

### **Executive Summary**

The purpose of this marketing plan is to expand the outreach of We The Future Contest to middle school children. These efforts are made to ultimately increase the percentage of middle school students who apply to the We The Future Contest. Through the implementation of the plan detailed below, it is believed that significantly more middle school children will be interested and follow through in applying to We The Future Contest.

### **Target Audience**

The Audience I have chosen to focus the marketing efforts of We The Future Contest on are middle school children. Termed as "The Forgotten Middle" by American College Testing (ACT), middle school students often get overlooked in efforts of consistently encouraging excellence, perseverance, and a love for higher education. This lackluster enthusiasm in exposing middle school students to their need to be our future counts many out of pursuing higher education even before they enter high school. These students need access to the right support and resources, like We The Future Contest, to maximize their potential.

### **Goals**

- Increase awareness of We The Future as both an organization and scholarship contest among middle school students
- Increase the number of middle school students who apply to We The Future Contest
- Increase the number of middle school students who see their significance in building the future

### **Marketing Communications**

#### *We The Future Town Hall Tour*

The "We the Future" Town Hall will travel nationwide to ten middle schools in low-income neighborhoods due to significant amounts of low-income children who cannot afford to pursue higher education. The Town Hall will be a one-day event in each city which will encourage students to dress as their dream career, learn about college, and voice their own opinions on how they see themselves in the future.

#### **Outreach and Data**

- Contacting low-income and under resourced middle schools in ten highly populated cities in the nation (New York City, Los Angeles, Chicago, Houston, Philadelphia, Atlanta, Detroit, St. Louis, Cleveland, District of Columbia)
- Guidance counselors, or other qualifying faculty, will be tapped to act as the liaison between students and We The Future staff.
- Liaisons will conduct a brief survey on their middle school students inquiring on their interests in college and submit results to We The Future staff
- We The Future will analyze collected data to customize each Town Hall and flyer for each participating school.



### **Advertising and Social Media**

- Social media websites will be created for each participating state to announce tour dates and special facts on We The Future Contest. These social media websites will include Instagram, Twitter, Snapchat, Facebook, Pinterest, and Tumblr.
- Snapchat filter personalized for each participating school will be created and activated during each Town Hall event, and one "We The Future Contest" Instagram cutout for all schools.
- Merchandise will be created for the tour (Flyers, T-shirts, Pens, Notepads, and Hats).

### **Town Hall Tour**

- The Town Hall will be broken into three major events with purposes to help students socialize with We The Future staff, express their interests in their future, and learn about how We The Future may help them.
  - Time and activities of event may vary by school due to any time or facility restrictions

#### *Event 1: "My Future Career" Fair Social*

- At the beginning of the "My Future Career" Fair Social, students will be introduced to who and what We The Future is.
- In a room designated and approved by school faculty, students will use their creativity to display their dream career. They may promote it through clothing, props, or speech. Students will have the opportunity to mix and mingle amongst themselves and We The Future staff acting as they are living in their dream professions at that moment. Pictures will be taken, posted on school websites/social media, and shared with students to post on their social media. Students will be allowed to take pictures with a We The Future Instagram cutout.

#### *Event 2: We The Future Scholarship Alumni Panel*

- Students will be gathered into an assembly room chosen by school faculty to listen to and engage with a panel of We The Future Scholarship alumni.
- Upon entering the assembly room, students will receive a We The Future t-shirt and pen.
- 4-5 alumni will answer questions detailing how *We The Future Scholarship* has helped further their dreams and college experience.



*Event 3: Town Hall*

- Once the panel commences, volunteering students will be selected from the audience to come on stage and say why they want to be our future.
- Video and pictures will be taken of each speech and every student who gives a speech will receive a special prize (We The Future hat)
- Near the end of the town hall, students may unanimously stand to take the pledge to be the future of our country. Here is when students will be reminded once again to apply for the We The Future Contest.

**Budget**

*Rates based on 10 middle schools with populations of 200 students.*

<b><u>Materials</u></b>	<b><u>Quantity</u></b>	<b><u>Price</u></b>
<b>Promotions</b>		
Flyers (Price based on Vistaprint)	3,000	\$387
Instagram Cutout (Price based on Etsy)	1	\$20
Snapchat Filter (Price based on Snapchat)	10	\$200
	<b>TOTAL</b>	<b>\$607</b>
<b>Apparel</b>		
T-Shirts (Price based on Custom Ink)	2,000	\$15,100
Hats (Price based on Custom Ink)	40	\$710.40
	<b>TOTAL</b>	<b>\$15,810.40</b>
<b>Stationary</b>		
Pens (Price based on Vistaprint)	2,000	\$1,580
	<b>TOTAL</b>	<b>\$1,580</b>
<b>Logistics</b>		
Venue	10	\$0
DJ	10	\$3,000
	<b>TOTAL</b>	<b>\$3000</b>
	<b>GRAND TOTAL:</b>	<b>\$20,997.40</b>