



Event Campaign
Olive Branch High School
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I. Executive Summary

Description Of The Event, Product Or Service

Our 45-day marketing campaign will be promoting a Disney-themed dance for the patients at **St. Jude Children's Research Hospital**. This dance will help raise money for St. Jude while also letting the patients have some fun. It will be held on December 24, 2022.

Campaign Objectives

Find Volunteers

Make it Disney

Create A Safe Environment

Create A Digital Fundraiser

Campaign Target Market

Primary



Secondary



Campaign Activities And Schedule

November 9-22- Flyer Campaign

November 23- Contact Businesses

December 5- Catering

Budget

Event	Expenses	Revenue
Social Media Campaign	\$6,500	***
Campaign Flyers	\$120	***
Catering	\$1,000	***
Candy	\$40	***
Gifts	\$750	***
Decorations	\$580	***
Extra	\$420	***
Totals	\$9,410	***
Net Expense	***	

*Detailed Breakdown of budget on page 5.

Key Metrics

- **Number Of Volunteers Recruited**
- **Attendees Satisfaction**
- **Health**
- **Cost Per Dollar Raised**

Conclusion

Our marketing campaign is for a good cost. We will allow patients from St. Jude Children’s Research Hospital to have fun while also raising money for them. With a goal of \$20,000 we will have a successful Disney-themed dance, on December 24, 2022.



II. Description Of The Event, Product, Or Service

Our 45-day marketing campaign will be promoting a Disney-themed dance for the patients at **St. Jude Children's Research Hospital**. It will be held on **December 24, 2022**, at **Domino's Event Center**. The Domino's Event Center is located at the hospital, so it makes attendance easier for the patients. This dance will help raise money for St. Jude while also letting the patients have some fun. We will also be having volunteers handing out Christmas gifts to the patients. The dance will be open to any patients at the hospital and anyone willing to volunteer to help during the event. There will be a **maximum of 150 patients** that will be able to attend and about **50 volunteers**, to be chaperons, will be needed at the event. The volunteers will have to show proof of a negative covid test or proof of vaccination, so that none of the patients are put at risk. The layout of this event could change depending on if any of the circumstances are changed.

III. Campaign Objectives

- **Find Volunteers-** We need responsible adults, about 50, to watch over the kids at the dance.
- **Make It Disney-** Our campaign is set on Disney-themed ball, so we need to find Disney related decorations.
- **Create a Safe Place-** Volunteers need to be free of any sickness to make sure the patients are risk-free.
- **Create a digital Fundraiser-** We intend to raise at least **\$20,000** by the end of the dance. We will accept donations through Tik Tok, Facebook, Twitter, and Instagram.



IV. Campaign Target Market



Geographic: At hospital for patients./
Within a 10- mile radius of Hospital for
volunteers

Demographic: Patients who go to or
stay at hospital./Adults ages 20 or older.

Psychographic: Patients who like to
have fun./ Adults who like to work with
children.



Geographic: Visits hospital frequently
for parents./ Anywhere with internet
access.

Demographic: Age will vary.
Psychographic: Parents that are
engaged in their child's life./ People
who like to give to charity.

Primary Target Market- Patients, **ages 5-16**, at the St. Jude Children's Research Hospital account for approximately **70%** of the attendance. Volunteers account for about **30%** of the attendance.

Secondary Target Market- Parents and adults and anyone willing to donate. Parents will be the ones to encourage their children, that are patients, to attend. By targeting them our attendance of patients will increase to fill the maximum able to attend. They can also be our reason for the attendance of volunteers. Parents usually like to be able to participate helping with things that involve their children. Anyone willing to donate will help to reach our fundraiser's goal.



V. Campaign Activities And Schedule

Our 45-day marketing campaign will last from November 9th, 2022, to December 24th, 2022. Within these 45 days many activities will be scheduled to help towards our event. One of the first activities we will do is make flyers and ads to attract potential volunteers, patients, and donators. We will also reach out to businesses in the surrounding area that could be potentially willing to help advertise our event and donate. Domino's, being our choice of cater and potential sponsor, will also be contacted to set a date and time we will need food ready and discuss the amount of money they are willing give towards the expenses for the event . Throughout the days, our focus will be reaching our goal in donations.

 **November 9th – 15th.** We will create flyers to grab the potential volunteers' and donators' attention. We will also start to contact apps to create links and ads that'll help us gain online donators.

 **November 16th -22nd.** Create more flyers to be put up throughout the hospital to catch the patients' and their parents' attention.

 **November 22nd- December 4th.** We will contact businesses to see which are willing to advertise this event and even donate to it.

 **December 4th- December 10th.** We will reach out to Domino's to schedule specific times for the order. (**December 23rd**- Domino's will be reached out to again to make sure order is ready and will be done by times needed.)



VI. Budget

Event		Expenses	Revenue
Social Media Campaign	Twitter: \$100 per day Facebook: \$2,000 Instagram: Free Tik Tok: Free	\$6,500	***
Campaign Flyers	1,000 flyers x \$0.12 each	\$120	***
Catering	\$5 per person	\$1,000	***
Candy	Five 100-piece bag x \$8 each	\$40	***
Gifts	150 gifts x \$5 each	\$750	***
Decorations	50 big balloons x \$5 each 140 small balloons x \$1.50 each 10 life size balloons x \$12 each	\$580	***
Extra	Rental karaoke sound system- \$300 per day 2 sets of colorful lights- \$60 each	\$420	***
Totals		\$9,410	***
Next Expense		***	

*** These campaign buys do not bring in direct revenue. These supplies are meant to promote the event and provide towards it. Domino's will likely cover most of the costs for the supplies. Official revenue won't be calculated till after the dance after donations are finalized.

After calculating our expenses, we discovered that the ideal marketing budget for a charitable dance is between \$9,000-\$10,500. This doesn't include the money Domino's will potentially provide for us to help pay these costs and it also doesn't include donations. Being that this event is for a good cause we believe this budget is realistic and manageable.



VII. Key Metrics

The success of our, Disney dance, campaign is based upon the fulfillment of our marketing objectives as established on **page 2**. We will track the fulfillment of these objectives using several key metrics.

Objective

Find Volunteers

Corresponding Key Metric(s)

Number Of Volunteers Recruited

We are aiming to gain for at most 50 volunteers to assist during the event. Our advertisements is our only way of communicating to potential volunteers. On the day of the event, we will analyze how close we were to our maximum goal.

Objective

Make It Disney

Corresponding Key Metrics

Attendees Satisfaction

The majority of our attendees will be patients. Our main goal is to make sure they have fun and enjoy their time at the dance. We can measure with feedback given by the patients or even the volunteers.

Objective

Create A Safe Environment

Corresponding Key Metric(s)

Health

Due to Covid still being around, there are precautions we will need to take. One of them being, that any volunteers will need to have proof of full vaccination or have results of a covid test ,reading negative, taken about 5 days prior to the event. Patients are at risk being around other people so it's important we do everything to keep them safe. Another precaution will be recommending masks especially towards the volunteers. We will analyze how effective our precautions after the event.

Objective

Create A Digital Fundraiser

Corresponding Key Metrics

Cost Per Dollar Raised (CPDR)

Our goal for our fundraiser is at least \$20,000. We will finalize the amount of donations we earned the day after the dance. When money is calculated, we will analyze by dividing our expenses with the revenue. That'll then tell us our actual earnings.



VII. Bibliography

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