

Temple
University-
School of Tourism
and Hospitality
Management

Theresa Bandru



Who is Theresa Bandru?

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Theresa Bandru was born in 1988 in Scranton, Pennsylvania. She lived in Carbondale, Pennsylvania until coming to Temple University in 2006. While growing up Theresa was involved in a large variety of extra curricular and volunteer activities in relation to the community and her school. At the age of seven she became a cheerleader for the NAJFL and continued to cheer until 2006. Now, Theresa volunteers her time during the summer and fall months to help assistant coach the 11-13 year old age group of NAJFL cheerleaders. While attending Carbondale Area Jr/Sr High School Theresa was involved in various extra-curricular activities, which helped her to achieve many of her successes to date. She was a member of SADD,

FBLA, the newspaper staff, yearbook committee, computer club, chorus, peer tutoring Relay for Life and Spanish club, where she held an officer position as secretary for two years. As a member of FBLA Theresa attended two regional competitions for word processing and typing where she placed fourth out of 25 participants both years. Upon graduation Theresa received a \$500 academic scholarship for her achievements while in High School and a \$150 athletic scholarship for cheerleading. Once at Temple University Theresa began to volunteer her time with the Relay for Life at Temple and when home continued to coach cheerleading and began volunteering at the Greater Carbondale YMCA. Theresa is attending Temple University

to obtain a Bachelors of Science Degree in Sports and Recreation Management and has held positions within the sports field at professional and minor league levels. She began working for the Scranton/Wilkes-Barre Yankees during the summer months and while attending school worked for the Philadelphia 76ers. Currently she is employed by the Trocadero Theatre where she works in box office sales. In 2009 she completed her junior internship at the YMCA. Upon graduation Theresa wishes to obtain a job involving marketing, public relations, and event planning with a music venue or professional sports team. Also, she wishes to find a non-profit organization to volunteer her time and experience to aid in fundraising campaign.

Its more than just industry hours....



Temple University, as well as hundreds of other sites across the United States, plays host to the American Cancer Society's annual fundraiser "Relay for Life". Relay for Life is a walk-a-thon in support of cancer research, treatment, and current patients. In addition Relay for Life honors those who survived and passed away from cancer. Theresa has been participating in the Relay for Life fundraiser since 1999 when her grandfather was diagnosed with lung cancer.

Since then her and her family have worked to raise over \$500 every year to contribute to the fundraiser. Fundraising is a passion that she found through the loss of her grandfather, however it has given her the drive and dedication to work hard no matter what the task at hand is. Theresa has been highly involved in numerous fundraisers and has reached her personal as well as organization's goal for each, but the Relay for Life has taught her that no

matter what you are trying to sell as your fundraiser all it takes is determination and setting goals to accomplish any task. When asked about her experience Theresa responded "Temple University has given me the classroom experience necessary to be a good fundraiser, but no experience in a room is as good as learning and growing first hand trying to accomplish a task that will not only benefit yourself, but others who are less fortunate."

An unexpected lesson in fundraising...

Theresa did her junior internship at the Greater Carbondale YMCA in her hometown of Carbondale, Pennsylvania. Carbondale is a small town where all of your friend's parents graduated together and all of your grandparents know all the town gossip and tell you stories of when they were kids eating at the same restaurant you and your friends just left, so starting at this internship Theresa did not expect much outside networking experience, however, she was very wrong.

The Greater Carbondale YMCA started a campaign in 2007 for a new facility since they were still in their original 1954 building, which was up to legal code, but needed a lot of renovations. As of 2008 the YMCA had raised nearly \$5 million for towards their goal of \$8.5 million. When the groundbreaking took place most of the members of the YMCA, which is a decent portion of the community members were in attendance and they were excited and enthusiastic about what their donations would help to create. However, as construction because costs started to rise. The YMCA staff and board members thought that they were close to reaching their fundraising goal, however it was not the case. They would need to add an extra \$1 million onto their goal of \$8.5 million...and they only had a year to raise the remaining \$4.5 million dollars.

At the start of Theresa's internship with the Greater Carbondale YMCA the start of construction was already underway and there were swarms of people that the YMCA community serves looking for new membership information and information on the new building and renovation. Working with the Director of Membership and Marketing, Lisa Mancuso, was something that was exciting for Theresa because she was interested in learning about this area of a non-profit and recreation organization, however, what she did not expect was that Lisa would entrust her with a lot of responsibilities for the campaign fundraisers. In addition to the capital campaign, the YMCA's annual campaign was fast approaching. Theresa knew that in such hard economic times having a successful fundraiser was difficult, however two at the same time was beyond what she expected.

The YMCA serves seven different communities in the Northeast Pennsylvania area and getting these communities to come together to support both campaigns was a

challenge. Lisa and Theresa worked together to brainstorm some new and exciting fundraising ideas while trying to accommodate the rush of membership inquiries. In week three of her internship Theresa began to work with the summer day camp program at the YMCA and this is when she had a great idea for a fundraiser. Inspired by "Relay for Life" and "THON", which is hosted by Penn State University (Main Campus) she decided to present the idea of a day camp THON.

Theresa came up with the concept of a day camp THON. The THON would take place on a Saturday and would be open to not only campers but also any YMCA members and non-members that wished to participate. The THON would take place from noon until 10:30 pm and there would be no leaving the YMCA. Theresa's younger brother was a camp counselor in training and he helped to inspire her idea. The YMCA would offer "babysitting" during THON, which basically was the concept of the fundraiser. Since it was summer the parents would be able to have a whole weekend day while their children were being watched, however, the parents joined in full force. When the idea was presented 95 of the 110 day camp parents signed up. They wanted their kids to be able

to enjoy the place they would spend most of

their summer and for \$15 a participant they did not hesitate to sign up. Word of the YMCA THON began to spread and in only one week there were over 500 participants in the seven communities signed up to participate. Then came the big news. Local businesses were so enthusiastic about the THON they offered over \$1000 in donations for food, beverages, and miscellaneous costs. In addition five local businesses donated \$500 each if participants made it through the whole day, without stopping. At the end of the

event over \$10,000 was made towards the fundraising goal.

Many inquiring new members was so impressed by the dedication of the community to the YMCA and its fundraising efforts that over 75 people came in within two weeks for new memberships.

When asked what their motivation for future fundraiser would be Theresa and Lisa both responded..."We were driving to a local business to obtain their donation when a song came on the radio..."and when you dream, dream big...as big as the ocean blue." This quote soon became what helped them to create bigger and better fundraisers than they had before. Lisa commented saying "Theresa had a great idea and was not afraid to try it, presenting an idea to the board members is intimidating and she stuck with hers and it was a great success."

Through this experience Theresa learned that even if you have doubts about yourself and your ideas, you can not just give them up. Eventually one of the ideas will be a great one and it may take four to fail before that. The irony of the song that was on the radio that day helped Theresa realize that you really do need to dream big. Upon graduating high school this same song came on while her and her friend, Marissa, (who was the valedictorian) were drafting a graduation speech. In the speech was the same quote "And when you dream, dream big...as big as the ocean blue." This quote is something that Theresa thinks about daily in her school work as well as moving towards her professional career. She commented, "If you set goals for yourself you may or may not achieve them, but dreaming big and setting high goals will help you to be successful even if it is not at the highest level.



You are the only one in life to determine your own success and you make your own dreams. Don't let other people tell you that you are incapable, just believe in yourself and you will see that you are capable way beyond what you may have thought."

"And when you dream, dream big...As big as the ocean blue."
-Ryan Shupe



Inside Story Headline



Caption describing picture or graphic.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the

business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Inside Story Headline

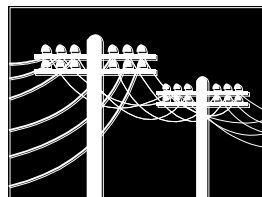
This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of

context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and sym-



Caption describing picture or graphic.

bols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

Organization

Primary Business Address
 Your Address Line 2
 Your Address Line 3
 Your Address Line 4

Phone: 555-555-5555
 Fax: 555-555-5555
 E-mail: someone@example.com

Temple University—

Your business tag line here.

We're on the Web!
 example.com



This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employ-

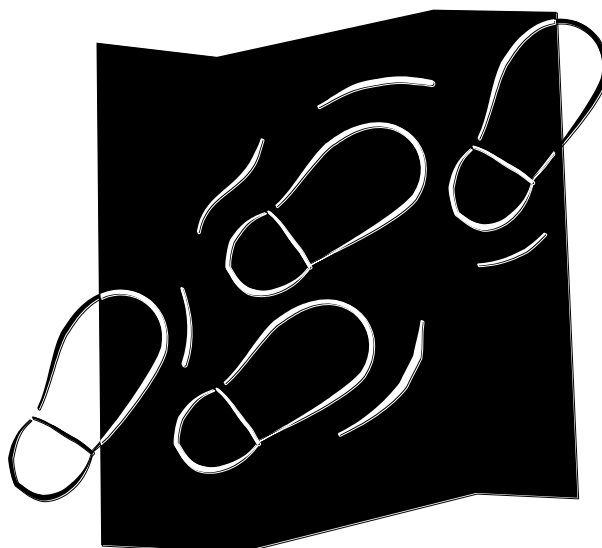
ees.

If you have any prices of standard products or services, you can include

a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.