

TO: Bo Mills
FROM: Bethany German
DATE: 09/12/11
RE: After Action Report of 2011 Running of the Weenies

Purpose

- What did we set out to do?

Our objective was to successfully sponsor the 16th Annual “Running of the Weenies” and Best Dressed Hot Dog Event

- What was supposed to happen?

To provide the public with an entertaining venue while collecting donations and revenues for various charitable organizations

- Is there a process or procedure in place for this activity?

The Animal Shelter has submitted four PATS titles and purchasing SOP to insure consistency and to follow proper processes among all employees and volunteers.

Executive Summary

- What actually happened?

We sold 250 T-shirts and collected \$192.00 in donations, \$2,500 in Entry Fees and the Race and event as a whole was a success.

- What worked well that needs to be sustained?

Our volunteer Corps, our Pre-Race preparations, our Media coverage and an exceptional turn-out

- What did not work well and needs to be changed?

Sound system problems due to age of microphone and we did not acquire the Fox 13 Media Banner due to the illness of the Program Director

Lessons Learned

- What can we do better next time?

Develop a link for information and access to an application on-line for the Race and Best Dressed Event.

Action Items

- Develop a list of the actions to fix specific needs
 - Website information access
 - Additional Receipt Books for separate various revenue sources

○ Timelines and responsibilities

- The Race is permanently set for the second weekend in September
- Web information availability should be in place by May.

In summary, this event favorably impacted the Triple Bottom Line.

- Economical – Provided funds for many local charities
- Environmental – Recycling bins were available for waste disposal
- Social – Wonderful opportunity for people to experience a positive, family oriented, entertaining event