

“We the Future Contest”

**Marketing Plan
-Elementary School-**

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Executive Summary

The purpose of this Marketing Plan is to promote the “We the Future Scholarship”. Through the implementation of various ideas of which are mentioned below, the method of advertisement will easily be carried out. The main objective for the Plan is to encourage Elementary School Students to apply to the Scholarships that are offered. The following plan has structured out a way to promote the benefits of applying and the application process.

Target Market

The Target Audiences are towards Elementary School students. It is not a common audience when considering potential candidates for Scholarships. The ideas that “it is never too late to start” would surely apply to the situation of advertising a scholarship of such younger students. I selected this audience over the older students due to the oversee of potential that exists in many young studies. It could ignite future potential and it encourages students to be thinking ahead of their future at an earlier age, ultimately leading to greater chances when in middle school or in high school. The encouragement of having children apply during elementary school will set a different mentality for their educational prospect and although not having much experience with applications and or college entrance it will present an insight to what a competitive event with reward is.

It is not often that younger students are selected to participate in competitions such as this scholarship’s. The idea will be on the focus of “the future generations to come” which will encourage the idea that scholarships are important especially “We the Future Contest”. Kids will enter high school having an idea as to what a scholarship constitutes and with the experience of having applied to one.

Goals

1. The main objective for this plan is to increase the number of registrations for the scholarship directed towards Elementary students
2. Increasing the number of submitting menus for Elementary Student is one other objective for the Scholarship
3. The Advertisements of the scholarship through various programs and outlets to mainly target Tier 2 and Tier 3 Schools

Strategies

I. Afterschool Information Sessions

Implement student and parent-teacher night dedicate only to the advancement of their education. There will be presentations from 4 pm to 6 pm, where parent as well as children could learn about the benefits of applying to summer programs, and scholarship such as “We the Future”. These workshops would defiantly be included within the low-income student population.

II. Social Media / News Outlets

Through advertisements such as Twitter, Instagram, Pinterest, and Facebook, parents could view the opportunities available for their chickens. Within the designated social media page for their children, the Scholarship will be posting monthly announcements for the application of the scholarship. The social media page of the Scholarship will also be –automatically- following parents that follow school pages.

The news outlets pertaining where most interests are shown in each state will be contacted so that there can be a segment dedicated to the workshops conducted within the elementary schools that are selected.

III. Contact Elementary Schools

Staff will contact Principals form low-income elementary schools. The emails that will be sent will be pertaining the scholarship and through them, they will be encouraged to send to teachers (9counseors). These counselors will then speak of the elementary classes and share the message to see who is interested in participating, they will also seek out the students that are excelling academically to encourage them to apply.

IV. Incentives

The prospective school that receives the most applicants will receive a variety of incentives remains form r school supplies to merchandise promoting the scholarship. There will be gifts from (t-shirts, pencils, pens, notepads, and cups to hats). The School supplies will only be awarded to the school that accomplished submitting the most application on behalf of their won students.

V. Posters and website announcements

The Scholarship can take time to design a few posters to be posted in target schools, the locations will mostly be in the counselor's office and classrooms. There will also be announcements sent through email of the parents for students who might be interested in applying.

Time Frame

The main activities to include advertisings and meetings will commence every year during the month of October to terminate the day before the due date of the scholarship (September). The workshops will be held from January to April. The advertisements and social media pages will promote the Scholarships till the day before the deadline. This will ensure the constant reminders and participation of elementary school students.

Budget: Project Cost

Supplies	Amount	Total Cost
Merchandise (hats, pens, shirts etc.)	5,000	\$(900.00)
School Supplies	1000 (a variety of supplies will be included)	\$(1000.00)
Social Media Directors and managers	10 individuals in charge of Media/Promoting Scholarship	Budget :\$(1,000)
Work Shops hosted in schools	20 workshops	Budget \$(3,000)