



Founders' Day - 2020 Marketing

Agenda/Resources

- RTBs and Audiences
- Founders' Day Channels: Email, Social, Print & Media
- Event Materials
- Questions

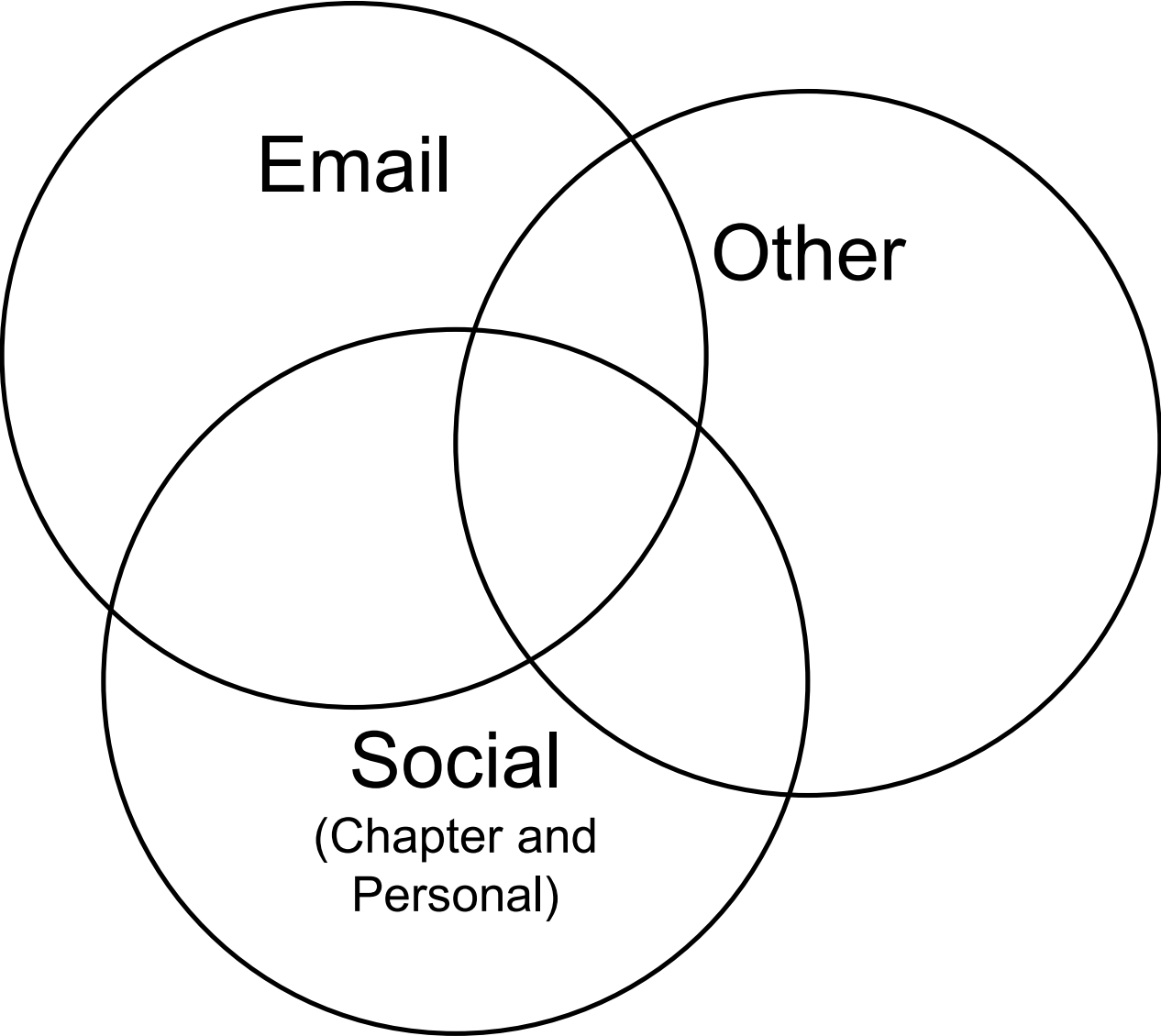
Marketing Toolkit:

<https://www.uwalumni.com/chapters-groups/leaders/founders-day-preparation/#toolkit>

Reasons to Believe (RTBs)

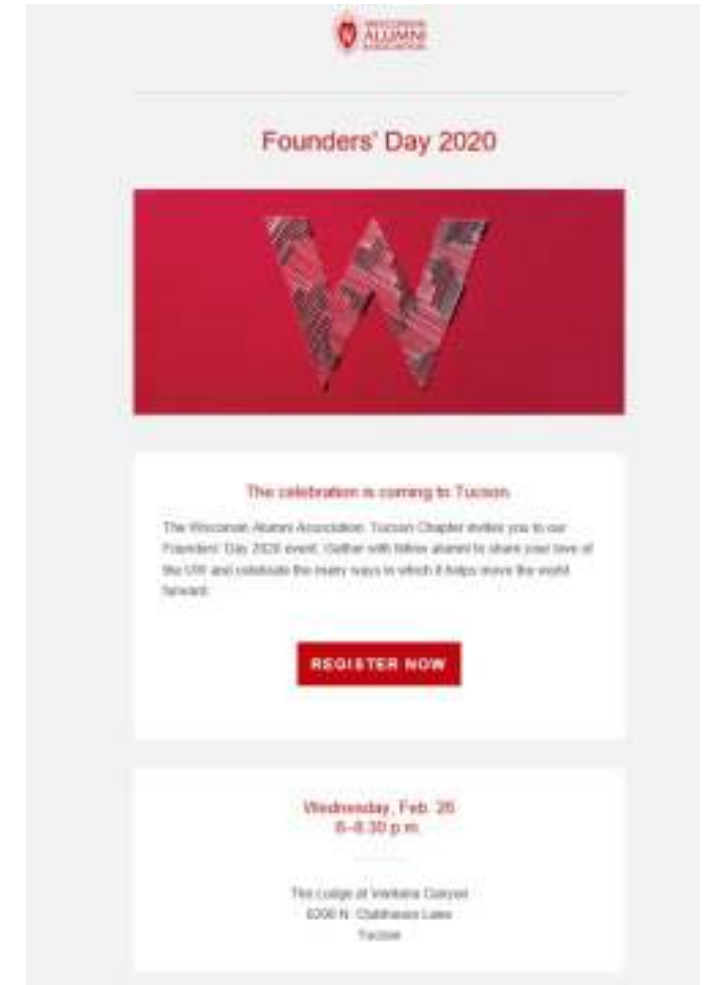
- Each attendee is coming for a unique reason:
 - connect, inform, celebrate, pride
- Use the web event to communicate all of these RTBs
- Use different channels to drive people to the web event to learn more & register!

Diversify your audiences



Email

- Use these 3 touchpoints to drive people to learn more & register on your web event:
 - Save the Date (10-12 weeks before the event)
 - Include in your Chapter's newsletter
 - Save the Date also sent on 2/5 by WAA
 - Email Invite (4 weeks out)
 - Reminder (2 weeks out)
 - NEW: Those that have registered will get a reminder of the event details and to share the event with their friends!
- Pre & Post event emails



Social Media

- Focus on 1-2 platforms with your highest # of followers
- Post on your chapter's accounts:
 - Use images that show the fun and connection that your event offers
 - WAA has provided a ton of images to choose from this year too
 - Leverage the WAA suggested posts and add in local flair!
 - Great location? Tag them
 - Interesting topic or speaker? Link to more info about them



Social Media

- Create a facebook event:
 - Link to your chapter's web event to drive registration
 - not to the registration site
 - Remind people who like the event to register via posts within the event
 - Invite WAA as a co-host:
<https://www.facebook.com/help/215235325174804>

Personal Networks

- Increase your reach
 - Have all of your board members share your social posts and/or event page, with a personal and conversational message, to their own pages/accounts
 - Encourage your board to do 1-1 outreach to their personal Badger network. Phone, text, email, etc.
 - What might be that person's RTB? Are they interested in your topic? Would they love the location? Craft your message to them!

Print

Invite:

- Sends 6 weeks before your event
- Reaches your non-email and low social activity audience

Media

- Media Advisory (2 weeks before your event)
 - Invites local media or organizations to your event
- News Release (1-2 days after your event)
 - Should be written similar to a news story as you would wish it to appear in newspapers and on websites

Event Materials

- Welcome and Directional signs
 - Print these and add arrows!
- Event program template
 - NEW: non-folded template
- PowerPoint template
- Talking points and trivia
- Arial Video, creates campus atmosphere
- Consider ordering other supplies such as gift forms, business cards, chapter flyers
 - <https://www.uwalumni.com/chapters-groups/leaders/print-collateral-form/>



Questions