of high school students from across the state of Oklahoma descend on campus for a morning of events. Alyssa Wilkins took the lead in this effort and was very successful.

Pass the Bucket @ Farewell to Jack Dobbins Fieldhouse Event

Jasmine Wright was almost single handedly responsible for a wonderful event at the Farewell to Jack Dobbins Fieldhouse. Working with the NSU Athletic Department, Jasmine secured permission for the campaign to solicit donations before and during the event. Shane Devers worked with the philanthropic representative of the Alpha Sigma Alpha sorority to partner with them and utilize their members to assist with the “Pass the Bucket” event during halftime of the RiverHawk women’s basketball game.

The event was truly a team effort. A donation and information table, staffed by campaign members, was set up outside the entrance to Jack Dobbins Fieldhouse at 5pm to promote the **Pass the Bucket** event and the **RiverHawk Signed Basketball Giveaway**. The table was moved to the lobby after the games started and donations were taken at the table from those attending the event. Jack Dobbins Fieldhouse was packed to the brim for the “last game” to be played before the completion of the new event center in the Fall of 2013.

Campaign members, sorority members, and athletes from the NSU RiverHawk football team were able to pass donation buckets during the halftime of the first game. Arrangements were made for some of the Tahlequah Public Schools’ special athletes and their coaches to be introduced to the crowd before the buckets were passed and information on the fundraiser was announced to by the public address announcer.

While the donation level was very high, the awareness that was began that evening to the needs of the special athletes was probably even higher. The crowd cheered as the athletes were

introduced and during the halftime of the second game they rose to their feet and cheered again as Dr. Jack Dobbins presented letter jackets to the two senior athletes on the Special Olympics roster. It was a great moment of goodwill and understanding. In retrospect, more deliberate instruction to those passing the buckets would have proved beneficial.

During a media timeout of each game that evening a drawing was held for the RiverHawk Signed Basketball Giveaway. Jasmine Wright had obtained basketballs and had them signed by all the members of the RiverHawk 2013 team and coaches. The balls were awarded to the lucky ticket holders present when their number was called.

Pass the Bucket @ Softball & Baseball Doubleheader

Campaign members were on hand Saturday, April 13th to “Pass the Bucket” at the doubleheader games of the RiverHawks Softball and Baseball teams. Donation tables with information and bracelet sales were available to those attending the games.

Special athletes were chosen by their coaches to throw out the “first pitch” at each game. The athletes were escorted onto the field by the head coach of each team and allowed to pitch one over home plate to begin the games. Public awareness was as much of a goal at the events as were the donations received.

Pros: With the public address announcer introducing the Tahlequah Special Athletes, everyone in attendance was aware of the athlete on the mound. Everyone cheered for them and congratulated them as they completed the throw. It was great to see the coaches and athletes from the Riverhawk teams embrace and congratulate them. With that as a background, I am sure the pass-the-bucket in the stands was more successful.

Event was another opportunity to get Tahlequah special athletes in front of the public as well as distribute and publicize the Red Fern Dunk Tank event.

Alyssa had her camera since we ended up having to throw out both pitches at the same time due to circumstances beyond our planning.

Cons: raining during the entire event -- bit of chaos with the buckets to pass but was quickly taken care of by Jasmine -- very small crowds at the event possibly due to the rain.

Dunk Tank @ Red Fern Festival

On Friday April 26th and Saturday April 27th the campaign hosted the Dunk Tank at the Red Fern Festival. Cheryl Hullinger coordinated the event and worked to secure the Dunk Tank from an individual in Wagoner, Oklahoma. The tank will be transported on Thursday evening to Floyd Norris Park by Mike Brown and Josh Maxwell. Tahlequah Fire department representatives were

on hand Friday morning to fill the tank with “cold” water. Roldan Ochoa was instrumental in working with the Tahlequah Main Street Association and the Tahlequah Chamber of Commerce to secure a prime booth location at no charge. Roldan’s networking connections and Cheryl’s advance planning proved to be instrumental to the success of the event.

The weather for the event was less than perfect with cold weather and rain moving into the Tahlequah community, but the damp conditions did not dampen the spirits of the campaign workers who knew they were less than \$800 from the goal of \$4,000. Special commendation should be made to Josh Maxwell and Kyle Eubanks for their diligent work to make the two day event a success. One or both of them were at the event tent for the entire event.

Due to cold weather, most of the “sitting ducks” for the tank were cancelled on Friday in hopes of better weather on Saturday. The tank drew crowds throughout the day Saturday especially when the “chump being dunked” would engage the crowd over the bullhorn and “bark” them into pitching balls at the target. Working the crowd was key to having plenty of paying customers.

Since a large sound system was not available, the idea of drawing for prizes was soon realized to not be the draw it was designed to be. Many of the prizes became rewards to those who threw well and or spent many dollars on throws. Campaign members improvised and made adjustments with ease throughout the day to keep the event going strong. It was a huge success and the fundraising goal was more than met by the donations.

Primary Research

According to their website, (“Special Olympics Oklahoma - Special Olympics Oklahoma Home Page”. n.d.) Special Olympics was founded by Eunice Kennedy Shriver. There are programs in all 50 states and more than 4 million athletes in 229 Accredited Special Olympics Programs across more than 170 countries worldwide with 7 regional offices around the world, located in China, Egypt, Ireland, Panama, Singapore, South Africa and the United States. Special Olympics, Inc. is a non-profit international organization located in Washington, DC. .

Special Olympics Oklahoma is authorized and accredited by Special Olympics, Inc., for the benefit of citizens with intellectual disabilities. The goal of Special Olympics is for all persons with intellectual disabilities to have the opportunity to become useful and productive citizens who are accepted and respected by their families, friends and in their communities.

The mission of Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate

courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

According to Hewitt, D. and Liu, M. (2007), as Shanghai hosted the Special Olympics World Summer Games, Shanghai Mayor Han Zheng noted that “The point...is to build connections among grass-roots citizens, especially those with disabilities, creating a civilized and harmonious environment for all.” This should be the guiding principle behind the Campaign for Special Olympics... building connections. Connections that will endure beyond the time frame of this specific campaign and help to cement the relationship of understanding between the Tahlequah community and the special athletes of Tahlequah Public Schools.

Secondary Research

With the limited time frame of the campaign of less than sixteen weeks, the decision was made to rely heavily on social media raise awareness among the Tahlequah community. According to Greyes, N. (2011), nearly a quarter of time spent online is spent on social networks.. with over 170 million Americans over the age of fifteen accessing social media platforms each month, and an estimated 35 percent of all new media users reporting some involvement. With the campaign centered on the campus of Northeastern State University where many students are technically savvy, social media was an easy choice given that no cost is involved in disseminating the information to the audience.

Facebook which was founded in 2004, Twitter in 2006, and Google+ in 2011 (Hogan, C. 2012) are popular social media outlets among those of the Tahlequah and surrounding communities. Social media can help the campaign make a compelling case for support. According to Hogan, C. (2012) nonprofits need the same sort of presence in a crowded field of causes to support. They need a way to stand taller than others, to be a bit brighter. With the expertise and design skills of Josh Maxwell, Lindsey Taylor and Steven Akins, the campaign Facebook and Twitter pages will be graphically appealing and interesting to visitors which will hopefully keep them engaged with the cause and more likely to generate funding.

Press Releases

Pass the Bucket @ Jack Dobbins Fieldhouse

Campaign for Special Olympics

Press Release: Pass the Bucket Fundraising Event



Pass the Bucket Media campaigns and events, along with Alpha Sigma Alpha sorority, has raised more than \$3,000 for Tahlequah Public Schools Special Olympics through donations and two fundraising events. The class will continue their fundraising efforts April 13 at 1 p.m. at the RiverHawks softball double header.

The class and ASA will pass buckets at both softball games, asking for donations to help send TPS Special Athletes to the state Special Olympics in Stillwater. The overall campaign goal is \$4,000, but the students are hopeful they will supersede the original goal.

"Phi Sigma Kappa gave a check to us for \$2,000," said Josh Maxwell, Tahlequah graduate student. "I think we're well on our way to reaching our \$4,000 goal."

Michelle Miron, Broken Arrow senior, said the campaign has raised many generous donations, both small and big, including a \$300 donation from Armstrong Bank.

"The campaigns class set a \$4,000 goal to meet. We are already above \$3,000, which is boosting our excitement of the campaign even more," said Michelle Miron, Broken Arrow senior. "We have received many generous donations both small and big."

Jasmine Wright, Dallas, Texas graduate student, organized both pass the bucket events. She said she knew there would be a large crowd at the games, and this type of thing has not been done before. She thought the class should give it a try.

"I think the first pass the bucket was a good success," said Wright. "There were some things that we will improve on with the organization part of it, but overall, it got us a good head start on our big goal."

Each of the students has individual reasons for involvement in this campaign, ranging from class requirement to personal investment in the cause.

"This campaign gives me joy to see those kids' faces light up when they see someone who cares," said Wright. "At our second event, pass the bucket, when those kids received a standing ovation, the look in their eyes was a feeling that I don't believe I will ever feel again."

Miron said NSU students, faculty and staff have been an integral part of the campaign thus far, and the class is asking them to show up again.

"I was surprised at how much NSU has given toward our campaign," said Wright. "I would say they are behind us all the way. I am excited to see how it goes."

Anyone interested in donating should bring cash or a check made payable to TPS Special Olympics to the softball games April 13 at 1 p.m.

To make a donation separate from the pass the bucket event, call Dr. Dana Eversole at 918-444-2891.

Dunk Tank @ Red Fern Festival

Campaign for Special Olympics

Press Release: Dunk Tank Event @ Red Fern Festival



NSU's media campaigns and events class, along with Dr. Dana Eversole, professor of media studies, is searching for prominent members of the Tahlequah community who are willing to be dunked for Special Olympics. Anyone brave enough to be dunked should don their swimsuit and prepare to join the class April 26-27 at the Red Fern Festival.

Media campaigns and events teaches students to coordinate and present a successful event and publicize it through various media outlets. The class chose this opportunity to raise funds for Tahlequah Public Schools' Special Olympics.

TPS Special Olympics does not receive any funding from the school district. They receive minimal financial support from the state Special Olympics. The state funds are divided among all of the Special Olympics programs in the state.

This leaves TPS Special Olympics in a predicament. They are forced to rely upon fundraisers and donations to send the special athletes to the state Special Olympics each year. As it costs \$300 per student, it is financially taxing on families and the program.

Media campaigns and events has a goal of raising \$4,000 to send the Special Athletes to Stillwater for this year's state Special Olympics. The class has raised \$1,033 thus far and has two small events to come. The final event is the Red Fern Festival.

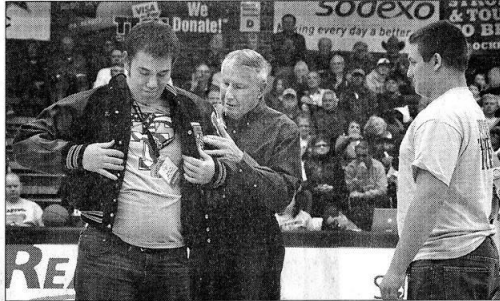
At the Red Fern Festival, the class will have a booth with opportunities to donate, enter a drawing for door prizes or pay \$5 for three balls to dunk one of the volunteers. The current volunteers are Tahlequah Mayor Jason Nichols, NSU Campus Police Investigator Preston Flores, NSU Football Coach Kenneth Evans, NAB Coordinator of Campus Activities Sarah Johnson and Miss NSU Katie Bowin.

Each volunteer will spend a minimum of one hour in the dunk tank. The booth will be open 12 to 8 p.m. Friday, April 26 and 9 a.m. to 5 p.m. Saturday, April 27. Anyone willing to be dunked can sign up at <http://bit.ly/TQSO-Dunk-Tank>. There is space to list hours of availability and any comments.

For more information, call Dr. Dana Eversole at 918-444-2891.

Campaign for Special Olympics

Tahlequah Daily Press



Special Olympians honored

Dr. Jack Dobbins (middle) presents letters jackets to special athletes, Greg Howton (left) and Dusty Ballard, during halftime of the Northeastern State basketball games last week. Tahlequah's Special Olympians were honored during halftime while the NSU Media Campaigns and Events class was on hand to collect money to help send the athletes to Special Olympics Oklahoma in May.

Photo courtesy of Michael Brown



Special Olympics Tahlequah Schools

LOCAL

Special Olympics a boon for local youth

By ROB W. ANDERSON
Press Staff Writer

Special Olympics began as a way to allow young people with intellectual or physical disabilities to compete in the world of sports.

Created by Eunice Kennedy Shriver in the 1960s, Special Olympics has since helped create a world in which any girl or boy living with special needs can become a gold medal athlete. In April, the Tahlequah Public Schools Special Services Department will be taking 30 to 35 athletes to an area meet at the Muskogee Indian Bowl.

Coaches and TPS Special Education teachers Marjie Dowling and Ruth Poteete help their students become successful in the classroom, as well as on the field of competition, but the TPS Special Services Department needs help funding its Special Olympics endeavors.

The TPS Special Olympics team does not receive school funding for contests like the April event in Muskogee. There is no booster club, and the main source of income comes from private donations and fundraisers, according to the TPSSO Faithful Fan letter the team disperses.

As the TPSSO team



The Tahlequah Public Schools Special Olympics will be holding a fundraiser Saturday, April 13 at the Northeastern State University softball/baseball doubleheader. Participating in an event on the final game night at NSU Jack Dobbins Field House were, from left: Josh Maxwell, Ruth Poteete, Mike Robertson, Greg Howton, Shyer Blevins, Dusty Ballard, Leonard Winlock and Marjie Dowling.

Photo courtesy of Mike Brown

accepts donations, it also receives marketing and promotion help from the Northeastern State University Media Campaigns and Events class, which organizes and works events to raise money for TPSSO athletes. Previous experiences with TPSSO led members of the NSU class to focus their efforts this semester on helping the local athletes, said Josh Maxwell,

who's enrolled in the class.

"We discussed organizations from around the community and realized the class had a history with Tahlequah Public Schools Special Olympics," he said. "[We] felt we should continue the efforts previous students made in supporting TPSSO."

The next fundraiser will be a donations collection event Saturday, April 13, at the NSU

softball/baseball doubleheader.

"[It will be] much like we did at the Farewell to Jack Dobbins Fieldhouse [event held recently]," said Maxwell. "We will also have a drawing for prizes during the games."

Dowling said the TPSSO team will travel to Stillwater in May for a multi-day competition. All fundraising money generated by sched-

uled events or donations are appreciated.

"We travel to the OSU campus [in May], where we compete on the state level and stay in dorms for three days. Room-and-board is a large portion of our expenses," she said. "We provide two Tahlequah Tiger T-shirts, a hoodie, tennis shoes, toiletries and bedding for the three-day stay, and even [provide] a little pocket money for a treat at the convenience store. We greatly appreciate any support, so our program can continue serving the needs of special athletes [and allow] them the opportunity to participate and proudly represent Tahlequah Public Schools."

The team's biggest fundraising event takes place during the annual Red Fern Festival, said Maxwell.

"There has been a wonderful outpouring of support from the community and the surrounding area. The Tahlequah [Area] Chamber of Commerce has donated vendor space for us to setup a dunk tank, and the dunk tank comes to us from the City of Wagoner. They are lending it to us free of charge," he said. "We also have several prominent members from the community who have already volunteered to be 'dunkers,' including Tahlequah Mayor

Jason Nichols, NSU Campus Police Investigator Preston Flores, NSU [Head] Football Coach Kenneth Evans, NAB Coordinator of Campus Activities Sarah Johnson and Miss NSU Katie Bowin. We are still asking for volunteers, too."

Poteete said preparation for the competitions and the fundraising is hard work, and everyone involved considers the efforts a blessing and privilege.

"We have so many faithful fans who make all this possible," said Poteete. Without the fundraisers and private donations, we could not provide this great experience for our athletes. The Special Olympic Oath sums it up: 'Let me win, but if I cannot win, let me be brave in the attempt.' How rewarding it is to coach athletes who take that oath very seriously."

Get involved

For more information or to make a donation to the TPSSO team, contact Poteete or Dowling at (918) 458-4150, Ext. 1182 or search "Tahlequah Schools Special Olympics" on Facebook. As for the dunk tank, anyone can sign up at <http://bit.ly/TOSO-Dunk-Tank>.

Campaign for Special Olympics



Makayla Park, Tahlequah High School sophomore, displays her softball signed by the members of the RiverHawks softball team. Makayla, an athlete with Tahlequah Public Schools Special Olympics, threw out the first pitch of the NSU RiverHawk doubleheader against Emporia State Saturday at RiverHawks Park.



Special Olympics Tahlequah Schools



Makayla Park hurles an overhand pitch toward home plate to open the NSU RiverHawk softball doubleheader against Emporia State Saturday at RiverHawks Park. Makayla, a sophomore athlete in Tahlequah Public Schools' Special Olympics program, threw out the first pitch as part of an event sponsored by the NSU Media Campaigns and Events class to raise awareness and funding for the special athletes of Tahlequah Public Schools.



Dusty Ballard warms up his pitching arm before throwing out the first pitch at the NSU RiverHawk baseball doubleheader against Fort Hayes State University Saturday at Thomas C. Rousey Field. Dusty, an athlete in Tahlequah Public Schools' Special Olympics program, was part of an event to help raise the \$4,000 needed to send all of Tahlequah Public Schools' special athletes to Special Olympics Oklahoma in May. The NSU Media Campaigns and Events class sponsored the event and will be holding another fundraising event at the Red Fern Festival on April 26th and 27th at Floyd Norris Park.

Campaign for Special Olympics



**Special
Olympics**
Tahlequah Schools



Page 8A... Friday, April 26th, 2013

Tahlequah Daily Press

Dunk tank to benefit Special Olympics

Red Fern Festival attendees can pay \$1 per ball to dunk prominent members of the Tahlequah and Northeastern State University communities this weekend.

Dr. Dana Eversole, professor of media studies, and NSU's media campaigns and events class, along with Alpha Sigma Alpha, have a campaign to raise awareness and \$4,000 for Tahlequah Public Schools' Special Olympics. The Red Fern Festival is the final event in the campaign. The class has a booth with a dunk tank, door

prizes and opportunity to donate. All proceeds will go to TPS Special Olympics.

"The Red Fern festival is a great way to get people aware of what we are doing for the local community and Tahlequah Public Schools," said graduate student Kyle Eubanks. "The dunk tank should be a great hit."

Class members approached several local personalities and requested they spend an hour in the tank. Thirty-five people responded. "I think it is really awesome how many people have

volunteered to be a part of our cause," said Eubanks. "It says a lot about the local community and the NSU family."

Tahlequah Mayor Jason Nichols, NSU head football coach Kenny Evans, NSU Professor Dr. John Yeutter, Miss NSU Katie Bowin, TPS Director of Technology Terry Garrett, Heritage Elementary Principal Lacie Devonport, Heritage Elementary parent liaison Misty Blunt, Cherokee Elementary Principal Marissa McCoy, Cherokee Elementary parent liaison Abby Lamons, TPS teachers Dana

Payne and Mandy Looney, Josh Hutchins of Tahlequah Recycling, and Grace Baptist Church Pastor Geoff Brown will each take part in the dunking. Several student-athletes will also participate.

"In Tahlequah, Special Olympics is a silent charity, but it is an important charity," said Yeutter.

Dunk tank hours of operation are noon to 8 p.m. Friday and 9 a.m. to 7 p.m. on Saturday. The cost is \$1 per ball or \$10 to hit the button by hand. For more information, call (918) 444-2891.



Tahlequah Daily Press

LOCAL

Page B... Thursday, April 25th, 2013

Dunk tank on tap at Red Fern fest

Visitors to this year's Red Fern Festival in downtown Tahlequah, April 26-27, can support the Tahlequah Public Schools Special Olympics athletes by stopping by the "celebrity dunk tank."

Participants will have the chance to dunk Mayor Jason Nichols, NSU Coach Kenneth Evans, Miss NSU Katie Bowin, and many others. Cost is \$1 per ball or \$10 for a "guaranteed" dunk. The tank will open at noon Friday and at 9 a.m. Saturday. Funds raised at the dunk tank will be donated to TPS's Special Olympics, and will help send middle-school and high-school special athletes to the Oklahoma State Special Olympics.



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