

# WE DESERVE BETTER.

A CAMPAIGN FOR THE  
2020 CENSUS

## UNIVERSITY OF FLORIDA 2020 BATEMAN ENTRY

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# EXECUTIVE SUMMARY

Only 72% of the Gainesville, Florida population participated in the 2010 Census. According to the U.S. Census Bureau, this lack of participation resulted in the city's underfunding of \$390 million over the past decade. Aid disparity impacts low-income families, college students and a variety of other local subgroups. To ignite interest and participation in the 2020 Census among specific hard-to-reach subgroups, the University of Florida (UF) Bateman Team designed a campaign with an action-oriented goal and intentional messaging strategy to improve community funding for the next decade.

Gainesville, nationally known as "The Swamp," is home to over 133,000 people, including nearly 70,000 college students. UF ranks as the #7 public university in the nation, according to the U.S. News & World Report; however, you do not need to be a student to identify as part of the Gator Nation. Community members, young and old, proudly sport bright Gator orange and blue at rowdy home football games and sing to the late singer-songwriter Tom Petty's "Don't Back Down" as tradition demands. The Gator Nation embodies pride for Gainesville and a sense of togetherness between students and permanent residents. Inspired by this bond, The UF Bateman Team developed and implemented a grassroots campaign driven by a strong, research-based digital strategy. For example, we intentionally used the familiar Gator orange and blue for branding purposes. Additionally, our campaign was predominantly in English, however, we also created content in Spanish to reach Gainesville's substantial Hispanic population. We decided early on that every Gator counts.

The ultimate goal of the campaign was to educate and energize 2020 Census participation among college students and renter populations in Gainesville. The team accomplished this by debunking census misconceptions and promoting the online option. To reach its target audiences, the team predominately used a two-step flow strategy working alongside the Alachua County Census Complete Count Committee (CCC), local professionals, student leaders and university representatives. We hosted events, formed strategic partnerships, created interactive activities and worked in earned, shared and owned media.

The "**We Deserve Better**" campaign used messages that conveyed each member of the Gainesville community deserves better – better transportation, social services, educational opportunities, hospitals, housing, roads and more. The campaign embodies the 2020 U.S. Census Bureau's core message, "Shape Your Future. Start Here," which empowers community members to take ownership of their futures for the next decade. We are proud to say we reached over 30,000 students and 15,000 renters across Gainesville, many of whom contributed to the over 20,000 individuals who participated in the 2020 Census by March 20, 2020.

## RESEARCH

### SECONDARY RESEARCH

#### *National and State Context*

The 2020 Census Barriers, Attitudes and Motivators Study (CBAMS) found an overarching trend in public distrust of the government. Of the 17,500 people surveyed, 24% reported they were "extremely concerned" about the U.S. Census Bureau sharing their data to other government agencies. With this year being the first to offer online participation, privacy concerns are extremely relevant, especially in light of Russia's alleged interference in the 2016 election. Additionally, many have expressed concern and distrust in the wake of President Donald Trump's attempt to include a citizenship question on the census. Furthermore, the CBAMS survey reported that only 45% of people in the U.S. knew of the census' role in determining community funding, meaning Floridians do not understand how billions of dollars are distributed to over 55 large federal spending programs in the state (A-1).

*Members of the UF Bateman Team frequently attends CCC meeting to foster partnerships with community opinion leaders and give insight into student perspectives.*



## Gainesville Context

The U.S. Census Bureau reports that Gainesville has one of the highest poverty rates in Florida at 33%. In 2018, the annual poverty threshold for a family of four in Gainesville was \$25,465 while the median salary for a local resident was \$34,226. Low-income families are historically one of the U.S. Census Bureau's hard-to-count populations. Gainesville also has the highest rent-cost burden rates of any metro area in the state of Florida, according to Harvard University's Joint Center for Housing Studies.

The team consulted with Armon Lowery, a partnership specialist with the U.S. Department of Commerce and the U.S. Census Bureau, in November of 2019 (A-2). With two colleges in the area, UF and Santa Fe College (SFC), we learned that close to 20,000 students did not participate in the 2010 Census or were counted incorrectly. Lowery explained that this resulted in misdrawn district lines and significant underfunding for the city. Our meeting with Lowery was the catalyst for joining the CCC to help support the mission of the U.S. Census Bureau as directed in the Bateman Case Study Competition's project brief. In addition, we hosted David Arreola, a Gainesville City Commissioner to gain a better understanding of the Gainesville community. Arreola encouraged us to think about where our target audiences were on a daily basis and who would be most reliable to spread messages using word-of-mouth. Through the CCC, we connected with Rev. Karl Anderson, president of the Alachua County Christian Pastors Association (ACCPA). Anderson suggested we tackle lower-middle class to low-income families, who make up a large portion of Gainesville's renter population.

## PRIMARY RESEARCH

### Qualtrics Survey Results

Primary research survey, approved by UF Institutional Review Board, spotlighted specific reasons why people are less likely to complete the census (A-3).

Our survey of 130 Gainesville renters and students revealed the following:

- Almost 50% of those surveyed believed they were supposed to count themselves in their hometown
- Over 40% of our target audiences do not believe participation in the census can make a difference in their community
- 82% of people do not believe the census ensures data security, including preserving citizenship status.

### Focus Group Analysis

Following the survey, we conducted a focus group of nine participants to confirm results from our survey and to test slogans, campaign materials and key messages (A-4).

Our focus group resulted in the following findings:

- Participants confirmed that understanding which services in Gainesville receive funding based on census data would motivate them to participate
- Participants confirmed that emphasizing confidentiality is important to ensuring participation — online and through traditional methods
- Participants revealed that the **“We Deserve Better”** slogan would be more effective than “You Deserve Better” or the Gainesville-specific “GNV Deserves Better”
- Participants confirmed engaging posts, and interactive materials and tabling tactics would be effective.

## MISCONCEPTIONS AND SOLUTIONS

We identified some of the major misconceptions in our secondary research (see A-5 for full SWOT analysis) that we suspected would be obstacles. We confirmed them through our primary research. Below are the top three misconceptions among our target audiences and how we planned to address them.



<b>MISCONCEPTION 1</b>	<b>Only 31.3% of students know they count in Gainesville.</b>
<b>WHY THE MISCONCEPTION?</b>	Many students identify with their hometowns or think they count in their family's household due to financial dependence, where they are registered to vote, etc.
<b>SOLUTIONS</b>	<ol style="list-style-type: none"> <li>1. Channel students' identity affiliation as Gators to reframe the definition of "home."</li> <li>2. Do not use the term "resident." Instead use "member of the Gainesville community."</li> <li>3. Explain to students that they leave a legacy for the Gators who come behind them.</li> </ol>

<b>MISCONCEPTION 2</b>	<b>Only 18.1% of survey respondents believe census data is confidential.</b>
<b>WHY THE MISCONCEPTION?</b>	Many individuals distrust the government due to residual fear from the attempt to include a citizenship question and fear of data breaches.
<b>SOLUTIONS</b>	<ol style="list-style-type: none"> <li>1. Use two-step flow of information to capitalize on other organizations' credibility.</li> <li>2. Explain legal consequences of U.S. Census Bureau officials who share private data.</li> <li>3. Highlight the absence of a citizenship question and explain why it was removed.</li> <li>4. Provide resources that explain U.S. Census Bureau security measures.</li> </ol>

<b>MISCONCEPTION 3</b>	<b>Only 22.2% of respondents understood how census data was used.</b>
<b>WHY THE MISCONCEPTION?</b>	The census is only taken every ten years, and this is most students' first time participating.
<b>SOLUTIONS</b>	<ol style="list-style-type: none"> <li>1. Focus on the direct connection between census data and representation/funding.</li> <li>2. Highlight everyday examples of what census data is used for (i.e. transportation, health and emergency services, etc.).</li> <li>3. Ask students what Gainesville deserves better and connect those topics to the census.</li> </ol>

# PLANNING

See section A-6 for our goal and key messaging conceptualization.

## GOAL

To inspire students and renters across the Gainesville community to express the sentiment **"We Deserve Better"** by participating in the 2020 Census.

## OBJECTIVES

EDUCATE	
Objective 1	Objective 2
To reach 10% (6,742) of students in Gainesville to educate them on the importance of the 2020 Census by March 20, 2020.	To reach 5% of renters (2,878) in Gainesville to educate them on the importance of the 2020 Census by March 20, 2020.
EMPOWER	
<p><b>Objective 3:</b> To have 700 people in Gainesville participate in the 2020 Census between March 12, 2020 to March 20, 2020. <i>Our team knew we carried the most influence among our primary audience: students. Between SFC and UF, there are 67,422 students in Gainesville. We wanted to convince 1% to participate. We felt comfortable with this number because we knew that 78% of UF students rent, therefore overlapping our audiences and how they would see our messages.</i></p>	

## TARGET AUDIENCES

*Primary Audience: Students in the Gainesville Community (A-7)*

UF has 52,367 students. About 22% of students live on campus. Most of the remaining 78% live in apartment complexes. UF's racial breakdown is as follows: 57% White, 15% Hispanic/Latino, 8% Nonresident Alien, 7% Asian, 7% Black or African American and 3% unknown. SFC serves 15,055 students. About 41% of SFC students take classes full-time. Approximately 35% of the students are minorities, a majority of who are Hispanic and Black. SFC does not have dorms, which means most students either live at home or in apartment complexes.

### *Secondary Audience: Renters in the Gainesville Community*

Renters make up 43% of households in Gainesville. Gainesville is also the most impoverished city in Florida with a poverty rate of 33.6%, compared to the national average of 13.4%. The racial breakdown of Gainesville as a whole is as follows: 56% White, 21% Black or African American, 11% Hispanic/Latino, 7% Asian, 4% Mixed Race and 1% Other.

## KEY MESSAGES

### *Primary Message*

Our campaign is centered around the concept **“We Deserve Better.”** Our message was inspired by the simple but clear key message included in the PRSSA 2020 Bateman Case Study Competition Project Brief: “The 2020 Census is important.” In other words, an accurate count has a direct impact on the quality of life in Gainesville. To ensure this message would resonate with our audiences, we posed the question, “What does Gainesville deserve better?” From there, we tailored messages to audience segments by capitalizing on issues they care about most and connected those issues to the importance of an accurate census count. Additionally, this message had a natural flow with the U.S. Census Bureau’s messaging: **“We Deserve Better. Shape Your Future. Start Here.”**

### *Secondary Message*

The secondary key message for our campaign was “Where You Sleep.” We intentionally crafted this message to target the misconception that students should count in their hometowns. We educated students that, “You count where you sleep more than six months of the year.”

## SOLUTION OVERVIEW

Our research revealed that our audiences were most likely to be effectively reached and influenced through social media, events and from the voices of trusted organizations. We customized tactics for our renter and student populations accordingly.

Our four-person team responded to this information by recruiting a fifth member dedicated to social media. She also was bilingual (English/Spanish) which was strategic for our campaign given that our second largest demographic was Hispanic/Latinx. This decision proved invaluable at the end when our campaign was moved completely to digital platforms due to the COVID-19 crisis. The remainder of the campaign was a grassroots movement. We knew the prestige of the Bateman Team would not be enough to interest our target audiences, so we relied on opinion leaders to help drive our messages through two-step flow of information.

# IMPLEMENTATION

See A-8 for full implementation schedule.

## STRATEGY 1: HOST EVENTS (A-9)

*Rationale: 25% of survey respondents included events among the top three most motivational forms of communication.*

- **Give Gainesville Some Love Event:** Tabled outside the student union on Valentine’s Day and handed out Valentine’s Day cards and candy “from” the 2020 Census. The cards had quick response (QR) codes to our website. Students also interacted with our “What Does Gainesville Deserve Better?” Activity and asked us questions about the 2020 Census. The organization tabling next to us had music playing, so we made sure to engage, dance and have fun with other organizations’ members who were present (A-9.1)
- **Where You Sleep Event:** Constructed a bed and placed it in the Plaza of the Americas. Curious students asked why we were there, the purpose of the bed and if they could pose with it for pictures. We asked students rushing by on their way to class if they wanted a sticker, and gave them a 2020 Census flier to go along with it (A-9.2)
- **Public Library Tabling:** Tabled at the Alachua County Library District - Headquarters Branch to inform community members who used the library’s resources about the 2020 Census. Our 2020 Census banner caught people’s eye, and we placed an image on an open laptop screen that informed library goers that the online participation option opened on March 12 (A-9.3)

The UF Bateman Team hosts the Give Gainesville Some Love event on Valentine’s Day to officially kick-off the “We Deserve Better” campaign.



## STRATEGY 2: STRATEGIC PARTNERSHIPS (A-10)

*Rationale: 27.7% of respondents included official organizations among their top three most trustworthy sources.*

- **General Body Meeting Presentations:** Presented at meetings for the Hispanic Student Association, Women's Student Association, Black Student Union and UF and SFC Senates. This allowed us to educate students and engage additional influencers to further spread our messages on two campuses (A-10.1).
- **Partnered Tabling Efforts:** Interacted with attendees of the SFC Social Justice Festival (A-10.2) and of the City of Gainesville Annual State of the City Address (A-10.3)
- **Private Sector Media Partnership:** Tabled at the KISS 105.3 Census Celebration alongside KISS staff, City of Gainesville staff, census recruiters and President Kent Fuchs to engage with students on campus (A-10.4)
- **Public Sector Partnership:** Presented campaign plan to the Gainesville Board of City Commissioners at the Feb. 20 meeting and was recognized at the Alachua County Board of Commissioners March 10 meeting as a partner of the CCC (A-10.5)
  - We collaborated with CCC partners as they created their campaigns. Due to our budget and timeline restrictions, we did not participate in execution, but were able to offer intellectual, creative solutions.*
- **Key Messaging Dissemination via Organization Leaders:** Used two-step flow of information to reach organization members and attendees with our key messages and collateral materials
  - **Mobile Clinics:** Distributed our posters and trilingual brochures in English, Spanish and Chinese to UF Health Mobile Clinics to give to low-income patients (A-10.6)
  - **Local Churches:** Distributed our bookmarks and children's activity pages to local churches, a trusted entity in low-income communities (A-10.7)
  - **Public Libraries:** Distributed our bookmarks and children's activity pages to libraries, whose resources are used by Gainesville renters
  - **First Year Florida Communication:** Asked peer leaders to send their classes our pre-drafted email containing key messages and information about the 2020 Census (A-10.8)
  - **2020 Census Wristbands:** Distributed 10,000 wristbands with QR codes to our website to bars (A-10.9)
  - **Greek Life Internal Communication:** Contacted presidents of the Interfraternity Council, National Pan-Hellenic Council and the Multicultural Greek Council to disseminate messages to their chapters (A-10.10)
  - **Listserves with Links to 2020 Census Online:** Secured listserv space in GatorTimes, College of Construction, Design and Planning, College of Nursing, College of Journalism and Communications Advertising Department and College of Journalism and Communications Telecommunications Department (A-10.11)
- **UF PRSSA Support:** Interviewed by a PRSSA member who featured the UF Bateman Team and our efforts in a blog post on the UF PRSSA website (A-10.12)

## STRATEGY 3: INTERACTIVE EFFORTS (A-11)

*Rationale: Our focus group participants confirmed that interactive tactics would be more successful.*

- **"We Deserve Better \_\_\_\_" Stickers:** Designed fill-in-the-blank stickers that individuals could personalize to fit what they believe Gainesville deserves better (A-11.1)
- **"What Does Gainesville Deserve Better?" Activity:** Used boards with the stated question across the top at tabling events. Asked participants to write their answers on sticky notes and add it to the boards (A-11.2)
- **Ambassador Program:** Recruited ambassadors to hang up posters on campus and table twice per week during the campaign
- **Children's Coloring Activities:** Designed an activities page with a word search puzzle, "draw your household" prompt and a description of the census to inform children and their parents about the 2020 Census

## STRATEGY 4: OWNED MEDIA (A-12)

*Rationale: About 24% of survey respondents reported online content among their top three preferred ways to consume news.*

- **Campaign Website:** Developed a website that hosted our blog, event gallery, and important information regarding the 2020 Census (A-12.1)
  - **Email Reminder Sign Up:** Encouraged Gainesville community members to sign up for an email reminder that was sent after the 2020 Census was available online to the public
  - **Campaign Blog:** Produced weekly blog posts that served as in-house media releases that highlighted events attended and/or hosted by the team (A-12.2)

## STRATEGY 5: SHARED MEDIA CHANNELS (A-13)

*Rationale: 31.2% of survey respondents included social media among the top three most motivational forms of communication.*

- **Channels:** Created Instagram, Facebook and Twitter accounts to inform and engage with students on social media.
- **Census Information:** Posted campaign PSA videos, statistics specific to Gainesville and curated content relating to the 2020 Census
- **Memes:** Created memes with 2020 Census information and our key messages
- **Giveaways:** Partnered with Study Edge, a popular education company among Gainesville students, to host two giveaways for one-month tutoring subscription
- **Events:** Promoted upcoming events and posted original content of past events
- **Stories & Highlights:** Posted Instagram and Facebook stories of speaking engagements, events, census FAQs and behind-the-scenes moments; saved memorable moments as highlights for audiences to view after the stories expired
- **Social Media Collaborations:** Collaborated with student organizations and influential UF departments to share our content on their platforms

## STRATEGY 6: EARNED MEDIA (A-14)

*Rationale: 28% of survey respondents included news organizations among their top three most trustworthy sources.*

- **Public Service Announcements:**
  - **TV:** Collaborated with WUFT to create six informative PSAs that targeted our audiences (A-14.1)  
The UF Bateman Team PSA is available to view on [vimeo](#).
  - **Radio:** Collaborated with WUFT to write and produce two radio PSAs (30-sec/15-sec) targeted to our audiences (A-14.2)
- **WUFT Media:**
  - **Noticias WUFT:** Gained news coverage for the “Where You Sleep” event; interviewed with Noticias WUFT, a Spanish news programming station, to share details of the event and to promote the opening of the online census (A-14.3)
  - **WUFT First at Five:** Gained media coverage for the KISS 105.3 Census Celebration; media coverage broadcasted on the day of the event during the 5 p.m. news on WUFT (A-14.4)
  - **WUFT Story:** Interviewed by a UF student reporter who covered two events to write a human interest story about our efforts: story published March 24 (A-14.5)
- **GHQ Interview:** Interviewed with Matthew Duffy from GHQ FM to promote online census participation and address the potential impact of the COVID-19 crisis on census participation (A-14.6)
- **The Independent Alligator Event Postings:** Created calendar postings informing community members of the team’s upcoming events on the website of local newspaper outlet, The Independent Alligator (A-14.7)
- **Press Releases:** Wrote and distributed press releases to various media outlets and journalists pertaining to specific campaign events and its community impact (A-14.8)

## COVID-19 RESPONSE

In an all-hands-on-deck approach, our team worked together to stay connected with our community partners and UF organizations to disseminate information about the 2020 Census via digital platforms and available community outlets (see A-15 for full COVID-19 response).

# EVALUATION

Our team constantly monitored, evaluated, and even adjusted when necessary, our campaign. We met several times a week to report our progress in-person, and posted daily check-ins on Basecamp to ensure the campaign was running smoothly. The first time we visited a public library, we realized that library goers were not interested in sitting through informational events. In response, we came back the next week and instead tabled inside the entrance to interact with people before they settled down with their nose in a book. When we presented at the SFC Senate on the other hand, we received positive feedback from our audience and a personal invitation to attend the SFC Social Justice Festival. Our team was committed to success, which we realized requires flexibility (A-16).

## EDUCATE

**Objective 1: EXCEEDED.** To reach 10% (approx. 6,742) of students in Gainesville to educate them on the importance of the 2020 Census by March 20, 2020.

*We exceed our objective by 350.7%, reaching approximately 30,387 students in Gainesville by March 20, 2020.*

Reached students through hosted events	1,150
Spoke to students through general body meeting presentations	385
Interacted with students at the KISS 105.3 Census Celebration	500
Interacted with students at the SFC Justice Festival	100
Distributed resources and key messages to students through internal organization channels	16,510
Distributed wristbands with QR codes to popular bars	10,000
Reached students through collateral material	750
Recruited ambassadors for tabling and fliering efforts	14
Interacted with students via ambassador tabling	500
Gained an aggregate total of followers on social media	478
	30,387

**Objective 2: MET.** To reach 5% (approx. 2,878) of renters in Gainesville to educate them on the importance of the 2020 Census by March 20, 2020.

Interacted with people at the Public Library event	69
Distributed collateral materials to UF Health Mobile Clinics (trilingual brochures and posters)	100
Distributed bookmarks to local churches and public libraries	275
Distributed children's activity pages to local churches and public libraries	240
Interacted with people at the City of Gainesville Annual State of the City Address	100
	784*

*\*Our team reached 55,100 people weekly through WUFT-FM radio PSAs, 11,912 people weekly through WUFT-TV PSAs and 12,982 people through other earned media. This led our team to believe that we exceeded our objective.*

**LIMITATIONS:** Most of our numbers came from working with traditional media, which means that we could not verify our total reach. Our team only reached 784 renters through events, partnerships and interactive efforts. This is because:

- Many renters were more comfortable with the familiar mail or phone options
- Apartment complexes were difficult to reach and/or uncooperative
- The U.S. Census Bureau's focus on "April 1" in its messaging was adopted by Gainesville's other census efforts; this date conflicted with our campaign
- Renters are more difficult to find online; therefore our team was not able to implement effective tactics during spring break, nor from March 12 to March 20 due to the COVID-19 crisis.

## EMPOWER

**Objective 3: EXCEEDED.** To have 700 people in Gainesville participate in the 2020 Census between March 12, 2020 to March 20, 2020.

*According to Census.gov, 15.7% of Gainesville members completed the 2020 Census by March 20, 2020. We exceeded our objective by 3,002%, with approx. 21,015 people having participated by our target date (A-17).*

## MEDIA REPORT

### Earned Media Report

The "**We Deserve Better**" campaign was successful in obtaining media coverage and reaching our audiences via traditional media tactics over the course of six weeks. The team worked with WUFT-FM, Noticias WUFT, WUFT.org, GHQ FM and WUFT-TV to gain coverage of campaign efforts. In total, this reached over 79,994 people across all media postings from Feb. 10 to March 20.

### Social Media Report

For the "**We Deserve Better**" campaign, we maintained a solid presence on Instagram, Facebook and Twitter, garnering a total of 478 followers (171 on Instagram, 247 on Facebook and 60 followers on Twitter). Overall, we published 198 stories and 160 posts. This included six original 2020 Census PSAs (aired weekly across each platform), which collectively had 3,672 views. Specifically, the content published during key census dates (March

12-20), reached 1,784 people on Instagram and Facebook, and generated 5,169 impressions on Twitter. By the end of the campaign, we reached a total of 8,495 people via Instagram and Facebook, and generated over 25,300 impressions on Twitter.

### Owned Media Report

Our campaign’s website, Gnvdeservesbetter.com, launched Feb. 10. The purpose of this website was to support our overall campaign, not serve as an evaluation metric because it is impossible to identify individual visitors as renters or students. Through our website, visitors could access information about the 2020 Census and the **“We Deserve Better”** campaign. This included census FAQs, information about the UF Bateman Team and our email reminder sign-up. Additional content featured blogs and press releases highlighting our campaign’s events. From March 12-20, it acted as a gateway to the 2020 Census questionnaire by directing traffic to my2020census.gov. By the end of the campaign, we received 164 reminder-email requests, and the website received 2,176 total page views.

## CONCLUSION

The UF Bateman Team recognized the gravity of our task when we took on the U.S. Census Bureau as our client. We viewed the 2020 Bateman Case Study Competition as an opportunity to leave a 10-year legacy for Gainesville, the city that gave us the launchpad for our careers as PR professionals. The CCC made it clear that we were on the front lines for reaching fellow students. We responded by reaching nearly 30,000 of them. Additionally, we reached over 15,000 members of the Gainesville renting community. At the KISS 105.3 Census Celebration, Rev. Karl Anderson, president of the ACCPA and our KISS 105.3 contact, said, “Man, I feel like you guys are everywhere!” Despite the COVID-19 crisis disrupting the campaign’s finale, Gainesville’s self-response total was over 20,000 households by March 20, 2020.

Only 72% of Gainesville participated in the 2010 Census. This time around, the Swamp won’t settle for less than 100% of the funding it deserves. The UF Bateman Team was proud to spark the movement, rally Gainesville to action and stand alongside our fellow Gators, bound by the simple understanding that **“We Deserve Better.”**

To learn more about the team that made this all possible, see our team one-sheeter (A-18).

## BUDGET

EXPENSES	
T-Shirts	\$240.00
Black Display Boards	\$40.00
Valentine’s Candy	\$14.00
<b>TOTAL</b>	<b>\$294.00</b>

IN-KIND DONATIONS	
Wristbands (10,000)	\$369.27
Web Domain and Hosting	\$40.00
Pizza for Focus Group	\$19.23
Copy Paper	\$94.95
Study Edge vouchers for Diamond Membership (2)	\$150.00
<b>TOTAL</b>	<b>\$669.22</b>

### THANK YOU TO OUR PARTNERS AND SPONSORS

