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COM 340

01 March 2025

7-3 Milestone 3: Executive Summary

For this assignment we were to create an executive summary as a public relations professional following the 7th Annual Organ Donor Gala Signup Event.

Assignment:

7th Annual Organ Donor Gala Signup Executive Summary

Date: March 01, 2025

Organization: St. Jude Hospital

Purpose:

The 7th Annual Organ Donor Gala signup was held on March 1, 2025, to raise awareness and critical funds for St. Jude Hospital supporting its mission to get 1,000 people to signup to become organ donors.

Highlights:

The gala featured a formal dinner. There was also a silent auction and a giveaway raffle during the gala. We had a guest speaker. Notable highlights included the speech given by the guest speaker, Lily Tyler, who is a survivor of lung cancer because she received an organ donation. The event provided a powerful platform for sharing personal stories of organ donation and transplantation, creating a deeply moving experience for all attendees.

Key Achievements:

The 7th annual organ donor signup gala successfully raised \$50,000.00 through entry fees, the silent auction, and the raffle giveaway. Tickets for these events allowed for the successful fundraising. The event was attended by 1,252 guests and the event was covered by the channel 7 news team. The event resulted in a noticeable increase in organ donor registrations. We had 1,002 guests signup to be organ donors during the event.

Impact and Outcomes:

The funds raised will directly support St. Jude Hospital's programs, including organ donation education and mentorship, organ donor events, and the materials required to publicly advertise for new organ donors. The event significantly increased public awareness about the critical need for organ donors and the life-saving impact of transplantation. The personal stories shared resonated deeply with attendees, fostering a sense of community and commitment to the cause.

Future Outlook (Optional):

Building on the success of this year's event, St. Jude's Hospital, is committed to continuing its efforts to raise awareness of organ donation and create new events and exciting educational opportunities in order to increase the number of organ donor signups. We extend our sincere gratitude to our sponsors, donors, volunteers, and attendees for their generous support in making the 7th Annual Organ Donor Gala a resounding success.

References

ClickUp. *PR Professionals Executive Summary Template*. 2025. Website Template. 01 March 2025.

Williams, Bella. *PR Executive Summary: Communicating Your Public Relations Strategy*. 2025. Website. 01 March 2025.