

# **MCM**

**MATA COMMUNITY MEDIA**

**Education**



## **Objectives**

### ***Increase fund raising to the following levels;***

- \$759,500 - \$879,500.00 in 2004
- \$804,300 - \$924,300.00 in 2005
- \$839,700 - \$954,700.00 in 2006

### ***Increase awareness of MATA Community Media in the community***

## **Strategies**

- Leverage successful alumni in fund raising
- Create a point of difference for MATA
- Develop initial fund raising events in 2004.
- Increase corporate dues
- Target corporations, not-for-profits, and other organizations for membership
- Apply for grants from foundations that match MATA's mission.
- Create alliances with universities and schools to develop educational programs

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## Tactics

### *Fund-raising event considerations:*

- Minority Film Festival
  - Produce a film festival featuring films created by either MATA producers in the minority communities, including Latin-American, Native-American, African-American, Asian –American, etc. This might appeal to major sponsors, including Potowatomi, Miller Brewing, etc. Contact Mark Cuban, new owner of the Landmark Theatres for support.
- Multi Cultural Festival
  - Collaborate with local community on a festival featuring Latin, Caribbean, African, and other cultures.
- MATA/Sponsor Golf Outing
  - Develop a vendor-based golf outing with a key retail sponsor. Special Olympics has a partnership with Shopko Stores which raises \$2.5 million at their Golf Outing. Ho-Chunk ran a vendor based golf outing for Charity which cleared \$80,000.00. The sponsor solicits funds from their vendors to support the event.

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### ***Fund raising initiatives***

- Create a video presentation describing MATA's mission, activities, and opportunities
  - This piece will be used to show to prospective sponsors, partners, customers, and not-for-profits to solicit funds.
  - Can also be shown on TV station with a crawler or donut asking for financial help.
  
- Create a relationship with local universities to develop programs and solicit funds.
  - Develop an internship program with UW-Milwaukee and others.
    - Marketing students will be asked to develop marketing materials to solicit business for sponsorship, use of facilities
    - Develop target list to contact
    - Students will then contact targeted organizations
    - Students will develop evaluation techniques and measurement of efforts.

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## ***Education alliances***

- Develop alliances with schools in a number of areas:
  - Set up and implement a special summer “video camp” for young consumers who currently participate in YMCA, YWCA and Big Brother.
  - Set up and implement a partnership with UWM ( The Helen Bader School of Social Welfare) to initiate an “in-service” program where students take a capstone class worth credit to donate their time and creativity for one semester during their senior year. Other schools could possibly be looked at like the Business School and Arts program.
  - Organize some consumer, educational oriented promotion at schools. Schedule presentations during “Teacher’s In Service Day.”
  - Create a survey/informational form and public/personal selling presentation to administer and distribute to any school to field interest and create awareness of MATA’s programs and services.

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## Membership

- Increase membership through the following tactics;
  - Plan to have a table or booth at non-profit events.
  - Trade show appearances at Educational events.
  - Advertise as a banner ad on the Internet in conjunction with a non-profit with a similar mission.
  - Advertise in the local viewing area on local bus shelters and buses.
  - Have previous customers perform public service announcements for MATA.
  - Become involved in the Urban League to spike interest.
  - Join the Chamber of Commerce.
  - Get involved with the Kiwanis, Jaycees, media and art clubs, Woman's clubs, African American Clubs. MATA needs a heartstring, an emotional connection between MATA and their users.

*Requires more  
staff or volunteers*

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### ***Public Relations***

- Create articles about the individual success stories of graduates of MATA- both the older graduates and the younger graduates.
- Publish events in University and school newspapers and newsletters.
- Pair up with Big Brother's program and do a weekend fun activity. The participants could come and create a fun, educational video and get to take it home with them.
- Do contests where people come to make videos and the best video is shown on MATA's channel.
- Pair up with charities and do a commercial/video that could be aired on TV and fliers could be distributed in the area. People could come to donate food and MATA could get exposure that way.

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***Equipment Rental/ Studio Rental***

- Utilize interns to develop brochures and selling materials for equipment rental and studio use.
- Interns will also research and develop target list of organizations and initiate appropriate contact.
- Reports will be compiled monthly to determine successes or reasons for non-success to address.

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## ***Long Range Fund-raising event considerations:***

- George Tillman Film Showing
  - George Tillman, a MATA alumni, has become well known in Hollywood for a series of films. MATA will invite him back to Milwaukee for a fund raising gala event. Corporations will be solicited for sponsorship, tables at the event, and underwriting of Tillman's appearance. Include a silent auction for additional revenue production. (pending Tillman approval)
- MATA Film Awards – The "Tillman Awards"
  - Leverage Tillman to create an award show where creative awards are given to MATA producers. For naming the award after him, Tillman will be asked to underwrite the award. The show will be taped and then shown on MATA's channels, with potential for additional showings/PR opportunities citywide.