**Hoops for Heroes – Reflection**

**Introduction**

The Hoops for Heroes hoop-a-thon was a successful event. Our event started on time, ran smoothly, and finished without any negative incidents taking place. However, after the group did a self-evaluation of our event and looked over evaluations from the participants and volunteers, we discovered that there was room for improvement.

**Marketing**

To market our event we mostly used two social media sites, Facebook and Twitter. At first, this seemed like a great idea. Our target market was college-aged individuals; a lot of college students frequent the aforementioned websites. The idea was good but there was a problem. The person running the Facebook page could only invite people they were Facebook friends with. That limited the amount of people we could market our event to. Instead of marketing to predominantly college-aged students we could have used places like the YMCA and Parks and Recreation to target a younger audience to increase our participation numbers. On the day of the event we could have strategically posted signs outside of the venue and around Terrell Mall to attract people on campus that did not know of the event. Lastly, we could have marketed our event in the Daily Evergreen as well as creating a press release.

**Finance**

 As far as finance goes, we did not really have any problems outside of obtaining sponsors. All of our costs were covered and we raised over $800.00 for Marines of The Palouse. One thing we could have done better was make our sponsorship levels more appealing. We need to find a way to benefit the sponsor more than just extra exposure and the association with a charitable event.

**Operations**

One thing we could have done was found a more accessible venue. The venue was great as far as space was concerned, but it was not the best, location wise. The biggest set back was the lack of parking. There was no free parking anywhere close by, whatsoever. Also, people that have not been to the Physical Education Building would most likely get lost. One way we could have helped make our location less of a problem would have been to have signs strategically placed, directing people to the event. Another way we could fix the location problem would have been to choose a known location in Pullman, such as the high school gymnasium or a facility through parks and recreation. The only setback to that alternative would be the cost associated with the gym rental.

**Conclusion**

We did not attain the monetary goal we set or inform as many people as we were planning. In that sense, our event was not as successful as we hoped. The real success came from the experiences we had throughout the semester. It is nice to know we raised over $800.00 for a charity, but it feels better to know we can plan, implement, and administer an event. There are areas where we can definitely improve for future ventures. All in all, we feel like we completed a satisfactory event and we are proud of the outcome.