

Situation Analysis

The " We The Future Contest" is a scholarship that is was established and grown by Janine Turner and her organization. The current situation is to promote awareness of the scholarship directed towards a specific age group.

Target Audience

The Audience that I chose to direct my focus on are college students. College students are at the threshold of adult hood, and college students are beginning to understand the importance of my finances. College students are also like clay being molded to a sculpture, when it comes to being shaped and formed for the future that is at their door step.

Goals

- Increase awareness of the scholarship and the organization as a whole.
- Increase the number of students that apply for the " We The Future" scholarship.

Marketing Communications- Operation College Tour

Stage 1- Tour, Ambassador, and data

- Create a tour schedule of willing and able institutions and from those schools pick faculty advisors and student ambassador for the program, and each institutions advisors are under a regional advisor who is in charge of all the schools in a certain region.
- These advisors will be chosen in a application process, and upon selection they will administer surveys to the student body in order to determine their awareness of the scholarship, the organization, and what they know of the ideals of the organization.
- Upon the receiving of this data flyers, and shirt designs will be created

Stage 2- Advertising and social media

- Social media Websites will be created for each state that the " We Are The Future" goes into, which includes Twitter, Instagram, Facebook, Tumblr, and Snapchat. Which will be directed by the regional ambassador, and the student ambassadors.

- Merchandise will be created for the tour. (Flyers, T-shirts, hats, and hoodies.). The faculty advisor will communicate with the regional advisor on the dispersing of the material to their institution.

Stage 3- Event Phase and Final data analysis

- Each event at the institutions will be scheduled at different times from other local institutions that also participate.

- 3 events will take place at each institution (the event type and execution may vary based on faculty advisors and student ambassadors.).

- The first event will be a mixer in order to let the student body know who we are, and what we , and inform of the scholarship.

- The second event will be a social gathering, my idea for the time being is a Instagram party. This is where the T shirts and other apparel will be dispersed. Students who have the apparel will post their best " We Are The Future" scholarship gear on social media with the hashtag WE ARE THE FUTURE SCHOLARSHIP, and those who have the best picture will receive the higher ticket apparel like hoodies and sweatpants, and they get a draft of their scholarship looked at before the deadline, and they get feedback. And they will be given a code upon winning.

- The last event will be a seminar that will be a step by step show of the application process, and past entries. At the Seminar a final survey will be given in order to see if we have met or exceeded the goals.

Budget

(Based on 10 college institutions)

Apparel

Flyers (Prices based on Visa Print.com)(5000 flyers total)	\$360.00
T Shirts(Prices based on Visa Print.com) (500 shirts total)	
- 250 Men's T-Shirts.....	\$1,700
-250 Women's T-Shirts.....	\$1,700
Hoodies (Prices based on Visa Print.com) (51 total).....	\$ 1,530

Hats (Prices based on Visa Print.com) (51 total).....\$ 459
Apparel Total.....**\$5,749**

Stipends and Incentives

Stipend for regional ambassadors (Total of 5 Regional Ambassadors)(2500 Stipend).....\$12,500
Stipend for faculty advisors (Total of 10 faculty Advisors)(1000 Stipend).....\$10,000
Special scholarship opportunity for Student ambassadors (Unlimited Number of student Ambassadors) (2,000 scholarship opportunity just for them).....\$ 2000
Stipends and Incentives Total.....**\$24,500**

Logistics

Logistics for events (Food, Drinks, paperwork, Dj)(Vary so each institution has a 500 dollar budget for these logistics which are handled by faculty advisor and regional manager).....\$ 5000
Logistics Total**\$ 5000**

TOTAL COST OF COLLEGE TOUR.....**\$35,249**

Based on 10 Colleges, Thank You and GOD Bless!!!!!!