Assistant Producing Director & Fundraising Intern Portfolio

MKTG 480 Marketing Practicum
Spring 2022
By: Mariana Urrea
# ACTS

## Overview

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Overview

The Organization - Bellingham TheatreWorks

Bellingham TheatreWorks is a 501©3 nonprofit, founded in 2014 by WWU theatre professor Mark Kuntz and playwright/ producer Steve Lyons.

The mission of Bellingham TheatreWorks is to produce stories of significance to the Pacific Northwest, with an emphasis on local actors and local playwrights.

Internship Supervisor

Steve Lyons
Producing Director
The Position(s)

As the Bellingham TheatreWorks intern for Spring quarter 2022 I was

One Girl who wore Two Hats.

What follows is the job descriptions for the two hats I wore.
**Fundraising Intern**

Working with the producing director and one or two volunteers, intern responsibilities will include:

- Goal of generating $4000 in direct donations from business and community organizations.
- Getting sponsors does not happen over the phone or through email. Willingness to meet face-to-face with local businesses is a must.
- Design and have printed a brochure to hand out to potential business and individual donors. We have one already, but it needs to be updated. Or design an entirely new brochure.
- Pursue/coordinate sponsorships from businesses and community organizations (starting with businesses that sponsored us in 2019)
- Use our Google Docs system to keep track of businesses contacted and responses. Not in document what plays/dates the business is acting as a “show sponsor.”
- Coordinate business sponsor ads in the program
- Work with social media czar for shout-outs to business sponsors
- Offer creative perks for businesses. Monitor donation perks for businesses. Possible perks include comp tickets, program ads, events at businesses and other perks.
- Working with the graphic artist who is creating the program, oversee the acknowledgement of donors and sponsors in the program
- Working with our community outreach coordinator (Cindy Whiston), explore possible partnerships (sponsorships and tickets) with these non-profits.
- Willingness to attend meetings, such as the Fairhaven Historic Association and the Whatcom Center for Philanthropy. Schmooze with attendees.
- As needed, work with businesses to create ads for the FSRT program.
Assistant Producing Director

Working closely with Bellingham TheatreWorks producing director Steve Lyons, Mariana will be working on the many efforts that go into putting on a theatre production. Most of the responsibilities will be in the area of marketing the shows and getting an audience. We have been marketing shows since 2014 and so the intern will be building upon that history.

- Serve as key contact for media
- Write the 2022 Fairhaven Summer Repertory press release.
- Send out press release to media
- Pursue getting feature articles in local media. See examples of last year’s media coverage here.
- Pursue radio publicity, including ads and public service announcements and on-air radio interviews
- Place paid ads in local media
- Place calendar listings
- Look into logistics of banner across Fairhaven Parkway. (Scott Ward can help) Maybe pursue that, depending on cost.
- Create 4x6 cards for local businesses and hotels to hand out.
- Research and coordinate non-profit benefits. We donate a pair of season tickets to benefit galas, such as Lydia Place or the Bellingham Festival of Music. Create table display for the silent auctions.
- Get banner made for tabling at street fairs. (Ask Steve!)
- Coordinate and assist with tabling at street fairs. These include the Historic Fairhaven Festival during Ski to Sea weekend.
- Create the program for Fairhaven Repertory Theatre 2022
Learning Objectives

Below is a list of learning objectives that I was eager to accomplish and organize during my internship journey

❖ **FUNDRAISING:**
  - The process of generating direct donations and pursuing/ securing business sponsors for an event
  - Gaining confidence in my abilities to leverage established business relationship/ partners and initiating new relationships

❖ **DESIGN:**
  - The process of designing and printing a brochure for business purposes that is to be distributed
  - Designing a program for an event and properly acknowledging community support in the program
  - The process of installing and designing a banner

❖ **MEDIA:**
  - The process of leveraging local media connections to successfully publish featured articles
  - Pursuing radio publicity
  - Executing paid advertising

❖ **TABLING:** Tabling at local events

❖ **NON-PROFIT ORGANIZATIONS:** The dynamic of a non-profit organization and their marketing process

❖ **THEATRE:** The journey before a theatre production hits the big stage

❖ **COMMUNITY BUILDING:**
  - Best practices for uniting a community around the arts
  - Best practices for educating and bringing awareness to a local arts project
  - The process of collaborating with local/ small businesses
Skills Acquired

Exceptional written and oral communication
Community Marketing
Google Workspace
Time Management
Event Marketing
Email marketing
Problem Solving
Public speaking
Decision Making
Adaptability
Negotiation
Fundraising
Storytelling
Teamwork
Branding
Design
Letters of evaluation

May Evaluation

Bellingham TheatreWorks
www.BellinghamTheatreWorks.org

May 1, 2022

Cat Armstrong Soule
Professor of Marketing
Western Washington University

RE: MKTG 480 Marketing Practicum with Mariene Urrea

Dear Professor Armstrong,

We have enjoyed working with intern Mariene Urrea. She has been a team player and has enthusiastically jumped into marketing our upcoming “Fairhaven Summer Repertory Theatre,” a “product” that she has little previous experience with.

We meet every Wednesday to go over her progress in pursuing the goals for the week.

Her focus in these first few weeks has been:

- Fundraising
  - Contacting potential sponsors, using our 2019 sponsors as a jumping off point.
  - Exploring various “co-promotion” opportunities with sponsors, such as Village Books selling the book in our lobby of one of the plays.
  - Keeping track of sponsorship levels and sponsorship ads
  - Pursuing ad exchanges with organizations such as the Bellingham Festival of Music
  - Developing a fundraising brochure

- Publicity
  - Calendar listings
  - Gala auction donations
  - Poster design team
  - Ad design team
  - Article placement with Bellingham Alive magazine
  - Research tabling opportunities at local street fairs, such as the Fairhaven Festival.

- Record keeping
  - Using GoogleDocs to keep track of progress
  - Regular email communication with me and with Lauren Brigolini, our social media and marketing citr

She has a goal of raising $4,000. She landed her first solid donation ($250) and has multiple other potential sponsors on the line.

2800 Church Street • Bellingham • WA • 98225
360.933.1096 • BellinghamTheatreWorks@gmail.com
June Evaluation

June 1, 2022

Cat Armstrong Soule
Professor of Marketing
Western Washington University

RE: MTGG 480 Marketing Practicum with Mariana Urrea

Dear Professor Armstrong,

We have continued to enjoy working with intern Mariana Urrea as an Assistant Producing Director for our upcoming festival – Fairhaven Summer Repertory Theatre. An Assistant Producing Director tackles a myriad of behind-the-scenes tasks. Her focus has been fund-raising and publicity.

I took particular delight in watching her at the monthly Fairhaven Association meeting in mid-May. This is a meeting of business members from Fairhaven. I spoke at the meeting about our upcoming Fairhaven Summer Repertory Theatre. Then Mariana jumped up and talked about our need of sponsors and the “opportunity” to give us money! After the meeting ended, she totally “worked the room,” networking with the people there. One business at that meeting that she connected with just sent us a $400 check! And the woman who owns Galliano’s Ber and Fairhaven Village Inn came up to me and said “Boy, she is good!”

Sponsorships (donations) continue to pour in and they are all a result of her efforts. She is over $4,000 in donations. Asking businesses for money is not easy. It takes persistence and finesse. Businesses want to know how giving money to us benefits them. And Mariana has been able to smoothly present the sponsorships as “win-win.”

Each donation is linked to an ad and often complimentary tickets for the business. She has used Google Docs to keep track of all this.

We meet every Wednesday to go over her progress in pursuing the goals for the week.
Accomplishments

Before I begin working with an organization/business one of the first things I like to do is develop a mood board which encompasses all the brand elements of an organization and allows me to get a better understanding of the businesses brand image.

The Bellingham TheatreWorks/ Fairhaven Summer Repertory Theatre Mood Board I developed can be found below:
FUNDRAISING

Leveraging our 2019 business relationships my role as the Fundraising Intern was to secure business sponsorships for Fairhaven Summer Repertory Theatre 2022 one of Bellingham TheatreWorks annual summer project.

The goal of Fairhaven Summer Repertory Theatre is to bring world class theatre with a local twist to the Fairhaven Community.

Utilizing Google Workspace, I co-developed an Outreach Tracker (Picture 1) with our Marketing Director that played an instrumental role in organizing my outreach progress.

I organized all the 2019 sponsors as seen on the 2019 program (Picture 2) and on the 2019 Fairhaven Summer Repertory Theatre Summary (Picture 3) and revamped our Menu of Perks (Pictures 4 & 5) which outlined the benefits associated through a business sponsorship before pursuing sponsors.
BUSINESS SPONSOR TRACKER

ATTENDANCE - PERFORMANCE CALENDAR WHERE REACH OUT
Personal Goal: GENERATE 4,000 direct contacts. FPHT Goal: 600+ overall.

PERKS: tickets, kicks in program events at businesses (co-promotion in exchange of ideas)

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<tr>
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<th>Important</th>
<th>DOMINATE Status</th>
<th>Contact</th>
<th>Website</th>
<th>Date Started</th>
<th>Notes</th>
<th>Value</th>
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So far, we have raised: $4,099.00

MENUS OF PERKS

For FAIRHAVEN SUMMER REPERTORY THEATRE (FSRT) 2022
BELLINGHAM THEATREWORKS

Thank you for taking the time to learn what we can offer your business! Below are details regarding sponsorship levels and co-promotion ideas so we can support each other.

THINGS YOU SHOULD KNOW:

- Fairhaven Summer Repertory Theatre is 24 theatrical productions presented Tuesday - Sunday in June-July 2022.
- All audience members receive a program.
- 1,800 people attended FSRT in 2019.
- The majority of shows in 2019 sold out. So, this year we are increasing capacity from 90 in 2019 to 120 seats in 2022, with a corresponding increase in total attendance.
- Many audience members have dinner at a restaurant before the show.
- Bellingham TheatreWorks is a non-profit organization. Donations are tax deductible.
- We are partnering with Historic Fairhaven Association and Firehouse Arts & Events.
- Our theme this year centers around youth and family.
- We are partnering with community organizations to host talk-backs surrounding the theme of our productions.

CO-PROMOTION OPPORTUNITIES:

- Tickets for your business's loyal customers or employees
- Ad exchange
- Social media contest or giveaway with a prize
- Have FSRT tickets serve as a prize for a contest or giveaway; your business hosting.
- Email our subscribers.
- Billed creation of an event specifically for staff
- Theatrical raffle is a fun way to get your logo in our social media streams for coffee and tea or water before the show; something more.
- Naming rights to a related event on FSRT socials
- Your shop would produce a program, check them out the day before and week for their word.
- Product placement as a prop in a theatre production, with acknowledgment in the program
- On-site product sampling opportunities or display opportunities (printed pieces)
- Arm Fairhaven theatre show
- Donation bags
- Offer coffee or another space for print materials (theatre postcards, theatre brochure)
- Creating content, such as articles, posts, videos, and other items to share online.

Thank you for your time, and interest. We look forward to hearing from you!
Through leveraging established relationships and initiating new ones I successfully raised

$4,000+

in Business Sponsorships
EMAIL TEMPLATES

Using email marketing principles, I revamped our 2019 email templates and utilized them during my fundraising outreach process.

With our JUNE 1st DEADLINE for ads and donations coming up I wanted to check in to see where ____ where in terms of being a sponsor for Fairhaven Summer Repertory Theatre.

I wanted to remind you that as a BUSINESS SPONSOR we offer advertising space in our program, verbal acknowledgement of your support in speeches before shows, and custom co-promotion opportunities.
SPONSORSHIP RECOGNITION

Business sponsors are acknowledged in our program and during our shows.

I organized written communication and digital assets using Google Workspace.
ASSISTANT PRODUCING DIRECTOR

As the Assistant Producing Director Intern my role was to lead publicity efforts for Fairhaven Summer Repertory Theatre 2022.

PRESS RELEASE

Developed the 2022 Fairhaven Summer Repertory Press Release and distributed it to local media outlets.

Media Contact: Mariana Urrea 206-293-0990
mariana@bellinghamtheatreworks.org

Who: Bellingham TheatreWorks
Where: Firehouse Arts and Events Center, 1314 Harris Ave, Bellingham, WA 98225 (in the Fairhaven area)
When: June 28 through July 24. Tuesday through Sunday every week.
Time: All shows at 8pm except Sunday shows at 4pm
Tickets: Available at www.BellinghamTheatreWorks.org
Single Tickets $20
Season Tickets ($50 for all three shows)

Bellingham, WA – April 21, 2022 –

Bellingham TheatreWorks, in partnership with The Firehouse Arts and Events Center and The Historic Fairhaven Association presents: Fairhaven Summer Repertory Theatre.

Running six days a week June through July, we are producing three plays: The Curious Incident of the Dog in the Night-Time by Mark Haddon, adapted by Simon Stephens, Big Scary Animals by Matt Lyle, and The Children by Lucy Kirkwood. Opening on June 28th and closing on July 24th, each play will be presented a total of eight times over the four-week period. Our Sunday performances will be followed by a series of talkbacks that will be led by local community organizations.
FEATURE ARTICLES & RADIO PUBLICITY*

Pursued featured articles in local media outlets such as:

❖ Bellingham Alive
❖ Cascadia Daily News
❖ Bellingham Herald
❖ Klipsun
❖ Western Front
❖ Western Today

Pursued radio publicity in:

❖ KAFE and Mandy Show
❖ KUOW

*Unfortunately, featured articles and radio publicity were learning experiences that expanded beyond my time as an intern, so I only had a chance to be part of the initial conversation.

Coordinated Photoshoot for One of Our Productions

Results to The Curious Incident of the Dog in The Night-Time photoshoot can be found below
BROCHURE

Collaborated on the design and printing of our 2022 brochure

SUMMER SHOWS

THE CURIOUS INCIDENT OF THE DOG IN THE NIGHT-TIME
BY MARK HAZEN
ADAPTED BY JOHN STEINBECK

TICKETS & INFORMATION AT WWW.BELLINGHAMTHEATREWORKS.ORG

BIG, SCARY ANIMALS
BY MATT DUFF

DONATE
Bellingham TheatreWorks
2800 Church Street
Bellingham, WA 98225

REACH US AT
360-296-1723
marina@bellinghamtheatreworks.org
www.BellinghamTheatreWorks.org

CALENDAR LISTINGS

July 1 onwards

Fairhaven Summer Repertory Theatre

Explore three plays in the theme of "You'll understand when you're younger" from June 28th - July 24th.

Feathered Friends (June 28-30, July 1-3)

Paddle Triathlon

Saturdays, June 11 & 25
Competition: 300, 600, 900, and 1200 m
Lake Whatcom: 10:30 am, Bellingham, WA 98225

2022 Family Picnic of Whatcom County Bed Race

Sundays, June 19 & 26

Fairhaven Summer Repertory Theatre

Tuesday, June 28, 2022
Tuesday, July 5, 2022
Fairhaven Summer Repertory Theatre

Tuesdays, June 28-30, July 1-3

Bellingham TheatreWorks, in partnership with The Fairhaven Arts and Events Center and The historic Fairhaven Association presents three plays on the theme of "You'll understand when you're younger" from June 28th - July 24th.

Exploring the triumphs and tribulations of growing up, these three plays perform in repertory six nights a week for four weeks!

All shows begin at 8 pm except Sunday shows which begin at 4 pm. Single tickets are $20 and Season tickets for all three plays are $30. Tickets can be purchased here: https://www.bellinghamtheatreworks.org/
AD EXCHANGES

Accomplished 5 ad exchanges with local arts organizations

❖ Mount Baker Theatre
❖ Sylvia Center for the Arts
❖ Bellingham Symphony Orchestra
❖ Pickford Film Center
❖ Bellingham Festival of Music
DISPLAYS

- Collaborated with the City of Bellingham and local business - *Sings Plus* to successfully display a banner across Old Fairhaven Parkway
- Facilitated table displays for
  - Sehome Band Booster Fundraiser
  - Fairhaven Festival - Fairhaven Association Booth
- Distributed postcards at local visitor centers
AND THAT'S A WRAP