

Make-A-Wish Idaho Believe Campaign & Great Polar Bear Challenge Campaign Proposal

This campaign proposal has been compiled for Make-A-Wish Idaho located in Boise, Idaho.



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Campaign Goals

1. Assist Make-A-Wish Idaho in granting 91 wishes through the Believe Campaign and the Great Polar Bear Challenge
2. Inform Idaho citizens of the Believe Campaign and the Great Polar Bear Challenge
3. Inform Idaho citizens of Make-A-Wish Idaho and their work

Objective # 1

- Increase Idaho's letters in the Believe Campaign by 48% by 12/24/2016
 - Dream Innovations PR will use various strategies and tactics to assist in achieving this goal

Guerrilla Marketing

Strategy: Reach out to students on the Boise State campus

Tactic:

- There are six Panhellenic sororities and eight Interfraternal Greek organizations on Boise State's campus. Reach out to the chapters individually to write letters for the Believe campaign

Strategy: Provide letter writing and sign-up opportunities across the Treasure Valley

Tactics:

- Reach out to community partners (Y.M.C.A., Boys and Girls Club, Headstart, Wings, etc.) to secure letter writing partnerships



- Secure locations across Treasure Valley to place promotional materials in order to drive interest in the event. Specifically focus on Boise locations catering to the event demographic

- Approach daycare facilities to have kids write letters. Possible locations include:
 1. Giraffe Laugh Day Care
 2. Little Scholars
 3. Boise Bears Child Care
 4. Apple Learning Center
 5. New Horizon Academy

Media Relations

Strategy: Spread the word about the Believe Campaign, and the Christmas show to as many of our media contacts as possible

Tactics:

- News releases sent out at the following points of the campaign
 - When the campaign officially starts
 - Three, two and one week(s) before the Christmas show
 - Three, two and one week(s) before the end of the Believe campaign date
 - To help promote any of the other events throughout the campaign
- Articles to be used to help promote Make-A-Wish Idaho as well as the Believe Campaign
- Media kits to catch interest of journalists



Events

Strategy: Promote Make-A-Wish Idaho Believe Campaign to acquire 'Letters to Santa'

Tactics:

- Create a promotional event on the Boise State campus for National Believe Day on December 9, 2016 to inform students about the campaign
- Organize booths, supplies, and volunteers for Boise Christmas Show, which runs December 2nd and 4th
- Marketing booth at the Canyon County Expo
- Contact Treasure Valley School Districts to communicate the needs of the campaign, specific dates of letter-writing, and logistics of delivery and pick-up of letters
- Attended Boise State home game tailgates to actively conduct the letter-writing process and inform attendees about the Believe Campaign
- Attend the tree lighting ceremonies in Downtown Boise and on the Boise State campus

Social Media

Strategy: Gain the attention of social media audiences through the varying social media Make-A-Wish Idaho uses

Tactics:

- Immediately create active social media campaigns, with strategic release dates for key messages regarding all events, volunteer opportunities, and involvement opportunities



- o November 4: Push for Believe campaign through the launch of campaign
- Create a social media plan including pre-written posts tailored to each social media outlet and the dates they should be posted
- Reach out to local celebrities and get their participation on social media/campaigns
- Push online letter writing on Instagram to capture younger demographic
- Create Facebook group to provide a communication outlet for participants

Fundraising

Strategy: Provide Dream Innovations PR with all necessary supplies, printing, etc. for the Believe Campaign through connecting with businesses for in-kind donations.

Tactics:

- Contact businesses to discuss potential in-kind donations for the campaign
 - o This campaign requires 10,000 half-page letters (i.e., 5,000 full pages) Businesses to contact for printing purposes include:
 - Office Depot
 - BizPrint
 - Boise Print Inc
 - o The list of businesses to contact for “giveaway” gifts for marketing events include over 50 restaurants, coffee shops, and retail stores

Graphic Design

Letter template for “Letters to Santa”





Objective #2

- Raise \$78,000 (last year raised \$31,000 out of \$50,000 goal) during the Great Polar Bear Challenge campaign by January 1, 2017

Guerrilla marketing

Strategies: Target athletes for participation in the Great Polar Bear Challenge; Provide Great Polar Bear Challenge sign-up opportunities



Tactics:

- Distribute fliers around Boise State campus and Downtown Boise (all fliers will include link to online registration)
 - Keep a log of businesses allowing signage for future use
 - Contact the Village at Meridian about a table near ice rink
- Have fliers and/or sign-up sheets at gyms across the valley
 - Axiom Fitness: Parkcenter, Fairview, Village
 - Boise State Rec
- Contact local High School athletic departments and club sports about forming teams
 - Timberline High School, Boise High School, Capital High School, Borah High School
- Visit Greek Chapters at Boise State to encourage sign-ups
- Make announcements in classroom visits
- Tabling events at Boise State Quad/SUB and in front of Albertsons
 - Quad Day open signups are Oct. 17 & 24; Nov. 9,15, & 29; Dec. 1 & 12

Media relations

Strategy: Provide media sources with the information they need write about the Great Polar Bear Challenge

Tactics:



- Send news release to list of compiled media outlets staggered around the event's date
 - When enrollment opens for the Great Polar Bear Challenge (October 17)
 - Three, two and one week(s) out from the event
- Send out media kits to media outlets giving them the necessary information to promote the event
- Reach out to local and, if possible, national celebrities through local contacts to secure participation in the event
 - Have a local celebrity (Kristen Armstrong or Coach Harsin) compete in the event with the public to drive up the number of participants
- Secure locations across Treasure Valley to place promotional materials in order to drive interest in the event. Specifically focus on locations that cater to event demographic

Events

Strategy: Promote Make-A-Wish Idaho and the Great Polar Bear Challenge through sign-ups for the event

Tactics:

- Create structure for day of competition events. Examine previous similar events to assess safety, participation, and logistics of competition
- Decide parameters and structure for awarding prizes
- Reach out to local bands and entertainers to perform the day of the event
- Begin designing an event day itinerary and timeline. Create specific time frames for entertainment, events, competitions, and awards
- Change the dynamic of the event to cater to a wider audience possibly by incorporating live music, interactive activities leading up



to the plunge, getting a polar bear costume and having a foot race, and a snow cone machine

- Host Olympic-style events to foster competition between participants
- Contact local vendors (i.e. food trucks, balloon animals, coffee shops, etc.) to gauge interest in event participation
- Quad day - October 17 from noon-1:30 to increase enrollment
 - Arrange for Dutch Bros. to attend and provide giveaways
- Potential booths at sporting events (i.e. football games)

Social Media

Strategy: Gain the attention of social media audiences through the varying social media Make-A-Wish Idaho uses

Tactics:

- Create preliminary social media posts on multiple platforms
 - Highlight past success and current opportunities for participation in event, with special attention paid to key release dates of information
- Create a social media sign-up frenzy
 - Repeatedly posting the sign-up page, where the donations are applied, videos of previous years, etc.
- Push on Instagram to capture younger demographic
- Create Facebook group to provide registered participants a place to communicate
- Launch campaign for the Great Polar Bear Challenge on October 17th; push sign-ups



Fundraising

Strategy: Provide Dream Innovations PR with all necessary supplies, printing, etc. for the Great Polar Bear Challenge; includes incentives to motivate participants to raise more money for the challenge

Tactics:

- Contact businesses and vendors to discuss potential in-kind donations for event
 - Use in-kind donations as incentives for a fundraising challenge.
 - Top individual fundraisers will win gift-baskets filled with in-kind donations from various businesses
 - The list of businesses to be contacted for incentives include over 50 restaurants, coffee shops, and retail stores
- Contact businesses and vendors to secure participation in the event
 - Challenge teams to raise the most money to win news coverage, prizes, and trophies
 - The businesses to be contacted include corporate and local business as well as other clubs and organizations in Idaho

