

ENGL 306 Project Proposal: Advertising and Media Relations

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Project Overview

It is the task of our team to advertise for the Community Gardens Fundraiser. This will be achieved through the use of various media outlets, as well as physical, and audio promotion.

Project Vision and Goals

We will create a focused, and deliberate advertisement campaign. One of the first steps will be branding and official slogan/hashtag that will portray the fundraising effort in our team's desired image. We will then utilize the established branding to extend the message of the fundraising effort to the SNC campus, Brown County community, and other key individuals. When completed, our advertisements will have contributed towards creating a successful, and beneficial fundraiser.

Documents Produced

- Press Release to be disseminated to other media outlets
- Letters reaching out to student orgs. to share and support social media campaign
- Documentation of social media over the course of the semester

Project Timeline

Monday Oct. 9 Meet with Marketing team at approx. 3:30 (Mulva, Todd Wehr)

Wednesday Oct. 11

Friday Oct. 13 Meet with social media campaign specialist (Dr. Glantz) by this date

Draft of social media post 1 due

Monday Oct. 16 First draft of press release submitted to Scheler for feedback

Wednesday Oct. 18 Social media post 1 goes live on Tuesday

Friday Oct. 20 First draft of letters to orgs. submitted to Scheler for feedback

Draft of social media post 2 due

Monday Oct. 23 Second draft of press release submitted to Scheler for feedback

Wednesday Oct. 25 Social media post 2 goes live on Tuesday

Friday Oct. 27 Finalized letters due

Draft of social media post 3 due

Monday Oct. 30 Finalized press release due

Wednesday Nov. 1 Letters sent out to orgs. by this date

Social media post 3 goes live on Tuesday

Friday Nov. 3 Draft social media post 4

Monday Nov. 6 Group collaboration (TBD)

Wednesday Nov. 8 Social media post 4 goes live on Tuesday

Friday Nov. 10 Draft social media post 5

Monday Nov. 13 Group collaboration (TBD)

Wednesday Nov. 15 Social media post 5 goes live on

Friday Nov. 17 Draft social media post 6

Monday Nov. 20 Group collaboration (TBD)

Wednesday Nov. 22 Thanksgiving break (Social media post 6 goes live on Tuesday)

Friday Nov. 24 Draft of social media post 7 due

Monday Nov. 27 Group collaboration (TBD)

Wednesday Nov. 29 Social media post 7 goes live on Tuesday (Giving Tuesday)

Friday Dec. 1 Portfolio work

Monday Dec. 4 Condense social media posts into a single document

Wednesday Dec. 6 Portfolio work

Friday Dec. 8 Portfolio work

Project Needs

It has become clear throughout the planning process that our group will need to work closely with the marketing and visioning teams. The marketing team will be dealing a lot with forming pitches, and we will need to have knowledge of these in order to write a successful press release. Additionally, it will be important for us to know the “marketing strategy” that the marketing team creates in order to maintain cohesion as we try to reach out to our audience. Work with the visioning team will also be crucial because they are in charge of forming an aesthetic for the project as a whole and we want to comply with this vision. In order to maintain strong collaboration between our groups, we may need to assign a group member whose responsibility it will be to periodically meet with a member of the other team. This may take place on Fridays, as we have allotted for that in our timeline. While we acknowledge that there will inevitably be collaboration between all of the teams, we feel that a strong connection to the marketing and visions teams will be most integral to the success of our own specific duties.

We will also need to meet with a social media specialist (Dr. Glantz) in order to establish a strong foundation of knowledge for our media campaign. He may offer us advice in terms of spacing, crafting a narrative, and how to distribute our content, just to name a few examples. Learning these strategies will employ us with the tools necessary to format a successful social media campaign.

Finally, we will again need to collaborate with the visions team when we draft letters to be sent out to other organizations on campus. These documents will ask student orgs. to support or share our social media content in order to create more buzz for the project. Again, we will be able to meet

with the team on Fridays, or we may coordinate time outside of class where a representative from each team may discuss and then report back to his or her own team individually.

Project Assessment

Press Release.....	(Collective Grade) 15%
Social Media Campaign.....	(Collective Grade) 15%
Letters to Student Orgs.....	(Individual Grade) 10%
Final Portfolio.....	(Individual Grade) 60%

Grading Scale

A.....	100%-92%
➤ All produced materials adhere to the chosen theme/style of the fundraiser	
➤ Includes all relevant information in a clear and coherent manner	
➤ Consistently utilizes social media platform to raise awareness about BCCG and the fundraiser	
➤ Demonstrates effective collaboration with other teams	
➤ Produces documents in a timely manner that coincides with the overall course schedule	
➤ Provides robust reflection of professional writing process and skills gained in final portfolio	
A/B.....	91%-88%
B.....	87%-82%
➤ Most materials produced adhere to the chosen theme/style of the fundraiser	
➤ Not all information is included, or is included in a somewhat disorganized manner	
➤ Mostly utilizes social media platform consistently to raise awareness about BCCG and the fundraiser.	
➤ Demonstrates collaboration with other teams.	
➤ Produces most documents in a timely manner that coincides with the overall course schedule.	
➤ Provides adequate reflection in final portfolio	
B/C.....	81%-78%
C.....	77%-72%
➤ Some materials produced adhere...	
➤ Occasionally leaves out important information entirely/or displays disorganized format	
➤ Utilizes social media platform somewhat consistently	
➤ Shows some collaboration with other teams (though not necessarily in an effective way)	
➤ Occasionally produces documents in an untimely manner	
➤ Provides some reflection in final portfolio	
C/D.....	71%-68%
D.....	67%-60%
➤ Very few materials produced adhere...	
➤ Consistently leaves out important information entirely and/or displays disorganized format	
➤ Utilizes social media platform inconsistently	
➤ Shows minimal collaboration with other teams	
➤ Consistently produces documents in an untimely manner	
➤ Provides minimal reflection in final portfolio	

F.....0%-59%

- None of the produced materials adhere...
- Consistently fails to include important information and does so in a disorganized manner
- Does not utilize social media platform
- No collaboration with other teams
- Fails to meet any/all deadlines
- Provides no reflection in final portfolio

Throughout the semester we will be producing three main bodies of work: a press release, social media campaign, and set of letters to student orgs. on campus. The first of these, the press release, will receive one collective grade for the entire group. In order to ensure the success of our document, we have outlined two points at which Scheler will offer us feedback. This will not only strengthen the language that we use in the press release, but also the clarity of the information. We will work on this document as a team, and as a result, would like to receive one grade on the finished product.

The second body of work that we will produce are the letters to student orgs. We plan on writing 3-4 letters, and each of us will be responsible for our own letter. These will reach out to student orgs./groups on campus and ask them to support/share our social media content. Possible recipients of these letters may include, but are not limited to, SGA (Student Government Association), The St. Norbert Times, and Green Knight TV/Radio. We will each write the letter to the group that corresponds most closely with our own set of strengths. In our timeline, we have allotted for Scheler to give us one round of feedback on each of our documents. While we may help each other somewhat in the revision process, the documents will be worked on more or less individually and therefore should receive individual grades.

The final body of work that we will produce is the documentation of our social media campaign. We may either document this on the Endowment Facebook page, or through a series of screenshots. Our hope is that this documentation will show the progress of the campaign. This progress may be shown through the narrative that we will tell to create buzz about the program and our call to action for donation. We may split up some of the work within the campaign among group members, but it will mostly be a collective effort to create. Therefore, we feel that we should receive a collective grade on this particular area of our project.