

“We the Future Challenge” Marketing Plan for High School Students

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Remember the ice bucket challenge? The *We the Future Challenge* emulates the catchiness of this idea and turns it into a social media challenge: All you have to do is hold up a ten-dollar bill and name the 10 amendments listed in the Bill of Rights as fast as you can—while a friend videos you. If you name all ten, you get to keep the money; if you don't, you venmo* ten bucks to #WetheFutureChallenge. Then post the video to social media with the same hashtag.

The point, of course, is not to keep the money, but to challenge fellow Americans with a quick trivia quiz about the single-most important document guarding our freedoms. In fact, not knowing the answer will lead to much more conversation and prompt participants to want to learn about and memorize all ten.

This Challenge embodies Constituting America's core mission of promoting the Constitution and the rights and liberties it provides, and it does it with the same spirit on which Constituting America Founder and Co-Chair Janine Turner started the organization—talking one-on-one with Americans about their freedoms. The campaign would begin with the U.S. president undertaking the challenge, ripple through congressmen and celebrities, and trickle down to state, county, and local officials. The challenge would then catch with ordinary Americans who would also donate, join, and pass the challenge along.

The overall We the Future Challenge targets high school students because they live on social media. Knowing the answers will make them see “smart” in front of friends. If they don't know them, it becomes a funny video that perpetuates the enthusiasm of other high school students wanting to try the Challenge for themselves.

To complement this effort, I would suggest soliciting major companies for corporate matching for the overall amount of money raised by the challenge. Whenever a company makes a donation, a post highlighting their participation and a challenge to another company CEO to take the challenge and donate would be posted. It might even garner a LOT of publicity if the CEO holds up a five-thousand-dollar bill—the bill bearing the image of James Madison. Few people have seen one of these in person and the idea of that much cash at stake would attract a lot of viewers—especially in my targeted high school range.

Simultaneously, a third effort would be made to create a silent auction at all Constituting America. There are a lot of political junkies out there who would love nothing more than to have something signed by a government representative. These people would love to bid on trips to historical sites related to the Bill of Rights, such as parts of the country where James Madison

and George Mason lived. Of course, the auction would also raise money to help fund future efforts by Constituting America.

The facets of the *We the Future Challenge* meets several campaign objectives:

- People of all races, ages, socioeconomic backgrounds, and skill levels are engaged and encouraged in a fun way to participate in social media that highlights the importance of knowing the Bills of Rights. In other words, this Challenge has the rare, unique ability to cross all political, social, socioeconomic, racial, religious lines.
- Building revenue on a consistent basis is achieved through the social media fundraiser and silent auction.
- Creating visibility and loyalty to the Constituting America mission is accomplished because everyone wants in on the fun—no matter their age. People will naturally be curious about the Constituting America mission, and by using the #WetheFutureChallenge, they will have an easy way to learn more.
- Finally, this plan is targeted initially to high schoolers who are social media influencers, but will catch on with all generations from elementary students to senior citizens.

*Constituting America will need to set up a Venmo account, WetheFuture, and make sure it is also accessible in the payment list on your website.