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7th hr.

MDA Bowling Event Public Relations Campaign & Press Release Group Project Written Portion

Objectives-

- Raise money for Muscular Dystrophy Association
- Recruit 8-16 teams of 4 people from Mosinee High School area
- Fundraising opportunities such as raffles, auctions, and contests
- Donations and cash sponsorships

1. Executive Summary

This project is an MDA Bowling Event Public Relations Campaign and Press Release. Our main objective is to raise money for the Muscular Dystrophy Association. Mosinee DECA is having this event on December 15, 2012 at 5:00 p.m. at Paper City Lanes in Mosinee, WI. It is an MDA Bowling Whiteout. Our goal is to recruit eight to sixteen teams of four people per team from the Mosinee High School area including their community and the surrounding area. The team fee is one hundred dollars per team or twenty-five dollars per person. There will be fundraising opportunities such as raffles, auctions, and contests. Also, we will accept donations, and we will pursue cash sponsorships. We anticipate to address all of the issues stated above through various public relations promotional activities. We will have an implementation plan put in place to accomplish our many goals for this event, and we will utilize a press release.

2. Target Population

Our target population would include current high school students at Mosinee High School. We would specifically target the members of Mosinee DECA because MDA is the primary group DECA is involved with, so club members would be more familiar with the organization they are helping. We would like to form at least eight teams with a maximum of sixteen teams, so we would like to expand the target population to all high school students in Mosinee and schools close to the area. This would provide a larger group of people, leading to a higher possibility of students to participate in the event. Also the community of Mosinee would also be able to form teams, and they would be more willing to donate than high school students. Also this would create the opportunity for cash sponsorships from local businesses. All people we would target would likely be interested in raffles, auctions, and contests. With all of these factors from our target population, we should be able to raise money in various ways.

3-4. Promotional Activities

Our promotional activities that we are including in our public relations campaign are a Facebook page and Twitter account explaining the event. They both include the information regarding the event itself and the cause the event is supporting, MDA. The pages encourage people to join teams and come to support the event. There were several posts and tweets to convince people to come. Also, we included the event on the Mosinee High School calendar to let people in the Mosinee community know about our bowling event. This would specifically target the

local businesses in the community. There could be school announcements in the Mosinee High School informing students about the event as well. Other ideas that we could use to promote the event would be putting signs or posters in local shops, submitting information to online blogs, making and handing out flyers, word of mouth, and free internet advertising.

5. Implementation Plan

Our implementation plan is about how we will incorporate the social media sites and other promotional activities. We are using the internet as our main source of media because it is free, and it reaches a large number of people very quickly as compared to something printed such as a local newspaper. We still want to use local methods of promoting the event such as flyers because we want the Mosinee community to be involved. Tasks to complete the social media promotional activities like the Facebook page and Twitter account only need the creating of the account and periodic updates like different comments trying to convince people to come to the MDA bowling event, so anyone could do it. The other promotional activities wouldn't be extremely difficult to complete such as flyers for local businesses because once they are up, they can just stay up until the event. The press release highlights the pros to the event including the great price per person of twenty-five dollars, and it shows that the event is fun for everyone participating while still going to a good cause of MDA. The promotional activities setup would not be time consuming, so this would allow people more time for people to assemble teams for the event.