

Notes from Brian Precious Interview

Brian Precious, a former MBA student here at the University of Illinois, headed a group of MBA students who for a week in early September 2005 that raised a total of \$7,000 with the help of the American Red Cross Hurricane Katrina Relief Fund.

- Sent out e-mails to 200 MBA students and all others affiliated with the MBA program
- Collected money both in off campus locations and at Murphy's
- Of total donations, received \$6,000 from students and \$1,000 from the MBA program-\$2,000 more than the total goal of \$5,000
- Donations ranged between \$10-\$505
- Chose to only have the drive last a week because money was needed ASAP; money was a gift from program
- Chose Red Cross because 100% of donations were to go straight to victims, and because of the "diversity of the program;" didn't want to get involved with religious or political organizations
- College of Business press release-MBA students did not ask for it to be written
- One mistake was possibly not reaching out to alumni, but that might have been due to the suddenness of the tragedy, which also led to a lack of organization