

Nancy Kern

## LESSON PLAN

I did my internship at the Gallo Center for the Arts. One the Marketing team members is involved in Group Sales. I talked with Claudine Gray about the possibility of purchasing four tickets at \$60.00 each (sold as a group) and then doing a raffle at my school to generate funds for art supplies since my budget has been cut in half. I would like to have my advanced students do a raffle and sell the tickets for \$5.00 each. The venue would be chosen out of the current catalog possibly a Country western singer which would probably do well in Oakdale "The Cowboy Capital of the World". The tickets would be tax deductible because the funds are going to the art department. I talked to my Assistant Superintendent about this idea and she said as long as it gets approved by the student body and goes through my art club it would be okay. We will probably choose several events through out the year as fund raisers. In the current brochure there are a variety of performances that may be used in many departments such as the Spanish and Science. Folkloric dancers and Magic presentations are just a few examples. I have catalogs for the other Interns that may want to generate funds for their departments.

### Curriculum/Instructional Strategies:

I intend on having the students break up into groups of four and choose a venue from the Gallo Center catalog and decide on a marketing technique for the performer or group. They will need to do some research on the artist/group and present information to the class so that everyone that is selling tickets will be able to give facts and information to the prospective ticket buyer.

### Objectives:

1. Student will become aware of the programs offered by the Gallo Arts Center.
2. Students will learn about marketing and ticket sales
3. Students will become involved in fund-raising to earn money for art supplies that they will be using in class. This will also give them a new appreciation for the cost of the supplies they use in the class.

### Activities:

1. The students will learn communication skills and compromise in selecting the performer that they will promote.
2. Keep track of ticket sales and select one student to be involved with accounting and deposit per group.
3. Decide on beginning date of sales and end date.
4. Publicity of event and date.

### Assessment:

1. Students will report to the class the success of their project.
2. Evaluation of success of the fundraiser.

Products:

1. Generating a ticket for each venue with artist or performance  
Must include date of event and separate part for name of purchaser and  
Phone number.
2. Small tax deductible form with Oakdale High School name and art club.

Hopefully this activity will increase student awareness to the events presented by the Gallo Arts Center along with the students becoming involved in earning money to support the art department and their own enrichment.