



**April 11, 2021**  
**Sunday**  
**3 - 4 pm**  
**online on zoom**

## Planning Document!

Links to Related Documents:

[Link to Buy Tickets on GiveSignUp](#) • [Event Program](#) • [Main List of Registrants](#) • [Deliveries Map](#)

Bookmarks to jump to sections below:

[Teams](#) • [Timeline \(Apr 2-11 + Delivery Plan\)](#) • [Program](#) • [Sales](#) • [Publicity](#) • [Draft of Delivery Message](#) •

### Teams

<b>EVENT DAY PROGRAM schedule</b>	Jon Winston, Rod Caborn, Jeff Kirk, Peggy Pollard, George Bunch, Roger Swenson
<b>DRAWING a few BIG ticket Items</b>	Rod C
<b>PARTY PACK Discretion Beers &amp; snacks etc</b>	Patrice, Mary, Peggy
<b>TICKET SALES</b>	Penni B & Jeff Kirk
<b>PUBLICITY</b>	Peggy Pollard
<b>SPONSORSHIPS</b>	Tom Hart
<b>PICKUP/ DELIVERY</b>	Coord: Randy Uang /hosts Mary & Peter/ drivers, Rick Hofstetter, Joe Ferrante, Jon Winston
<b>Donation website (<a href="http://www.bitly.com/BtoC-Donate">www.bitly.com/BtoC-Donate</a>)</b>	Jon Winston
<b>TECH</b>	Jon Winston, Roger Swenson

### Timeline

Week	Program/Auction	Package	Sales/Publicity	Sponsorships	Delivery/Tech
WHO--	PROGRAM: Rod, Jon, George, PegPoll ACCOUNTING: Jon Drawing: Rod, Brenda	Patrice, PegPoll & __?	Penni, Jeff, PegPoll	Tom Hart	Randy, Mary-Peter/ Rick, Joe F., Jon, Peg P.
Jan 10-16	research three brewery options (Jeff, John, Mary)		Website Ticket setup Penni	research three brewery options (Jeff, John, Mary)	
Jan 17-23	Decide which brewery Seek auction items	Decide contents/price	Make digital flyer-Peggy		

Jan 31 - Feb 6	Seek auction items Brenda & ____?		Advertise on Rotary and social media		
Feb 7-13			Area club Announcements		
Feb 14-20					
Feb 21-27			Patrice announce	Done	
Feb 28-Mar 6			Jeff announce	Done	
Mar 7-13			Mary announce	Done	
Mar 14-20			Peggy-- Rotary inspiration		
Mar 21-27		assemble package parts	George -- Rotary Detective report		
Mar 28-31					
Apr 1					
Apr 2 (Fri)		<b>April 2, 9:00a Assemble packages at Jon Winston's</b>	Boxes: Mary Labels: Peter Bottoms: Peter 3 beers:Jeff Pringles:Patrice Nuts:Patrice Biscotti:Patrice Br Bread: Patrice Flyer:Peggy Beer tops: Jon Tags each box?	At Jon's At MPress At MPress Not Yet Purch At Patrice At Patrice At Patrice Not yet Purch Not completed ??	Club Rotarians could also pickup from Jon's during Assembly hours, if that's ok with Jon?  <a href="#">Mary brings the packs from Jon's to her house</a>  Each location has a <b>Buyer list to checkoff</b> who has picked up. Randy coordinates on one master list
Apr 3 (Sat)					<b>Pickup at Mary's house 12:00-5:00p</b>
Apr 4 (Sun)					
Apr 5 (Mon) (rain AM)					<a href="#">Morning: Randy brings remaining packs from Mary's to MPress, to meet Tony, and from there to Boulder Creek Pickup Location if needed</a>  <b>Pickup at MPress</b>

					(252 Potrero), 10:00-2:00; Tony can be there that morning
Apr 6 (Tue)					<p>Pickups: Announce at meeting <b>Pickup at MPress (252 Potrero), 10:00-2:00; Rick will be there 9:30-2:30</b></p> <p>Rick will take remaining packs from MPress, home.</p> <p>Tue PM: Randy</p> <ul style="list-style-type: none"> <li>• Comes up with what recipients are in which zone (Rick/Joe/Jon/Jeff ?)</li> <li>• Emails people who have not picked up that someone will be delivering the next few days</li> <li>• Prepares list for each zone</li> </ul>
Apr 7 (Wed)	4/7 late ticket sales/ order beer				Rick/Randy/Joe/Jeff? meet in morning (Rick's house?). Randy takes to Cupertino Pickup Location (tell Hung W 4/10 PM for any extras)
Apr 8 (Thu)	<b>4/8 late package assembly @ ____ home</b> 4/8-10 local pickups/delivery				<p>Bring new-made-packs from Jon's(?), to Rick/Joe based on the zone, or possibly Cathleen on the 8th after</p> <p>Deliveries Thu-Sat Rick, Joe, Jon Peggy - Monterey Randy - Cupertino (Hung Wei), SF</p>
Apr 9 (Fri)					
Apr 10 (Sat)	prep/rehearse				Randy does distance deliveries to San Francisco, plus last minute Cupertino orders

Apr 11 (Sun)	Event!				
Apr 12					
Apr 13	Celebrate at club meeting and thank everyone				
Apr 14 and after	After-event video and email to encourage more donations				

## Program

**March 26-10(?), email series:** Welcome & Info about Uganda culture, short videos 5 - 10 minutes?  
 Ugandan culture / Cooking lesson / Dance lesson (Welcome Dances are very common at their celebrations, by children and adults.)

See this [Minute by Minute Event Program](#).

**Drawing Items:** Brenda Gray (Rod Caborn advising & MC)

**Party Pack: Mary & Patrice**

## Sales

- Ticket sales ahead (revise flyer)
- **Until March 31: \$40 Party Pack, 2/\$75,** April 1-7, \$45 Party Pack
- Personal (not mail) delivery, or pickup of package with beer samples, cooking ingredient, etc.

## Publicity

Geography	Club to publicize to!	Who will publicize	Date done
Santa Cruz area	Capitola-Aptos	PeggyP & Art Dover	2/2 Sent flyer
	Scotts Valley	Peggy P	2/8?
	San Lorenzo Valley	Randy	Announced 3/11 (Thu)
	Watsonville	PeggyP	3/10 emailed kristen/
	Freedom	PeggyP	3/10 emailed, 3/12 responded sent flyer
	Santa Cruz Friday	Patrice & Jon	3/08?
District 5170 elsewhere	Cupertino		
District 5150	San Francisco Evening	Randy	Announced 2/10, sent flyer 3/3
	San Francisco Castro	Randy	Sent info 2/18 Announced 3/9 (Tue)
	San Francisco Chinatown	Randy	Sent flyer 2/24

District 5230	Carmel/Monterey/Salinas/Hollister/ Fresno/Visalia	PeggyP (or if anyone else is eager to take a big roadtrip there?)	2/2 Sent flyer
District 5160	Pleasant Hill Rotary	PeggyP, my Rtn. cousin Norma Flaskerud	2/11 sent flyer, YES response, and invite us to their 3/13 St. Pat's fundraiser, norma will arrange any Party Pack pickups

## Sponsorships

## Party Pack Delivery

Pickups first, then deliveries

Rick, Joe, Jon locally

Peggy to Monterey/Hollister /Fresno area (minimum 5 orders each city)

Randy will deliver to Cupertino area (if at least 5 orders) and SF (if anyone orders)

## Delivery Message (draft)

Dear <First Name>,

Thank you for signing up for Beers2Cheers by Santa Cruz Sunrise Rotary!

### Party Pack Pick-Up

Before the event, please pick up your Party Pack at one of these times:

- **Saturday, April 3 from 12:00 pm - 5:00 pm**, Mary's home: 212 Linden Street, Santa Cruz, CA 95062  
**OR**
- **Monday-Tuesday, April 5-6, 10:00 am - 2:00 pm**, MPress Digital, 252 Potrero Street, Santa Cruz, CA 95060



**If you cannot pick up at either time**, email Randy (randerick@yahoo.com) by Tuesday, April 6 to arrange another plan.

For groups who purchase 5 or more tickets by March 31, who **live in the south bay or the San Francisco or Monterey areas**, who have been generous enough to participate in Beers 2 Cheers, we can arrange an alternate means of dropoff to you. Please watch your email carefully for a "Beers 2 Cheers Dropoff" email.

We look forward to seeing you on Zoom on Sunday, April 11 from 3:00 pm - 4:00 pm!

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## Tech

### Beneficiary

Global Grant project # GG2122737

"Lhuhwahwa Water Project #2"

DESCRIPTION: Improve water source for 2,000 residents of Lhuhwahwa Area Two.

Construct 50 EcoSan Latrines

Training in Sanitation/Hygiene and Economic development for residents.

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## Santa Cruz Sunrise Rotary

### INTERNATIONAL PROJECTS

**Growing Local Economies**

**Fighting Disease**

**Promoting World Peace**

**Providing Clean Water, Sanitation, and Hygiene**

**Saving Mothers & Children**

**Supporting Education**

**Protecting The Environment**

**[BEERS to CHEERs label]**

**THIS YEAR'S FUNDRAISER**

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## Santa Cruz Sunrise Rotary

### INTERNATIONAL PROJECT

**Providing Clean Water, Sanitation, & Hygiene for Kasese, Uganda**

**[blank box to be filled]**

WHO WILL RECEIVE THE THE FUNDS?

These funds will.....

WHAT WILL THE FUNDS BUILD?

These funds will finalize the "Model" project that can be copied throughout the area to improve the quality of life and fulfill the conditions of the Rotary International Grant process. Also, built into this physical project will be the sustainability of the project.

OTHER COMPELLING COPY HERE TO EXCITE PEOPLE TO DONATE TO THIS LAST PHASE OF THIS WATER PROJECT?

Etc., etc.,etc

Link to a donation spot on SantaCruzSunriseRotary.org Website [HERE](#)