

Let's Move! Active Schools Grants MarCom PLAN

PRE-CAMPAIGN ANALYSIS

<p>Organization Mission Marathon Kids is dedicated to improving the health of children by providing them with the tools, motivation and support to live happier, healthier lifestyles. Related Organizational Objective: Continue scaling nationally to reach the most children possible with maximum health and personal impact by providing \$1.08 million in grant funding to start school-based clubs across the country this fiscal year.</p>	<p>Product Apply for a <i>Let's Move!</i>Active Schools grant to receive funding to start a Marathon Kids run club in your school community.</p>	<p>Market School community: PE teacher (top focus); principals/administrators in Tier 1 & 2 cities, new states, and experimental smaller towns</p>
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Concerns
- 3x the amount of grant money is available for MK run clubs as last cycle, meaning we need to garner that much more interest for schools to start run clubs or else that funding is lost. Can we generate enough interest to earn \$750K worth of grant requests for MK run clubs?
- Window of time to market the opportunity and get people to take action (one month grant portal)
- The teaching community can be slow to act

MARCAMPIGN OBJECTIVE

- Drive enough consumers to the top of the funnel to receive applications through our grant portal requesting a total of of \$750,000 in *Let's Move!*Active School funding to start Marathon Kids running clubs in school communities from Aug. 15 through Sept. 15.
- Reach previous LMAS grant recipients and incentivize them to re-up during this 1-month campaign.

CAMPAIGN STRATEGY

Implement Marathon Kids' first multi-channel, integrated and more segmented marketing/communications campaign that simultaneously builds awareness around the funding opportunity and sends people to our grant portal through email marketing, paid social media pushes, analytics tracking and website visibility tactics.

CAMPAIGN TACTICS OVERVIEW

<p>Email: Maintain a cadence of weekly emails to highly segmented target audiences through Salesforce and Mailchimp</p>	<p>Website: - Track website traffic via Google Analytics by creating unique URL tags for social and email efforts sending audience to the grant portal. - Create additional visibility on MK homepage by adding a carousel slider linking to the grant portal.</p>	<p>Other: - Leverage personal professional networks to spread the word - Develop and send a postcard to select western region targets - Track overall process for \$750K goal through Salesforce dashboards</p>
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Social Media: Execute paid social promotion/ads on Facebook, Instagram and Twitter to reach audiences on multiple channels and outlets as well as those who are receiving our campaign emails; experiment with geos, audience size and behavior targeting and pivot to find interest. Focus on Facebook and Instagram because of education/teacher targeting options.

WEBSITE

- Prominent display of partnership content and application details on Marathon Kids website homepage with direct links to application portal.
- Include additional calls to action on website directing to grant portal.
- Track website traffic through Google Analytics, using campaign URL tags.

EMAIL

- Weekly communication to include dynamic content for segmented audiences to our growing constituent base (Salesforce), previous LMAS recipients (Salesforce), responsive leads (Salesforce), new leads/purchased marketing lists (MailChimp). Developed 6 audience segmentd communicated with 1/week and to include an additional unopens strategy to reach contacts who do not open the weekly emails (send with new subject line).
- Funding opportunity highlights in August newsletter.
- Use "Coach Me" content for initial send; at half-way point, announce partnership with USA Track & Field Foundation (opportunity to bring USA athletes to your school run club) as added incentive

SOCIAL

Social media advertising and cross-promotion:
- Targeted paid promotion to specified audiences via Facebook (11K+ likes), Twitter (2K+ followers) and Instagram (700+ followers). To include geographic and demographic targeting, as well as specific groups, such as school districts, PTAs, etc. in Tier 1&2 cities, new states, and small towns.
- Organic promotion on LinkedIn, Facebook, Twitter and/or Instagram.
- Active, real-time engagement with event organization's posts via shares, likes, comments and/or retweets.

MK STAFF

Marathon Kids staff to share application and partnership details with personal/non-teacher professional contacts, with call to action to apply or share with interested parties.

OTHER

- Develop traditional mailer print promotion via postcards or brochures; send to key cities/geographic target areas.
- Ask other partners to help promote opportunity.