



400 DANCERS 4 THE NEW YEAR

Join The Movement Now!

www.events.dancemarathon.com/ZiggyThon2015

All dancers registered before Jan 1st will be entered to win their choice of an Amazon Fire HD Tablet, Beats By Dre Earphones, Keurig Brewing System, or Apple TV.

DANCE MARATHON FOR



400 DANCERS FOR THE NEW YEAR

(PLAN OF ACTION)

Focus: Dancer Recruitment

Objective: Get 400 Dancers *Registered* on Donor Drive by January 1st 2015
(Note: This does not mean that said dancers must reach \$100 minimum by this date)

How Will We Do It: Utilizing Social Media Posts and Materials, BGSU Marketing Resources, a Self-Video Campaign, and Personal Invitations consistently and strategically between now and Jan 1st.

Where We Are: 198 Dancers Registered on Donor Drive

What We Need: 202 Additional Dancers

Duration of Campaign: Monday, November 17-Wednesday, December 31st (7 Weeks)

PREP WORK (TASKS TO COMPLETE BY SUNDAY AT 5PM):

1. Creation of Logo, Cover Photo, Square Photo, and Flier

○ **Marketing Committee w/ Internal**

- Things to include
 - Name of campaign
 - Direct Link to Donor Drive
 - Connects to our Why (da kids)
 - For Flier (or Flyer....however you spell it):
 - Connect it to DMGM (400 Dancers for the New Year: Find out Why on December 4th)-Austin can give you more info about this ☺
 - Note: Cover photo won't need to be created until the Saturday before Thanksgiving Break and Flier won't need to be completed until week of Thanksgiving

2. Create a Facebook Event (shouldn't be viewable to public until Monday morning)

○ **Administrative Assistant** (Exec can help day of since Tyler will be at school)

- Point of the Event?
 - Get Dancers Registered/Market Campaign
 - Challenge others to personally invite 4 people to dance this year
 - Must be a personal ask along with face book invite
 - I.e. In person, text message, phone call, fb message, etc.
 - Be sure to include important info regarding campaign
 - Duration of Campaign
 - Incentives for registering before Jan 1st
 - Use official marketing material from marketing committee for event photo, etc.

3. Outline Incentive(s)

○ **FAB and Exec (communicating with PR)**

- Outline an incentive for all dancers registered prior to Jan 1st
 - Exec currently has a potential raffle in the works
 - Raffle includes winners choice of and Ipad, Beats Headphones, Keruig, DM T-shirt Quilt
 - DMP may assist FAB in finding raffle items if exec idea falls through

4. Schedule Union Tables

- **External** in charge of scheduling w/ event planning AND scheduling branches to be in charge of each union table day
- Tables should be scheduled on:
 - Week #1: Monday, November 17th
 - Week #2: Tuesday, November 25th
 - Week #3: Thursday, December 4th (DMGM DAY)
 - Week #4: Wednesday, December 10th AND Friday, December 12th

- Purpose of each Union Table
 - Recruit Dancers!
 - Every person who registers OR leaves an email at the table gets a lollipop or candy cane or something fun
 - If people cannot register at the table, get their email. The steering member in charge of that day will send email reminders to this list within 2 hours after tables close for the day.
 - Email script will be provided
 - Dancers who register at union tables get entered into a \$25 chipotle gift card raffle
 - If dancers on the email list register by 11:59PM that night they will also be entered in the raffle (this can be a surprise included in the email we'll send)
5. Book window splash, banner space, and any other cool marketing opportunities with Event Planning
- **DMP**
 - This will be for the week of the DMGM (December 1st)
 - After date is set, please give all information to the Marketing Committee and the rest of Internal
6. Request SIC SIC to make signs to plaster all over campus Finals Week (or the week before if finals week isn't an option)
- **Austin and Courtney** (because they're bffs w/ SIC SIC)
7. Prepare an email explaining campaign and pushing others to personally invite 4 friends to be sent out to entire list proc
- **Participant Relations Committee**
8. Prepare the Social Media Front for our official accounts
- **Multimedia Committee** (w/ assistance from **Staci** and **A Dough**)
 - Schedule using Hootsuite for general posts over the next 5 weeks
 - Will post an update on where we're at number wise every Wednesday
 - Staci or A Dough can get you updated numbers
 - An example post includes: We're officially at 198 Dancers! We only need 202 more to get 400 Dancers For The New Year! Sign up today. Etc...
 - Every 20th individual to register as a dancer will get a personal shout out over social media
 - Again, Staci or A Dough will get you this name on the day the person registers
 - After name is communicated it must be posted within 24 hours
 - Any other cool social media ideas we have to promote this/ highlight happenings within the campaign, and keep it relevant over the next 50 days
9. Reach out to families asking for a short video from their kiddos asking for dancers to register (400 Dancers For The New Year)
- **Family Relations Committee**
 - Courtney can give you more info on this
 - Videos will be shared during the FINAL week of the campaign

INDIVIDUAL GAME PLAN/WEEKLY BREAKDOWN:

(WHAT EVERY LEADERSHIP TEAM MEMBER WILL DO BETWEEN NOW AND JAN 1ST)

- **Week One**
 - Monday Nov 17=Post about 400 Dancers 4 The New Year two times
 - Post the first time as soon as you wake up
 - Post one more time at some point throughout the day
 - All posts should include
 - Photo (created by Marketing Committee)
 - About the campaign
 - Direct Link to Donor Drive
 - Personally invite 4 friends to register as a dancer throughout week
 - Post about campaign 2 additional times throughout the week
- **Week Two**
 - Change cover photos before you leave for Thanksgiving Break
 - Post about campaign twice throughout week
- **Week Three**
 - Spread Awareness on Campus
 - Chalk, Pass out/post fliers, Window Splash, Banners
 - This is also the week of the DMGM, so we'll spread awareness at the meeting as well
 - Begin talking/sending emails to classes
 - Goal: Talk to and/or Email at least one of your classes (get permission from professor first)
 - Points to include in this message will be provided
 - Post on social media 3 times throughout the week
- **Week Four**
 - Continue to talk about in classes
 - Post on social media 3 times throughout week
 - Pass out 5 hour energy at union tables (FOR FINALS) ☺
- **Week Five (FINALS WEEK)**
 - Post on social media 3 times throughout week
 - SIC SIC signs!!!!
- **Week Six (Week of CHRISTMAS)**
 - Post on social media 2 times throughout the week
 - Personally invite one additional friend....spread some DM love for the holiday season
- **Week Seven (LAST WEEK)**
 - Why I Signed Up For Dance Marathon-Self Video Campaign
 - Create and post a video on Why you signed up for Dance Marathon
 - Like and share other videos posted
 - Share the mini videos of the kids talking asking others to sign up, etc.
 - Send an email w/ an update and push to invite one more friend to register to entire list proc.
 - One last social media push

IMPORTANT: A DIRECT, CLICKABLE LINK TO DONOR DRIVE SHOULD BE INCLUDED IN ALL POSTS, EMAILS, ETC!!!!