

STRAWBERRY FESTIVAL AFTER ACTION REPORT

	PROJECT	VPD and VPF Public Engagement and Fundraising Booth at the Strawberry Festival.
	SCOPE	Plan, implement, and operate a public engagement and fundraising booth that effectively communicates our missions, engages the public, and generates financial contributions to support the Parks Foundation.
	OBJECTIVES	<ul style="list-style-type: none"> • Increase public awareness and understanding of our organization's mission and impact • Engage with a diverse audience to foster community connection and support. • Collect donations and pledges to meet or exceed fundraising targets • Recruit volunteers and gather contact information for future engagement • Gather feedback from the public to inform future strategies. • Centering an aspect of fun to our booth to build goodwill and connecting with people • Raise awareness about the foundation • Connect with people • Explain the work we do • Clarify what the VPD is and does
	STAKEHOLDERS	<ul style="list-style-type: none"> • General Public • Dunkees • Sport Organizations • Local Non-Profits • VPD Board of Commissioners • Parks Foundation Board • Booth Neighbors • Strawberry Festival Organizers • Park users • Drop-in program leads • The dunkers • Staff at VPD • Schools
	WHAT DID WE EXPECT TO HAPPEN?	An exciting, engaging experience where community members are drawn in by the spectacle of the dunk tank. After attracting people to our booth, we expected to communicate our missions, share the good work, develop new relationships, strengthen current ones, foster a stronger community connection, and discussion financial contributions. We did not expect to raise more than the cost of the dunk tank rental.

	<p>WHAT HAPPENED?</p>	<p>The spectacle of the dunk tank “stole the show.” We raised more money than we expected, almost \$2,400. Although meaningful park-related engagement with many community members occurred during dunk breaks, there were less opportunities than we expected. When the dunking ended, the crowd tended to disperse. There were less questions about the parks than expected, the throwers were mostly kids, and we experienced instances of language barriers. On a positive note, the Dunkees really leaned in to their attire.</p>
	<p>WHAT WENT WELL AND WHY?</p>	<ol style="list-style-type: none"> 1. The location was perfect - we were a speed bump for the festival and attracted large crowds 2. We were interactive the festival goers 3. The carnival barking was an important component 4. We were fun because we are fun people! 5. The community was clearly engaged
	<p>WHAT AND HOW CAN WE IMPROVE?</p>	<ol style="list-style-type: none"> 1. Start planning before the Chamber 2. Co-Staff Schedule (VPD, VPF) 3. Have Access Staff at Ober during the Festival 4. Staff Maintenance Crew during the Festival 5. Add protective barrier to performance room floor 6. Work with security in advance to ensure staff access to Ober lot 7. Improve booth branding (new banners, tablecloth) 8. More Partners with us in the parade (SEALS, BARC, Camps, etc) 9. Dedicated staff area for breaks, by Ober or in Village Green 10. Purchase and brand dunk tank (for Board Consideration) 11. Coordinate w/ KC Library to avoid programming/setup conflicts 12. Dunkee medals 13. Heated water for dunk tank 14. Sandwich board with Dunkee Schedule and identify rep orgs 15. Increase advance promotion 16. Staff Strawberry Festival themed attire 17. Security fencing around dunk tank to prevent button pushing 18. Can we sink into a location (sidewalk)- A question for the organizers 19. Additional carnival barkers (Joshua Henderson) 20. More staff/board members at the booth 21. People to take money, share messaging, etc. 22. The lines blocked our messaging, booth reconfiguring 23. Larger money box 24. Third space? Could be across the street. 25. Bringing our partner orgs in – booths in same area 26. Video / Engaging Visual Aid (Daylight) – Drone footage 27. Org chart of VPD and partner orgs 28. Notify dunkees of the amount they raised (barometer we can reset) 29. Push the button option (\$100) 30. Badges for everyone – big enough to read 31. Improved signage regarding what we are raising money to do 32. More towels 33. Throw lines 34. RULES, particularly related to what happens when it doesn't trigger

		<p>35. Branding on the dunk tank 36. Button Maker – at Ober as an activity for kids 37. Sponsorships for the Dunk Tank 38. Booth layout (payment and queue away from messaging)</p>
	<p>CONCLUSION</p>	<p>The festival was a success and there are key areas where we can improve. Next year we need to maintain the location, dunk tank, and energy VPD and VPF representatives brought. See supplemental spreadsheet.</p>
	<p>ACTION STEPS</p>	<ul style="list-style-type: none"> • Create a timeline for 2026 • Create a To Do list • Checklist(s) • Buy a dunk tank? • Multi-lingual marketing material