The Make Wish Foundation Picnic Event.

\*I decided to make something little different, instead of a product, I am creating an Event for my company ( The Make A Wish Foundation)\*

We are Organizing a Picnic Event in Central Park New York City, to help in the donations and Funds for many of the research labs trying to find cures and testaments for many life threatening illness. Every dollar counts so come and joins us and enjoy a great picnic for an even greater cause.

The Brand - Make a Wish Foundation;

* Make a Wish Foundation is a Non - Profit organization dedicated to grant wishes for children with life threatening medical conditions. Giving them the strength and joy they deserve.
* Make a wish foundation`s proposition is the following;

a) To grant the Wishes of Children with life threatening illness.

b) To help in funding progress for this life threatening illness.

c) To help the families cop with the hardship that they are going through.

* What makes this Organization different from the rest is their propositions, this foundation prides its self in making every child who is a part of their care as happy as possible giving them the wish they dreamt of. Let it be swimming with the Dolphins or a Trip to Disney World or Land. However not only are they just trying to just grant for the children, but for their parents as well, asking for donations and funding to give to the research labs who are trying their hardest in treating the illnesses.

The Audience

* Our current audience is Families, many of them who already lost a child < to one of these illness or who are going through the experience right now. Others are ones trying or wanting to start a families scared of maybe being one those families who are going through it.
* For this sort of origination, the desired audience we are looking for are like our current audience, young families, wanting to make a difference in life, and insuring the safety and well being for our future (i.e the children). Theis are people who want to make the donations, the age group we are looking at are the late 30`s (35-36) up to the ages of about late 50`s early 70`s. This age group are in full time jobs and can afford to give donations.

The Goals

* Creating Brand Awareness and Visibility
* Getting people to come to the Picnic Event.
* Making more people donate on the website of Facebook page.
* We will be approaching out gaols with the following;

a) Creating a Facebook Event page connecting it to our Facebook page and Website.

b) Begin creating hash-tags for the Twitter live feed for the event.

c) Start up the Facebook Adds and Instagram posts and invites.

d) Submit for a Snapchat Event .

Content Strategies

* Our message/the invite;

Come, Help and bring a smile to a child. You are invited to the Make A Wish Foundation Donation Picnic, in Central Park New York. Tickets are 50$ a person and all proceeds a given to research originations helping in trying to find a cure and/or treatment, for many terminated illnesses.

* The Social Media Networks we will being using;

**Facebook Event Page** - creating the event and putting it together with the Website and Facebook page.

**Twitter Page** - the foundation already has a Twitter page, what we will be doing is creating a live feed with hashtags, throughout the entire event.

**YouTube Adds** - The foundation already has YouTube page showing the stories of the many Wishes they have granted. What I would like to do is announce the Picnic and advertise as commercials on YouTube. As well as when th event is happening we broadcast it Live on our channel and on the Facebook page.

**Snapchat Event** - I would like to have a Live Snapchat feed Event, in the story section, so people can see how things are going, in regards to the different people perception. Like the Live feed we will have on YouTube and Facebook, Snap chat will show the Event, but through eye of the people not the marketers.

* Hashtags that would help in the marking for the event;

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| #makeawish | #makeawishnyc | #wish | #wishpicnic |
| #wichcentralpark | #makeawishpicnic | #happywish | #Makeawishfoundation |

The Call To Action

* Our call to action will be about the Event, telling people about it, to came and support a good cause. and try to drive them to our Website, Event page and/or Facebook Page (the Page and Website the most important because, both have a donation section, for anyone who would like to give a donation. We want to true the our roots of teh company and show what just smallest Donation can do.

**I.E**; Help Make a Wish Come True, and join us for a Picnic in Central Park New York, all proceeds go to research for terminal and life threatening illnesses. For more information come see our Facebook Event Page ; http://bit.ly/28CeDN8 or our Facebook page; http://bit.ly/1UO5cTt. Remember, Our mission is to Make sure every kids wish can come true.

4-Week Execution Plan;

This is a a quick Summery of what we will be doing for the Event, from creating the Facebook event page all the way till the live Feed on YouTube of the event.

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| --- | --- |
| Week 1 | Begin creating the Facebook Event Page, and put it up on the Facebook Page and the Website, so all the followers can see it. |
| Week 2 | Begin the adds on Youtube and Facebook, to start selling the tickets for the event.  Set up a Make A Wish Foundation Snapchat account. |
| Week 3 | Announce on twitter and on the Facebook Event page the entertainment and activities at the event.  Still doing the Youtube and Facebook adds. |
| Week 4 | The Week of the Picnic Event, we Submit for the Snapchat event Story, and begin the hashtags for the live Tweeter feed.  The Day of the Event Begin the Live Video Feed on Facebook and Youtube. |

Key Performance Indicators (KPI)

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| --- | --- |
| Creating Brand Awareness and Visibility | Facebook Followers - 10,000 by the seconded Week.  Facebook Event Invites - 1000 people by the first Week.  Twitter Followers - 1000 by the first Week.  YouTube Subscribers - 1000 by the 2 week. |
| Getting people to come to the Picnic Event. | By the first week we announce the Event we should be getting about 1000 people attending.  By the later weeks we should be looking at about 45,000 - 50,000 people attending/maybe. |
| Making more people donate on the website of Facebook page. | By the first weeks we should be seeing a double in our donation funds, because people will be buying the tickets.  By the time of the event our donation should be x3 in our funds. |

We should be checking our progress every week. due to the Facebook and YouTube adds, along with the amount of followers who would share the event with their friends.

Landing Page;

Our landing page would offer two ticket free of charge to anyone who offers their first name, last name and email address.

our promo would be the following;

Win Tickets To our Event!

Fill out the information below and you could win 2 free tickets to the Make A Wish Foundation Picnic Event in Central Park at New York City.

Name: Last Name:

Email:

Good Luck.

The Facebook Ads;

The Facebook adds will be centered around the New York City Area. going no further than Hampstead to the east and Newark, NJ to the West. However the Event will be an open invite to all, in case there are people from outside the state or country (I`m talking about Canada) who are interested in attending the event.

For the Facebook ads, we will be looking at a budget of about 1300$ for 5 ads over the course of 3 weeks, optimizing and targeting our clients with the announcement of the Event going do.

With these adds, we should be able to rise ticket sales as well as donations, by 3x the average.

The 5 ads that we would be showing our audience would be the following;

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|  | Headline | Text | Audience | CPC or CMP |
| Facebook ad #1 | The Event of the Summer! | We are inviting you to our Make Central Park Picnic Event! All proceeds go towards helping the Make A Wish Foundation. | This should be hitting our **current audience** as well as the people in the New York area. | CPC |
| Facebook ad #2 | Help make a smile this Summer! | Every dollar counts so come and joins us and enjoy a great picnic for an even greater cause. | This will help in rising more traffic to our event page, and/or our donation pages. with our **Target Audience.** | CPC |
| Facebook ad #3 | Nothing like a good Picnic in Central Park. | We are Organizing a Picnic Event in Central Park New York City, to help in the donations and Funds for many of the research labs trying to find cures and testaments for many life threatening illness | This would hit our **target audience,** making them want to come for the fun and help for the cause. | CMP |
| Facebook ad #4 | Special Guests Appetence! | We are ecstatic to announce that a Arianna Grande along with many other special guest will be here. | The would bring in both **Target and Current audience**, mostly out of the city/state, casing more of a hip rising ticket sales, and shares!!! | CPC |
| Facebook ad #5 | Come and support a great cause. | Help us in donating for many of the research labs trying to find cures and testaments for many life threatening illness. Every dollar counts so come and joins us and enjoy a great picnic for an even greater cause. | This would be out last add, mostly aiming for our **current audience** still unsure if to com or not. | CMP |