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Marketing Plan

Marketing, Media + Communication II

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1. **Introduction and Overview**
	1. **Need**

Eugene Printmakers is a new non-profit and needs to become visible to the community. One of the best ways to begin integration into the culture of the city is through partnering with local businesses to throw a fundraising event. This will pull in an audience from multiple places and allow for casual and personable interaction with the organization and the product. Once people are curious about an organization they usually look them up online, so a great website needs to back a great organization. New organizations need to seem focused, organized, but approachable and relatable so that people can connect to them and feel comfortable getting involved or donating.

* 1. **Summary of Marketing Strategies**

*Website Update*

Adding pages with personal information about the staff and vision of the organization will make the product and people more relatable. Keeping the website up-to-date with event information and donation successes in a blog-like format will become a news feed for the organization and will be used by loyal customers and fans for all updates concerning Eugene Printmakers.

*Fundraising Event*

Because of their interest in educational outreach, Eugene Printmakers should throw a fundraising event geared towards families to bring the name into the school system through word-of-mouth advertisement at PTA meetings, happy hours, playdates, parent-teacher conferences, etc. Since EP does not have a permanent space of their own, this is a great opportunity to partner with a local business to find a venue that is large enough for printmaking activity and families. Screen printing branded t-shirts following a theme at this event will also allow for direct engagement with the families as well as a mini educational moment for both children and adults while they learn to screen print their own t-shirt.

* 1. **Desired Outcomes**

*Website Update*

* Increase personalization
* Increase activity and updates
* Get more website visits
* Gather donations from community members

*Fundraising Event*

* Promote printmaking education
* Raise money for educational outreach
* Capture the interest of children
* Cultivate relationships with local businesses
1. **Marketing Strategies**

*Website Update*

1. **Pages**

Create additional pages to the current website that highlight the staff members, printmaking history and equipment, and the successes and involvement of Eugene Printmakers around the city. The added pages can include:

* 1. *Meet the Staff*

This page can be within an “About” parent page or can be its own page within the website. This section should include:

* Individual staff photos
* Staff bios, 200-350 words
* Staff mini-portfolios
* E-mail address
	1. *Printmaking Equipment*

Printmaking equipment is both historically important and mechanically and visually interesting. Adding a page describing the origins and important milestones of printmaking machinery will aid in educating the community and participants about the art form. Uploading photos of the equipment possessed by the organization and staff members will also enable curious participants to become familiar with the machinery before they attend a class, workshop, event, etc.

Items on this page should include:

* Photos of each piece of equipment
	+ Full photo
	+ Detail photo
	+ Short video of machinery operating (optional)
* Brief history of each piece of equipment
* What it does
	+ Examples of finished pieces made on its respective piece of equipment
	1. *Donation Page*

This page should be updated to reflect the vision and intended use for website donations. People want to feel connected to the cause and be confident in where their money is going before deciding to donate to any organization. Enhancing this page to make it more personable will incline more visitors to donate.

How to update:

* Share detailed vision of intended use with money donated through the website and how the outcome will benefit the Eugene community
* Hide total donated amount so that people don’t feel persuaded by how much money is already donated or not yet donated
* Add a multiple-photo slideshow between the vision and the donation button itself. These photos can be:
	+ People engaged in printmaking activities
	+ Staff at work
	+ Printmaking materials and supplies
	+ Equipment
	1. *Event Blog*

Updating the website with event information is a great way of getting information out to interested parties, but any significant event, especially a fundraiser, should celebrate its successes to followers and fans. An Event Blog on the website can allow for marketing materials to be posted into a feed to advertise for an event, and once it’s over the amount of money raised and photos from the event can be posted as a follow up.

Integrating a live feed that is synched with Twitter, Instagram, or Facebook would be beneficial on this page as well. This will keep up the flow of marketing without having to manually update both social media and the website. This will create activity and interest from people who do not follow Eugene Printmakers on any social media accounts but visit the website, and could also lead to more social media activity.

1. **Implementation**

A website update including the creation of 2 pages and updating of 2 additional pages should take no more than 3 months to get live. Keep cost as low as possible by using staff or friends to help complete elements for the website.

* + 1. *Personnel*
* Graphic Designer and/or web designer to update website elements
* Photographer to document all equipment
	+ 1. *Materials and Supplies*
* Camera
	+ 1. *Technological Resources*
* Website interface
* Photo editing software
* Graphic design software
1. **Calendar**

This website update should be scheduled to be completed in 2 months, or 2 weeks per each page. This gives time for a full update and opportunities for the Eugene Printmakers before the start of the 2016-2017 school year when parents might be looking for new hobbies, college students come back to town, and K-12 school districts are planning special programs and after-school activities. If the update begins by Monday May 2ndt, then it should be completed and live by Tuesday July 5th.

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| **When** | **What** |
| Week of May 2nd *Donation Page* | Begin update on Donation page; acquire phots for slideshow; draft vision statement |
| Week of May 9th *Donation Page* | Finish editing photos; finalize vision statement; finalize page design |
| Week of May 16th *Meet the Staff*  | Updated Donation page goes live; begin building Meet the Staff page; ask staff members to prepare their bio and submit a photo |
| Week of May 23rd *Meet the Staff*  | Ask staff members for 10-15 images to go into their mini-portfolio; receive final bios and photos and add into website page |
| Week of May 30th *Equipment*  | Meet the Staff page goes live; begin building Printmaking Equipment page; photographer begins shooting equipment; research history of each machine |
| Week of June 6th *Equipment*  | Finish editing equipment photos; finalize descriptions and history for each piece of equipment; get photos of prints made on its respective machinery |
| Week of June 13th *Event Blog*  | Printmaking Equipment page goes live; begin update on Event Blog; update past events with amount of money raised, photos, quotes, etc.  |
| Week of June 20th *Event Blog*  | Sync social media accounts with Event Blog and test; update with any upcoming events |
| Week of June 27th  | Updated Event Blog goes live; celebrate |

1. **Evaluation**

Track website visits per day and per week starting one month before the update begins (April 2nd) to gain a starting point to measure difference after the updated website is completed and live. Comparing the numbers before and after the update will show whether or not the site is being engaged more often, and will also indicate when people visit the most to find the opportune time to update with marketing items in the future.

*Fundraising Event*

* 1. **Event Details**

“Prints and Pies” to continue with the alliteration theme of previous events.

Partnering with Cozmic Productions and Whirled Pies for a space and pizza-themed fundraising event will attract kids because of the theme and attract parents because it gives them an engaging, educational activity to do with their children that also involves dinner.

* + 1. *Time and Place*
* **When:** Tuesday June 7th

 5:00pm-8:00pm

* **Where:** Cozmic/Whirled Pies
* **Why:** Parents are always looking for something to do with their children on weekdays. This particular Wednesday is 8 days before school lets out for the summer, families especially will be looking for special things to do while their children have end of the year excitement. This event could also become an “End of the year Prints and Pies Celebration.” Cozmic also hosts a wide variety of fundraising events for non-profits and they would be likely to offer their venue for a lower price. Food and drinks will also be provided on site through Whirled Pies, so people will stay longer to eat and be more likely to interact with Eugene Printmakers.
	+ 1. *Fundraising*
			1. **Percentage of Sale**

Ask Whirled Pies if they would be willing to donate 10%-15% of the total sales during the 3-hour fundraising event. This event would also bring Whirled Pies more business than a normal Wednesday night, so they would be making up the difference.

* + - 1. **Make your own t-shirt**

For $8, kids can screen print their own white t-shirt with pre-made stencils following the space and pizza theme. Stamps of pizza toppings, stars, and aliens can be added on top of the t-shirt to make it even more customizable.

T-shirts can be purchased in bulk from Shirtmax.com with free shipping. Recommended amount and cost:

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| **Size** | **Amount** | **Cost** |
| XS | 10 | $1.85 x 10 = $18.50 |
| S | 20 | $1.85 x 20 = $37.00 |
| M | 20 | $1.85 x 20 = $37.00 |
| L | 15 | $1.85 x 15 = $27.75 |
| XL | 10 | $1.85 x 10 = $18.50 |
| **Total** | **75 shirts** | **$1.85 x 75 = $138.75** |
|  |  |  |

Only 18 shirts would need to be sold at this event to break even. If half (38) of the shirts are sold, a profit of $165.25 will be made.

Example t-shirts should be made to display the image options at the event for the kids to pick from. These images can be anything related to a cosmic pizza theme such as:

* Rocket orbiting a pizza planet with a slice missing
* Cheesy planet
* Aliens eating pizza

Stickers and/or blank cardstock that can be stamped should be available for those who cannot get a t-shirt but would like a takeaway item. Creating an image with stamps on the cardstock still allows for the child to interact with printmaking materials and get a memorandum.

* + - 1. **Donation Bowl**

Placing a donation bowl by the t-shirt station will influence parents to donate their change after purchasing a t-shirt. A message describing the planned uses of donations and earned funds on the front of the container will make donations more likely throughout the night. If an iPad and use of a Square is available, have a donation page pop up like a tip page after a t-shirt purchase, so that even if someone does not pay with cash they still have the opportunity to round up and donate.

* + 1. *Marketing*

Marketing materials for this event should follow the space and pizza theme but remain consistent with Eugene Printmakers branding and imagery. Marketing items should be completed 1 month before the event on May 10th and immediately sent to the printer. Posters and web collateral should be posted no later than 3 weeks before the event on May 17th.

Methods of marketing:

* Website
* Facebook
* Hang posters
	+ Schools
	+ Local businesses
	+ Cozmc/Whirled Pies
	+ E-mail individuals on mailing list
	+ Northwest Martial Arts (next door to Cozmic)
* Leave flyers at local businesses, especially at Cozmic/Whirled Pies
* Pre-printed Eugene Printmakers logo on all t-shirts

Staff members or volunteers working the event should be wearing an example t-shirt to showcase the images and entice sales.

* + 1. *Sponsors*

Cozmic Productions, Whirled Pies, and any other sponsors can receive pre-printed logos on each t-shirt in exchange for their services as well as a spot on the marketing materials. Art supplies stores could be likely sponsors with an in-kind donation of screen printing materials.

* + 1. *Additional Ideas*

To showcase additional printmaking methods and strengthen organization awareness, the Eugene Printmakers station at the Cozmic venue should include 1-2 tables that have:

* E-mail signup sheet
* Business cards
* Printmaking examples
	1. **Implementation**

This event will involve a lot of preparation on the Eugene Printmakers. Booking a venue, ordering shirts, and screen print design and creation will take some time and should start as soon as possible to allow for buffer.

* + 1. *Personnel*
* 3-4 staff members or volunteers to run the screen printing process, stamping, cash handling, and interaction with families
* Staff members to create t-shirt images and stamps
	+ 1. *Materials and Supplies*
* 3-6 tables for equipment, workspace, and information table
* Tablecloth(s)
* Banner or large print of logo to hang
* Pre-made screen printing stencil images
* Pre-made stamps
* T-shirts organized by size
* Screen printing ink
* Screen printing equipment
* Example t-shirts
* Display board
	+ 1. *Technological Resources*
* Adobe Creative Suite
* iPad and Square (if applicable)
	+ 1. *Printing, Production, Distribution*

Printed marketing items should include:

* **50** 11x17 posters
* **150** 4.25x5.5 flyers
	1. **Calendar**

Before the event:

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| **When** | **What** |
| April 18th  | Have date and time booked at Cozmic; have Whirled Pies on board to donate a percentage of their sales; venue walkthrough to space plan |
| April 25th  | Finalize t-shirt images and stamp options; begin production of stencils and stamps |
| May 2nd  | Finalize sponsors and get logos for marketing materials and t-shirts; order t-shirts online |
| May 10th  | Complete marketing materials and send to printer |
| May 17th  | Pick up printed materials and distribute around town; post marketing materials to website and social media |
| May 23rd  | Receive t-shirts and screen print sponsor logos; start posting on social media twice a week about the event |
| May 30th  | Prepare example t-shirts for display; start posting on social media 3 times a week about the event  |

Day of event:

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| **When** | **What** |
| 3:30 pm | Arrive on location and begin set-up |
| 5:00 pm  | Fundraising event officially begins |
| 8:00 pm | Fundraising event officially ends |
| 9:30 pm | Finish tear down and leave location |

After the event:

Update website and social media with fundraising outcomes including:

* Amount of money raised
* What the money will be used for
* Photos
* Thank you to Cozmic, Whirled Pies, and any other sponsors
* Thank those who came and encourage people to attend their next event
	1. **Evaluation**

Success of the event will be measured in the amount of money raised through t-shirt sales, donations, and percentage of pizza sales. The amount of e-mail sign ups will indicate the level of interest from those who attended. Other ways to track success can include an increase in social media or website activity directly before or after the event. Talking with people at the event can gauge interest in printmaking in general and develop additional connections.