

STRANGE BEDFELLOWS...OR NOT? GROUP EXERCISE

Please read the scenario below and discuss the questions provided in your small group (or table) for approximately 10 minutes. Appoint a note-taker and presenter who will summarize your group's discussion for the larger group.

Background

- At the insistence of an influential donor, the Narnia Foundation is launching a new gala event to raise funds for Narnia Hospital, a public health care centre. The event will be a gala evening featuring entertainment, celebrity guests, an auction and a dinner prepared by a local celebrity chef. Proceeds from the event will support the Hospital's NICU, named after the donor who has continually provided significant funding over the years.
- The fundraising goal for the event is \$1 million. The donor has indicated that he wants to "push the envelope" with this event to attract new potential donors and attendees.
- The Foundation is requesting assistance from the Hospital's Communications and Public Affairs Department to promote the event internally, externally and with the media.

Scenario

- Given the link to the NICU and newborn babies, the donor has suggested calling the event *Babelicious*. His vision for the event is somewhat risqué and involves:
 - Body painted female models greeting guests at the door
 - Go-Go dancers in cages performing throughout the evening
 - Burlesque performer and celebrity Dita Von Teese - a close friend of the donor - acting as spokesperson and emcee
 - Opportunities for guests to have their photos taken with skimpily attired male and female models

Group Discussion

Please discuss the challenges and opportunities that both the Foundation and Hospital will face in planning this event. Consider the following in determining the best way to create a successful event:

- Are the donor's expectations realistic? If not, who is responsible to manage the donor's expectations?
- Will this event draw the audience and potential donors the donor envisions?
- Is the name of the event appropriate? Please explain.
- Can the event meet the fundraising goals of the Foundation?
- What impact (negative and positive) might this event have on the Hospital's reputation?