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Brandon Schumacher's Individual Contribution Page

Midterm Spring 2009 Contributions

This semester I was in charge of working on the Public Relations aspect of the Outreach team. I worked on tasks such as compiling spread sheets for potential speakers, potential journals that AguaClara can submit articles to, similar water treatment plants across the country, media contacts, and student organizations that can potentially assist in pr/fundraising. Most of my energies this semester were spent acquiring this information and putting them into spread sheets. However, I also spent a good deal of time meeting with people about AguaClara(Andrew Tisch;Board of Trustee, Isha Saini; treasurer of CHI, Michael Beyman; local radio, Danielle Davis; Cornell Sun,etc.). I helped brainstorm ideas for the functions of the new student group, made a list of possible fundraisers for AguaClara, and compiled a list of NGOs to mail out new pamphlets and fliers to after they are printed in the next few weeks. Min, Joe, and I worked on the press release/article about Cuatro Comunidades for the local media. Articles were successfully put in the Bully Pulpit and Cornell Daily Sun and a video was uploaded on the Partners in Health website. Currently, Joe and I are working on an article/grant to submit to the Clinton Global Initiative and for the Bill and Melinda Gates Foundation. I am also in talks with the housing forum and house professor of Alice Cook to host a "ball" on West Campus, open to all students, to raise money for AguaClara. Overall, contributions were made to the press article, potential speakers, similar projects at university's across the country, potential journal submissions, fundraising contacts, and the media contacts children links on the wiki.

Final Spring 2009 Contributions

After the change in leadership, I worked on preparing the Outreach team for Fall 2009. Examples of this preparation can be seen in the list of student organizations on campus that can potentially help AguaClara, the list of potential guest speakers, the list of journals for press release, and a list of professors and professionals working on clean water projects across the country. Furthermore, I attached the cover letter for the mailing campaign, the AguaClara Cuatro Comunidades press release, and a list of media contacts to be used for the mailing campaign. I've also included some challenges for PR and for the AguaClara student group that will be established in the fall. I have typed up outlines for improvements to the PR and Fundraising aspects of Outreach and this document will be available after the final presentation. These suggestions will lend more structure to the Outreach team as a whole while providing direction for their efforts in the fall term.

Pages Created

Content created by Anonymous

There are no pages at the moment.
