

## **Constituting America “We the Future Contest” Marketing/Promotional Plan**

### **Objectives:**

- I. Entice high school students across America to enter the We the Future Contest.
- II. Inform participants of a brief summary of rules regarding the We the Future Contest.
- III. Spread patriotism and American spirit.

**Budget:** Items I-IV are free or have a negligible cost. Items V-VIII can be adjusted for low or high cost. Item IX is high cost.

**Timeline:** October 2017-September 2018.

*Advertising dollars targeted towards months of July and August 2018 because students will be out of school for the summer and looking for a productive use of their time!*

### **Target Market:**

- I. High school students seeking scholarships for college
- II. Parents of high school students
- III. Counselors and teachers that can share marketing materials with their students

### **Strategies:**

#### I. Flyers

*Featuring red-white-and-blue color scheme, a limited amount of text, emphasis on “scholarships for college!” and a link to the website to enter the We the Future Contest*

#### II. Distribution of flyers electronically to high schools.

*Contact public, private, and charter high school guidance offices via e-mail, and send an electronic copy of the flyer. Some schools post paper flyers around guidance offices or bulletin boards, and others will pass on the materials to their students via e-mail or their school’s electronic messaging system.*

#### III. Press Kit

*Prepare a press kit, with a press release regarding the We the Future Contest, information about Constituting America, and images associated with the organization. This can be shared with any companies, organizations, and journalists you work with.*

#### IV. Advertising to American Legion programs

*American Legion’s Boys State and American Legion Auxiliary’s Girls State programs are the most lucrative political workshops in America for high school juniors. These high achieving students would be thrilled to have an opportunity to enter the We the Future contest because they already have a passion for the Constitution!*

#### V. Social media advertising

*Focus on Facebook and Twitter. Ads can be purchased in key geographic areas (rural or low-income) or demographics (students ages 14-18). High school students are some of the biggest users of social media!*

#### VI. College Discussion Groups

*College preparation forums and groups are eager to find new scholarship opportunities, especially for the high-achieving students they serve. Websites like College*

*Confidential and the Reddit page r/applyingtocollege are excellent places to share We the Future's scholarship contest.*

VII. Inform scholarship search sites

*Many students visit these websites to search for scholarships during their senior year. Adding the We the Future Contest to these sites—or even paying for an advertisement in a high-traffic place on the site—will bring the contest directly to the people searching for it.*

VIII. Advertising to CTE Student Organizations

*Career/Technical Education programs encourage high school training in a student's future field of study. BPA, DECA, and FBLA-PBL students can be encouraged to enter the Entrepreneurial contest. SkillsUSA, TSA, FFA, and HOSA students can enter the STEM contest. These organizations have newsletters and annual conferences that are always looking for advertisers and sponsors (and incentives for their members!)*

IX. Special Events

*Invite high-test score high school students (names and e-mail addresses can be found through ACT and the College Board) to attend a special event hosted by Constituting America. These students can be treated to dinner and networking fun in a major metropolitan area, and in return asked to enter the contest, share the contest with their friends, and/or advertise the contest on their personal social media channels.*