

**BDPA Education & Technology Foundation (BETF)
United Way Marketing Plan**

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Overall Marketing Campaign

Strategy

This marketing plan will be done in two phases: the first phase is designed to increase BETF awareness.

The second phase is designed to increase awareness of the ability to designate a non-profit organization as the recipient of their United Way Workplace Campaign giving and to provide the information necessary for them to choose BETF as the recipient.

Phase 1 will begin approximately one month before the kickoff of the local United Way Community Campaign. This plan assumes that all local United Way Community Campaigns begin and end at the same.

Phase 2 will begin approximately two weeks before the kickoff of the local United Way Community Campaign and continue until the campaign results due date.

Figure 1: Project Plan Overview

<input type="checkbox"/> BETF United Way Marketing Plan	100.5 days	Fri 5/1/09	Wed 12/16/09
<input type="checkbox"/> Planning	41.69 days	Fri 5/1/09	Tue 6/30/09
<input type="checkbox"/> Execute Tactics	52.31 days	Wed 6/24/09	Tue 12/1/09
<input type="checkbox"/> Phase 1: Increase BETF Awareness	34.63 days	Wed 6/24/09	Wed 9/9/09
<input type="checkbox"/> Phase 2: Ability to Designate BETF	37.88 days	Wed 7/15/09	Tue 12/1/09
<input type="checkbox"/> You Tube Videos	32 days	Wed 7/15/09	Tue 11/3/09
<input type="checkbox"/> National Conference	1 day	Wed 8/5/09	Tue 8/11/09
<input type="checkbox"/> United Way Community Campaign (UWCC)	76.5 days	Tue 9/1/09	Wed 12/16/09

Since resources are not allocated, use start-end dates vs durations for planning purposes.

Figure 2: 2008 Community Campaign Dates

Community Campaign Kickoff: Sept. 9, 10, 11, 2008 Company Campaign Results Due: November 3, 2008

This plan assumes that the 2009 United Way Campaign will have similar dates as the 2008 campaign. We verified with the Triangle United Way that the nearly 1,300 local organizations set their own dates for their community campaign, but generally the campaigns start the first week in September and end the first week in November.

All chapters use their own form, but they are similar, therefore, the image of the form that will be used to show the place on the form to designate BETF as the gift recipient will be from the Triangle United Way.

The volunteer marketing team will detail the messages, graphics & print materials that comprise this marketing plan. However, additional personnel or funds may be necessary to execute it.

The marketing team will discover and analyze open rates of current email marketing campaigns to better determine effectiveness of this campaign.

The team will also research and/or gather information to use in communications, e.g.:

- # of students supported
- # of scholarships awarded
- Amount of scholarships awarded, etc.

Figure 3: Planning Phase

Planning	42 days	Fri 5/1/09	Tue 6/30/09
Solicit Marketing Team	5 days	Fri 5/1/09	Thu 5/7/09
First Draft Plan	20 days	Fri 5/8/09	Fri 6/5/09
Plan Walk Thru	3 days	Fri 6/5/09	Wed 6/10/09
Final Draft	10 days	Wed 6/10/09	Wed 6/24/09
Plan Approval	4 days	Wed 6/24/09	Tue 6/30/09

Business Objective

To increase BETF United Way donations to \$25,000 in CY-2010

Phase 1

Marketing Objectives

To increase BDPA membership awareness that the BDPA Education & Technology Foundation (BETF) exists solely for the purpose of providing major financial support of the education & technology programs of the national BDPA and its local chapters.

Execution Timeframe

August 3-31, 2009

Target Audience

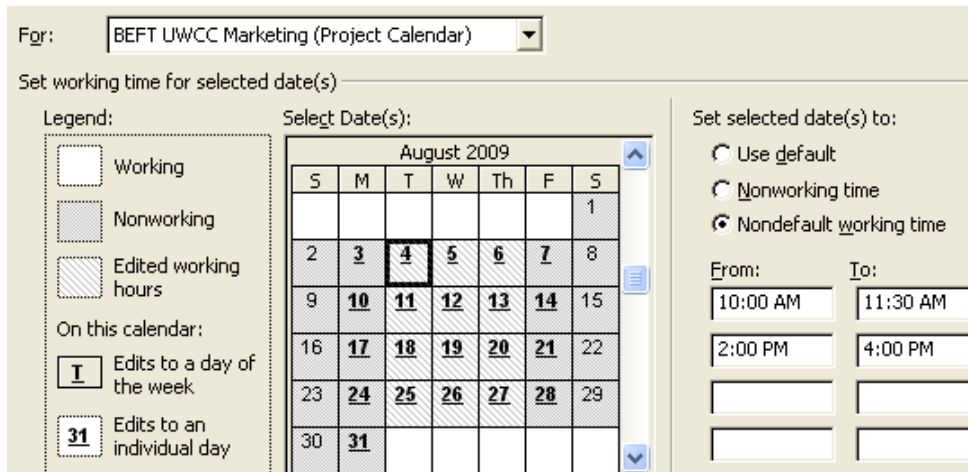
- BDPA Members (as of 5/1/2009 there are 2,782 BDPA members.)
- Personal contacts of BDPA members.

Marketing Tactics

No Cost Tactics

Online marketing should occur twice weekly, for two weeks prior to the United Way Community Campaign kickoff on either Tuesday, Wednesday or Thursday from 10:00 AM – 11:30 AM or from 2:00 PM – 4:00 PM.

Figure 4: Tactic Execution Calendar



The exception to the twice weekly online marketing in this section is the email from the local BDPA Chapter members to their personal contacts. This email should only be sent once - one week prior to the United Way Community Campaign kickoff.

Since some online channels can contain more content than tweets, supplemental information can be added to the awareness messages such as the BETF mission/vision statement(s), BETF award recipient interviews or feedback, BETF supported programs, BETF history or BETF initiatives.

Email to all BDPA Members

- Using Constant Contact email marketing account.
- Email lists provided by the National BDPA.
- Recipients will be asked to forward emails to friends and family to help us spread the word.

Email to local BDPA Chapter contacts

- BDPA members will be encouraged to send an email to their personal contacts or local sponsors.
- This email should be a 'form' letter crafted by the Marketing team with personalization options such as, "Why I Joined BDPA" or "Why I Care" or "My BDPA Story."
- This personal message to friends, family, contacts or sponsors will leverage the reputation of the sender to increase the success of this marketing campaign.
- The closing of the form letter will encourage recipients to forward the email to hopefully spawn a viral recipient trail.

Email from BETF Executive Director

- 2 months before United Way Community Campaign; 1 month before United Way Campaign; during the first, middle and last weeks of the United Way Campaign.
- An email to BETF staff and volunteers.
- An email to BDPA Chapter presidents.
- Ask to do chapter meeting reminders, etc.
- An email to BDPA National Leaders.
- An email to personal contacts and/or sponsors.

Tweets

- Using the BDPA Twitter account.
- Currently has approx. 498 followers.
- Account: <http://twitter.com/BDPA>
- Tweets should happen twice a week
- Sample Tweets
- The BETF SOLE purpose is to support national and local BDPA education & technology programs.
- BETF gave \$79,636.52 to local chapters in 2008.
- _____ students in _____ states received
- Donations to BETF are restricted to directly support your local BDPA chapter.
- BETF is the tax-exempt organization for the local BDPA chapters.
- BETF awarded \$233.500 in scholarships in 1996.

- There were 40 BDPA scholars in 2008 who earned \$48,500

Facebook

- Using the BDPA Global account.
- www.facebook.com/pages/BDPA-Foundation/13734387198
- Currently approx. 600 members.

CollectiveX Blog

- 1793 subscribers
- <http://bdpa.collectivex.com>

Blogspot Blog

- Averages 100 visitors per day

LinkedIn Groups

- Over 950 members.
- <http://www.linkedin.com/groups?gid=21066>

BDPAtoday

- Over 22,000 email subscribers

Chapter Meeting Reminders

- Chapters will be encouraged to read a short “form reminder” at the monthly meeting that occurs 2 months before the United Way Community Campaign kickoff.

News Release

- A news release regarding this marketing campaign will be prepared for distribution.

You Tube Scholarship Recipient Videos

- Recipients of BETF scholarships will be solicited via email to submit videos describing how they were impacted by receiving their award.

Cost Tactics

Direct Mail

- One (1) “Did You Know” mail drop.
- 2009 SITES/HSCC Parents
- Form letter from marketing team with options for personalization options such as local scholarship winners, instructor/member biographies (“Why I Served”), student profiles (“My SITES/HSCC Experience ”), or “Others Who Supported.”
- Any distribution costs are to be paid by the local BDPA Chapter.

- This letter should be sent once two weeks prior to the United Way Community Campaign kickoff.

Flash Banners

- A set of flash banners will be created for local BDPA Chapters to optionally post on their websites. The banners will also be considered all other BDPA online communications channels to have a persistent presence.
- To be run for a specified time.
- To be distributed to BDPA Chapter, BDPA National and BETF webmasters and for approval to post.
- Banners will be donated by Move My Mountain, LLC.
<http://www.movemymountain.com>

Figure 5: Phase 1 Project Plan

Task Name	Duration	Start	Finish
<input type="checkbox"/> BETF United Way Marketing Plan	100.5 days	Fri 5/1/09	Wed 12/16/09
<input checked="" type="checkbox"/> Planning	41.69 days	Fri 5/1/09	Tue 6/30/09
<input type="checkbox"/> Execute Tactics	52.31 days	Wed 6/24/09	Tue 12/1/09
<input type="checkbox"/> Phase 1: Increase BETF Awareness	34.63 days	Wed 6/24/09	Wed 9/9/09
<input checked="" type="checkbox"/> Write Copy	24 days	Wed 6/24/09	Tue 7/28/09
News Release	0.5 days	Wed 6/24/09	Thu 6/25/09
You Tube Script	0.5 days	Wed 6/24/09	Thu 6/25/09
<input checked="" type="checkbox"/> Design	15 days	Tue 6/30/09	Tue 7/21/09
<input checked="" type="checkbox"/> BETF Web Anchor Page	28.5 days	Tue 6/30/09	Thu 8/27/09
Distribute News Release	1 day	Tue 8/4/09	Thu 8/6/09
<input type="checkbox"/> Execute Online Marketing Tactics	3 days	Tue 8/18/09	Tue 9/1/09
<input type="checkbox"/> Twice Weekly	3 days	Tue 8/18/09	Tue 9/1/09
<input checked="" type="checkbox"/> Tweet	3 days	Tue 8/18/09	Tue 9/1/09
<input checked="" type="checkbox"/> FaceBook Posts	3 days	Tue 8/18/09	Tue 9/1/09
<input checked="" type="checkbox"/> LinkedIn Groups	3 days	Tue 8/18/09	Tue 9/1/09
<input checked="" type="checkbox"/> CollectiveX Blog	3 days	Tue 8/18/09	Tue 9/1/09
<input checked="" type="checkbox"/> Blogspot Blog	3 days	Tue 8/18/09	Tue 9/1/09
<input checked="" type="checkbox"/> BDPA Today	3 days	Tue 8/18/09	Tue 9/1/09
<input checked="" type="checkbox"/> Chapter Announcement	28 days	Wed 7/1/09	Thu 8/27/09
<input checked="" type="checkbox"/> Direct Mail	7 days	Tue 7/21/09	Thu 7/30/09
<input checked="" type="checkbox"/> Web Banners	15.63 days	Tue 7/21/09	Wed 9/9/09
<input checked="" type="checkbox"/> BETF Exec Director Emails	26.94 days	Thu 6/25/09	Wed 8/5/09
<input checked="" type="checkbox"/> National BDPA	1 day	Wed 8/5/09	Tue 8/11/09
Local Members Email Their Contacts	2 days	Tue 8/18/09	Wed 8/26/09

Since resources are not allocated, use start-end dates vs durations for planning purposes.

Phase 2

Marketing Objective

- To increase awareness of the ability to designate a non-profit organization as the recipient of a United Way donation.
- To encourage donors to designate BETF as the United Way donation recipient.
- To provide the information necessary to designate BETF as a United Way donation recipient.

Execution Timeframe

September 1-30, 2009

Target Audience:

- BDPA Members
- Personal contacts of BDPA members.

Marketing Tactics

No Cost Tactics

Online marketing should occur twice weekly, during the United Way Community Campaign on either Tuesday, Wednesday or Thursday from 10:00 AM – 11:30 AM or from 2:00 PM – 4:00 PM. The exception to the twice weekly online marketing in this section is the email from the local BDPA Chapter members to their personal contacts. This email should only be sent once during the first week of the United Way Community Campaign.

Since some online channels can contain more content than others, supplemental information can be added to the awareness messages such as the links to articles about designating a donation (keywords: united way, designate, open door choice, donor designated, contributor choice, specific care, combined federal campaign), pictures of the area of a completed United Way form with BDPA information pre-filled, etc.

Email to all BDPA Members

- Using Constant Contact email marketing account.
- Email lists provided by the National BDPA.
- Recipients will be asked to forward emails to friends and family to help us spread the word.

Email to local BDPA Chapter contacts

- BDPA members will be encouraged to send an email to their personal contacts or local sponsors.
- This email should be a 'form' letter crafted by the Marketing team with personalization options such as, "Why I Joined BDPA" or "Why I Care" or "My BDPA Story."
- This personal message to friends, family, contacts or sponsors will leverage the reputation of the sender to increase the success of this marketing campaign.
- The closing of the form letter will encourage recipients to forward the email to hopefully spawn a viral recipient trail.

Email from BETF Executive Director

- 2 months before United Way Community Campaign; 1 month before United Way Campaign; during the first and last weeks of the United Way Campaign.
- An email to BETF staff and volunteers.
- An email to BDPA Chapter presidents.
- Ask to do chapter meeting reminders, etc.
- An email to BDPA National Leaders.
- An email to personal contacts and/or sponsors.

Tweets

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- Currently has approx. 498 followers.
- <http://twitter.com/BDPA>
- Tweets should happen twice a week

Sample Messages

- Did you know you can designate a tax exempt organization to receive your United Way Donation? [Include URL]
- Designate BETF as your United Way donation recipient [Include link to info to put on form.]
- Designate BETF on the United Way form to directly support your local BDPA chapter [Include link to info to put on form].

Facebook

- Using the BDPA Global account.
- www.facebook.com/pages/BDPA-Foundation/13734387198
- Currently approx. 600 members.

CollectiveX Blog

1793 subscribers

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Over 950 members.

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Over 22,000 email subscribers

Cost Tactics

[Direct Mail](#)

- One (1) "United Way Designations to BETF Supports Your Local BDPA Chapter" mail drop.
- 2009 SITES/HSCC Parents
- Form letter from marketing team with options for personalization options such as local scholarship winners, instructor/member biographies ("Why I Served"), student profiles ("My SITES/HSCC Experience"), or "Others Who Supported."
- Any distribution costs are to be paid by the local BDPA Chapter.
- Letter should be sent once one week prior to the United Way Community Campaign kickoff.

[Flash Banners](#)

- A set of flash banners will be created for local BDPA Chapters to optionally post on their websites. The banners will also be considered all other BDPA online communications channels to have a persistent presence.
- To be run for a specified time.
- To be distributed to BDPA Chapter, BDPA National and BETF webmasters and for approval to post.
- Banners will be donated by Move My Mountain, LLC.
<http://www.movemymountain.com>

[Chapter Meeting Reminders](#)

- Chapters will be encouraged to read a short "form reminder" at the monthly meeting that occurs 1 month before the United Way Community Campaign kickoff.

FaceBook Contest

- BDPA members will be encouraged to write “I just donated by designating” on the BDPA Global FaceBook wall.
- Chapter name must be included in the post.
- The local chapter with the most posts will be recognized during the _____.
- Contest rules will be distributed in all online marketing communications during the first week of the United Way Campaign.
- Giving will be checked for validity, if possible, when the donations are received from the United Way.

Twitter Contest

- BDPA members will be encouraged to @BDPA tweet “I just donated by designating”
- Chapter name must be included in the tweet.
- The local chapter with the most posts will be recognized during the 4th Quarter National BDPA Board of Directors meeting.
- Contest rules will be distributed in all online marketing communications during the first week of the United Way Campaign.
- Giving will be checked for validity, if possible, when the donations are received from United Way.

Figure 6: Phase 2 Project Plan

Task Name	Duration	Start	Finish
<input type="checkbox"/> BETF United Way Marketing Plan	100.5 days	Fri 5/1/09	Wed 12/16/09
<input type="checkbox"/> Planning	41.69 days	Fri 5/1/09	Tue 6/30/09
<input type="checkbox"/> Execute Tactics	52.31 days	Wed 6/24/09	Tue 12/1/09
<input type="checkbox"/> Phase 1: Increase BETF Awareness	34.63 days	Wed 6/24/09	Wed 9/9/09
<input type="checkbox"/> Phase 2: Ability to Designate BETF	37.88 days	Wed 7/15/09	Tue 12/1/09
<input type="checkbox"/> Write Copy	17.56 days	Wed 7/15/09	Wed 8/26/09
<input type="checkbox"/> Execute Online Marketing Tactics	19.63 days	Tue 9/1/09	Tue 12/1/09
<input type="checkbox"/> Twice Weekly	19.63 days	Tue 9/1/09	Tue 12/1/09
<input type="checkbox"/> Tweet	14 days	Tue 9/1/09	Wed 11/4/09
<input type="checkbox"/> Twitter Contest	19.63 days	Tue 9/1/09	Tue 12/1/09
<input type="checkbox"/> FaceBook Posts	14 days	Tue 9/1/09	Wed 11/4/09
<input type="checkbox"/> FaceBook Contest	19.63 days	Tue 9/1/09	Tue 12/1/09
<input type="checkbox"/> LinkedIn Groups	14 days	Tue 9/1/09	Wed 11/4/09
<input type="checkbox"/> CollectiveX Blog	14 days	Tue 9/1/09	Wed 11/4/09
<input type="checkbox"/> Blogspot Blog	14 days	Tue 9/1/09	Wed 11/4/09
<input type="checkbox"/> BDPA Today	14 days	Tue 9/1/09	Wed 11/4/09
<input type="checkbox"/> Chapter Announcement	13.38 days	Tue 9/1/09	Fri 10/30/09
<input type="checkbox"/> Direct Mail	4 days	Wed 8/26/09	Wed 9/16/09
<input type="checkbox"/> Web Banners	14.06 days	Wed 9/9/09	Thu 11/12/09
<input type="checkbox"/> BETF Exec Director Emails	12.5 days	Thu 9/3/09	Fri 10/30/09
<input type="checkbox"/> National BDPA	2 days	Wed 9/16/09	Thu 9/24/09
Local Members Email Their Contacts	2 days	Tue 9/22/09	Wed 9/30/09

Since resources are not allocated, use start-end dates vs durations for planning purposes.

Project Plan

The following shows all tasks of the project plan.



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WCC_marketing.pdf

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