

# LEAP 650: EVENT PLANNING PORTFOLIO



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CSU LEAP 650-802

MAY 8, 2018

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## Introduction (Executive Summary)

This event portfolio was generated to support the needs of the Clowns Without Borders/ Idyllwild Arts Cinco de PIE-O event which is being held on May 5<sup>th</sup>, 2018. The goal of the event is to promote knowledge and awareness about advocacy organizations that use the arts for social change. The event is sponsored by Idyllwild Arts Academy (IAA) and partners with the non-profit organization, Clowns Without Borders (CWB). Through this partnership, it is the organizers' hope that a deeper understanding and excitement about arts advocacy can be generated. Specifically, the goal for this event is to build awareness about CWB and provide IAA students with tangible and accessible connections to evoke positive social change using their artistic talents. IAA believes that through this event, students will be motivated to deepen their commitment to social change and better understand their dependence on and necessity for human-to-human connections. With that goal in mind, the objective for the event is to promote the mission and operational work of CWB through engaging activities and compelling examples of the work, such as interactive activities, videos, testimonials, and performance viewing.

This portfolio will include key event goals and objectives, budgets, risk assessment, marketing plans, work breakdowns, and evaluation criteria.

## Problem Definition

Online culture is inhibiting Idyllwild Art students from appreciating the value of human-to-human interaction as advocacy for positive social change through the arts in the world. Increasingly students are craving ways to make a difference in the society and yet they feel isolated from the rest of the world. Online communities like Facebook, Snapchat and Instagram are taking away opportunities for authentic human interactions. Yet, with that said, IAA students are increasingly seeking ways to utilize their artistic gifts and talents to provoke positive change in the world through their artist offerings. Their focus and desire to create positive change is welcome yet they don't know where to go or how to achieve these goals.

Our rural location on a mountain in Southern California contributes to the problem of isolation. Physically transporting kids to events in urban centers is difficult so hopefully bringing an event to them will help solve part of this problem. While lack of money and time cannot be the problem, it does contribute.

## Solution Options

By providing events that raise awareness and/or opportunities for social contributions, IAA students can discover new opportunities, form partnerships, raise financial contributions to support advocacy groups, and expand perspectives on global arts organizations. There are many possible events that would help to solve this problem. The first could be an "Arts Organization Fair." This event would bring various arts-based service organizations to campus. Much like a college fair, students would build awareness and deepen understanding of options to integrate their desire to make positive social change with service group opportunities. Connections that are already established within our community include: Clowns Without Borders, the Medical

Clowning Project, and Pen America. Another possible event would be a movie night or film series showing various documented projects. By exposing students to these films, they might be inspired them to create new opportunities to make a positive difference in the world. A third possible event would be to host a celebration of one specific organization in order to build a deeper connection with one specific group. This option would expand on a previous event IAA hosted earlier this fall in connection with Clowns Without Borders.

## Event Mission Statement

The mission for this event is “Promoting knowledge and awareness about advocacy organizations that use the arts for social change.” In order to capitalize on a growing connection between Idyllwild Arts and Clowns Without Borders, I will organize an on campus event in celebration of the work of Clowns Without Borders. In the fall, Molly Rose Levine, Program Director of Clowns Without Borders, visited campus and provided a masterclass with IAA students. Since then, a colleague was elected to the Board of Directors and serves as the Vice President. A solution for IAA’s problem of disconnected students who lack opportunities for outward service would be to make a deeper connection between the students and a specific organization, both in person and on campus. While the event has already been casually discussed, I would like to expand this idea and build the necessary intentionality around it.

## Event Goals and Objectives

Using the mission of “Promoting knowledge and awareness about advocacy organizations that use the arts for social change.” The goals of this event will focus around one organization. By focusing on one service group, a deeper understanding and excitement can be generated.

- **Goal:** To build awareness about CWB and provide IAA students with tangible and accessible connections to evoke positive social change using their artistic talents.
- **Objective 1:** Students will attend the event.
- **Objective 2:** Students will hear the mission of Clowns Without Borders, and how Clowns Without Borders operates in order to fulfill their mission through compelling examples of the work
- **Objective 3:** Students will engage in 3-5 interactive activities that illustrate the mission and work of Clowns Without Borders

## Budget

### Cinco de Pie-O Event Budget 5-May-18

Expenses		
	Amount	Notes
Event Supplies	\$ 250.00	cream, tins, favors,
Catering	\$ 100.00	popcorn, candy, food items
Decorations	\$ 50.00	table coverings, streamers
Marketing	\$ 250.00	posters, take-aways / most provided in house
Guest Hospitality	\$ 25.00	water, coffee, tea
<b>Expense Total</b>	<b>\$ 675.00</b>	
Revenues		
	\$ -	
<b>Revenue Total</b>		
<b>Net Revenue (Loss)</b>		
	<b>\$ 675.00</b>	

## Event Work Breakdown Sheet / Timeline

### Clowns Without Borders Event

#### Event Work Breakdown

Item:	Action:	Responsible Party:	Due Date:	Notes:
<b><u>Before</u></b>				
Schedule Event on School Calendar				
	Confirm with Department Staff –	Bonnie -via dept.		
	No Conflicts	meeting	2/13/18	
	Confirm with Admin Asst. –	Bonnie - via		
	No Conflicts	Email	2/1/18	
	Approval through Pres/Head of School	Bonnie - via Email	2/1/18	
Secure Venue				
	Confirm with Department Staff –	Bonnie-via dept.		
	No Conflicts	meeting	2/13/18	
	Confirm with Admin Asst. –	Bonnie - via		
	No Conflicts	Email	2/1/18	
Secure Guests				
	Confirm with colleague, Erin Crites	Bonnie -via Email	2/1/18	
Catering				
	Fill out form	Bonnie- via Email	4/15/18	
	Purchase hospitality for guests: water, coffee, etc	Erin	5/4/18	
Room/Space Planning				
	Planning Meeting Schedule Generation			
	Planning Meetings with Erin and Todd	Bonnie	TBD	Possible dec. or lighting needs



Publicity and Press	Contact Newspaper	Erin	4/15/18	
	Secure photographer	Bonnie	4/1/18	Covered in Marketing Budget
	Poster Design/Implementation	Bonnie w/ Marketing Dept.	3/15/18	Graphic design and poster production
	Poster Distribution	Bonnie w/Students	4/15/18	
	Email Blast	Bonnie w/ Academy Admin.	4/25/18	
Fundraising / External Dev.	Meet with Development for potential conflicts or opportunities	Bonnie w/ Palencia (CDO)	TBD ASAP	
Business Ops.	Risk Management Assessment	Bonnie w/ John Newman (COO)	TBD ASAP	

### **Day of:**

Event Set Up	Configure the Room according to design	Staff	5/8/18	daily time break down/script tba
	Appropriate Signage/direction for event	Staff	5/5/18	daily time break down/script tba
Greet Guests	Welcome/Meet on Campus	Erin	5/8/18	daily time break down/script tba
	Provide hospitality	Erin		

### **After**

Clean Up	Restoration of Space-Specific task assignment will be done after the space has been designed	Staff and Students	5/5/18	
	Return on Catering Equipment			
Evaluation	Collection of Eval. Criteria	Bonnie w/Erin	5/10/18	

## Exit criteria

Exit Tickets will be provided at the end of the event. That ticket allows for an additional raffle entry. Online submission of the Google evaluation form is the last raffle submission. The raffle allows participants to be eligible to win a grand prize basket with snacks, CWB swag (shirts, key rings, etc.), and small prizes. Building in the use of the “ticket” was a thematic choice to support the circus motif. The grand prize will be awarded at a subsequent “all school” meeting in order to keep the event momentum going through the student community.

### **Questions you want answered by an evaluation:**

- Do the participants know what the Clowns Without Borders organization does?
- Have they been inspired to make positive change in their communities? And if so, how have they been inspired or to what extent? (Do they feel motivated to take immediate action or do they not feel motivated, etc.)
- What ideas do they have about how they could move forward after the event?
- Did the event cultivate new ideas that were not intended in the event?

## Risk Assessment Plan

Clowns Without Borders Event:

May 5th, 2018 Time: 3:00 PM

Event Planner: Bonnie Carpenter

Possible Risk:	HML Scale		Prevention Measures:	Contingency Measures:	Ownership of Cont.:	Trigger Date:	Contingency/Mgmt. reserves
	Prob-ability	Impact					
Bad Weather	L	L	Monitor weather reports.	Plan for an alternate date.	BC	5/5/18	Approval of backup date for 5/6/18
Fire Forest	L	H	Monitor weather reports.	Plan for an alternate date.	BC	5/4/18	Approval from partner organization that event can happen in the fall.
Building Fire	L	M	Check all threats. Check all safety measures like exit signs, sprinklers, extinguishers.	Plan for alternate space	BC	5/4/18	Move event outdoors to the Campus Quad if the building has a fire.
Guest of Honor not attending	L	H	Monitor road conditions, communicate regularly with Guest.	Plan alternate activities that are true to the mission of the event, or Provide Backup Guest.	BC / Team	5/5/18	Andy Moss (Alternate Guest) will be available if Erin Crites (Guest of Honor) cannot attend. See contract as addendum.

No one attends / lack of interest	L	H	Publicize the event. Create and implement communication plan. Make sure there are no other conflicts on campus during that time.	Document the event / Share the event electronically online through social media. See attached "Marketing Plan."	BC / Team	5/5/18	Ensure labor and equipment to document the event with the quality necessary to post online. Create an interactive web presence that rivals an "in person" event. Email blast the Idyllwild Arts email list as reminder before the event.
Too many people attend / Crowd Overflow	L	M	Prepare staff to monitor flow and occupancy in facility.	Prepare the occupancy rating that will start the staggered entrance process.	BC/Erin	Creation of Plan: Now Implementation Trigger: 5/5/2018	Provide music or outside visuals to entertain the attendees waiting outside. Clearly instruct volunteers to assist crowd traffic patterns.
Food Service/Catering Unavailable	L	L	Fill out paperwork early. Confirm with Catering staff	Find some "treats" that are available and that are non-perishable. If catering cannot make it, then there are still some types of food treat/take away from the event.	BC	4/1/2018	Order the non-perishable treats well in advance to ensure they are here for the event. Oriental Trading Post will offer the greatest supply of Clown Themed candy and treats at an affordable price.

Power Outage	L	M	Confirm with SCE (power company) no planned outages in the area. Watch the weather which might force power outage due to wind conditions.	Find ways in the event plan to create activities that are not dependent on electricity	BC/ Plant Operations	5/4/18	Utilize the outdoor backup plan that is put in place in case of other building issues like fire or structural damage.
Road Closures	L	L	Monitor CalTrans postings for planned and unplanned closures	Build the event so it is not dependent on off campus visitors. Provide alternate routes/directions to campus.	BC /Erin	5/4/18	Email blast the Idyllwild Arts email list providing alternate routes to campus
Structural damage to the building	L	M	Confirm with building user group that they are unaware of building issues. Schedule walk through with building services to ensure the spaces are safe.	Plan for alternate space.	BC / Plant Operations	Creation of Plan: Now Implementation Trigger: 5/5/2018	Create/Utilize the outdoor staging plan, in case of other building issues like fire or structural damage.

Guest Emergency Situation	M	M	Encourage attendees to hydrate and monitor the crowd	1. Provide a landline phone with emergency numbers clearly posted. 2. Notify the Health Center to be "on call" with AED. 3. Discuss the emergency protocol with volunteer staff.	BC / Health Team / Volunteers	Creation of Plan: Now Implementation Trigger: 5/5/2018	Reassurance of the remaining crowd.
Bathroom Malfunction / Lack of Supplies	L	L	Prepare work order prior to event and send reminder for weekend staff	Have extra supplies on hand, like toilet paper and paper towels. Instruct volunteer staff as to location of restock.	BC/ Custodial	4/29/2018	Provide direction to backup restrooms
Custodial Emergency	L	L	Prepare work order prior to event and send reminder for weekend staff	Have campus radio available for quick access to staff	BC/ Custodial	5/5/2018	Reassurance of the remaining crowd.

Trash Overflow	L	L	Prepare work order prior to event and send reminder for weekend staff	Have extra supplies on hand, like can liners and extra can. Instruct volunteer staff as to location of restock.	BC/Custodial	4/29/2018	Reassurance of the remaining crowd.
Funding Deficit	L	L	Fully prepare for the event with diligent planning.	Prioritize expenses and create target dates related to spending.	BC	Throughout	Seek other donors, solicit "good will" giving at the door.

Marketing Plan with budget



## LEAP 650: EVENT PLANNING PORTFOLIO

BONNIE CARPENTER



## Executive Summary:

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This report was generated to support the marketing needs of the Clowns Without Borders/ Idyllwild Arts Cinco de PIE-O event which is being held on May 5<sup>th</sup>, 2018. The goal of the event is to promote knowledge and awareness about advocacy organizations that use the arts for social change. The event is sponsored by Idyllwild Arts Academy (IAA) and partners with the non-profit organization, Clowns Without Borders (CWB). Through this partnership, it is the organizers' hope that a deeper understanding and excitement about arts advocacy can be generated. Specifically, the goal for this event is to build awareness about CWB and provide IAA students with tangible and accessible connections to evoke positive social change using their artistic talents. IAA believes that through this event, students will be motivated to deepen their commitment to social change and better understand their dependence on and necessity for human-to-human connections. With that goal in mind, the objective for the event is to promote the mission and operational work of CWB through engaging activities and compelling examples of the work, such as interactive activities, videos, testimonials, and performance viewing.

The report will include key event marketing goals and objectives, market research, market analysis, promotional strategies and implementation, impacts, and evaluation criteria.

## Event Marketing Goals/Objectives

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- Attract at least 50 students to this inaugural Cinco de PIE-O event
  - Achieve at least 10% international population at the event
  - Encourage people to stay engaged in the event for at least 30 minutes.
  - Generate greater community awareness of the organization's work.
- Increase flow to the Clowns Without Borders and Idyllwild Arts on social media networks.
  - Encourage at least 30% of attendees to follow-up experience with a CWB website visit
  - Encourage at least 30% of attendees to share their experience on social media networks.
- Increase monetary donations to Clowns Without Borders International
  - Broaden the demographic of people attending our event, with a particular focus on people who are not currently engaged with in community activity/specific age groups etc.

## Market Research

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This section overviews factors currently influencing the perceptions and need for the

Clowns Without Borders/IAA Cinco de PIE-O event. Such factors include:

- Perceptions on teen activism
- Availability for opportunities for teen activism
- Perceived need for activism in community
- SWOT Analysis of Current Situation

### **Perceptions on teen activism**

The benefits of volunteerism for teenagers is well documented. There has been a push in local charitable organizations to facilitate opportunities for teen involvement. Bhaskar, Shobha, M.D., a pediatric hospitalist with St. Louis Children's Hospital and Washington University School of Medicine writes:

“Teen volunteering has been on a steady rise since the 1980s. Research has shown that teens who engage in community service are more responsible with higher self-esteem and resilience. Volunteering helps the teens gain new skills necessary for the job market such as leadership, communication skills, dependability, time management, and decision making. Teens who volunteer perform better at school and also build a stronger resume for college and scholarship applications.”

According to Alina Tugend in a July 30, 2010 article from the *New York Times*,

“Joseph E. Kahne, a professor of education at Mills College, and his colleagues just completed a survey of more than 500 teenagers in the 11th and 12th grades from a diverse set of 19 high schools in California. The researchers followed the students for up to three years after graduation. The students who were engaged in some sort of community service in high school — whether mandatory or voluntary — were more likely to volunteer or be involved in some civic activity. Most, but not all, of the volunteer work had classroom learning attached to it. Participants get much more out of the work they do, Professor Niemi said, if there is a forum to talk about and question the larger issues involved.”

### **Availability for opportunities for teen activism**

There is a perceived lack of opportunities for community service opportunities for teenagers in Idyllwild. Due to the remote location, limited number of social organizations in the area, and difficulties related to transportation, the demand for these experiences outsize the number of available opportunities. Students at IAA come from a global demographic and many seek opportunities to volunteer outside to the local environment. Current students express a desire to continue their volunteer experiences outside of the normal school year and they perceive a limited number of connections to network with global service organizations.

### **Perceived need for activism in community**

The mission of Idyllwild Arts values arts advocacy. The institution offers upon graduation the distinction of “*Global Arts, Action, and Social Entrepreneurship*” through the Art in Society program. The institution materials support this level of activism.

“After completing the Art in Society program, students will...

...be capable of positively influencing the world around them using their skills and creative talents.

...be able to contemplate ideas from a diversity of cultural perspectives and will establish the habit of maintaining awareness of global issues with an orientation towards change and social justice.

...have stronger character as a result of reflecting upon their own roles in society and the ethical course of their individual actions.

...be aware of how their local actions relate to the world stage and how global forces impact their own lives and the lives of others.

...have tools for social action through direct experience, such as effective organizing, negotiating, networking skills, and the ability to adapt to unanticipated challenges.

...have the capacity to navigate through uncharted social and cultural worlds while continually cultivating confidence and poise working in unfamiliar circumstances—a necessary skill for lifelong learning and professional success.”

(Idyllwild Arts Academy, [www.idyllwildarts.org](http://www.idyllwildarts.org))

**SWOT Analysis of Current Situation**

<b>Strengths, Weaknesses, Opportunities, and Threats Analysis</b>		
	<b>Strengths</b>	<b>Weaknesses</b>
<b>Internal</b>	<p>Executive level affiliate of CWB on campus as faculty</p> <p>Willing group of students who are captive on campus</p> <p>Supportive and Participative community</p> <p>Supportive administration of partnership organizations</p> <p>Good Weather potential for outside events</p> <p>Facilities that are readily available</p> <p>Event aligns with mission of sponsoring organizations</p>	<p>Event fatigue at the end of the year</p> <p>Skepticism of teenage community</p> <p>Small, rural community with limited reach of outside participants</p> <p>Limited reach (of audience) for event</p>
	<b>Opportunities</b>	<b>Threats</b>
<b>External</b>	<p>Support of a nationwide organization</p> <p>Future partnerships for students to volunteer with global organization</p> <p>Increased exposure for opportunities for both organizations</p> <p>Increased funding opportunities for both organizations</p>	<p>Town wide power outage</p> <p>Inaccessibility due to road closures due to accidents, weather, or fire</p> <p>Lack of serious consideration for the event due to the teenage partnership</p> <p>Preconceived negative opinions about clowns</p>

## Marketing Analysis

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### Primary Target Audience

The targeted audience/attendee is an Idyllwild Arts student. While the full IAA community and town of Idyllwild will be welcome to attend, the targeted segment are the students. Demographics of this segment were taken from the 2016-17 IAA *Annual Report* and previous CAIS-WASC Accreditation Self Study report and include:

- 308 Students total
  - 47 freshmen
  - 74 sophomores
  - 103 juniors
  - 84 seniors
- 54% International Enrollment representing 43 different countries of full time residency
- 46% Domestic Enrollment representing 46 different U.S. states
- 43% of IAA students are full-pay
- 81% eighty-one percent of full-pay students are international, Full-pay international students make up 35% of the IAA student body.
- 38% male, 60% female, 2% non-binary
- 29 day students and 279 boarding students

### Competition

- Other events on the day are the main competition. Other events include:
  - SAT (Will effect select Junior from 8am-1pm)
  - Idyllwild's Got Talent (Will effect select few from 4pm-? in town)
  - Senior Theatre Student Showcase Time in afternoon TBD (Will effect 8 theatre seniors during rehearsals and prep)
  - Board Meeting 8am-3pm (Will effect select few chosen to perform for Board)
  - Regularly Scheduled Rehearsals & Classes (Undetermined amount, however only musical theatre students have regular classes on that day)
- Online offerings: Netflix, Social Media
- Idyllwild Town Offerings: Idyllwild Arts campus is set on 205 acres of pine forest located in Southern California's San Jacinto Mountains. The town of Idyllwild is unincorporated and there are 3800 full time residents of the Idyllwild, Pine Cove and Fern Valley area. The town is 2 hours of Los Angeles, Orange County and San Diego. Due to time and monetary costs to transport, competition of event in these areas are not seen as a competitive force.

## Promotional Strategies & Plan Implementation

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### Key Messages and Brand



**Name of Event:** Cinco de PIE-O

**Logo for Event:** to be used for promotional materials



**Logo for additional promotional materials:**  
(if /when needed)

**Event Slogan:**  
“Come Clown Around on Cinco de PIE-O”



**Logo for additional promotional materials /  
Co-Sponsorship**

### Key Message Information:

When: May 5<sup>th</sup>, 2018 at 3 pm

Where: Rush Hall on the Idyllwild Arts Campus.

Cost: Free

Direction: IAA Campus: 52500 Temecula Rd., Idyllwild, California

Campus Map: <https://www.idyllwildarts.org/wp-content/uploads/2017/05/2017-IACampusMap.pdf>

Additional information:  
Open to the public

## Marketing Activities

<b>MARKETING TOOLS</b>
<b>Word of Mouth</b>
<i>Make sure theatre kids and Art in Society students hear about the event in meetings. Send Email to group leaders for agenda addition. Due: 4/5/18</i>
<b>Databases / Email</b>
<i>Email blast to IAA community addresses. Ginger Dagnall will send. Due: 4/15/18</i>
<b>Signature</b>
<i>Include event details in email signatures for both Bonnie Carpenter and Erin Crites. Due 4/5/18</i>
<b>DIGITAL, ONLINE</b>
<b>Website</b>
<i>Update IAA website to include event. Send to Nick Ryan. Due: 4/12/18</i>
<b>Social Media, Blogs, Forums</b>
<i>Facebook, Twitter, YouTube, Instagram undated by IAA Marketing dept. Chad Jones will update on all accounts. Due: Ongoing</i>
<b>On-line Calendar listings</b>
<i>School event website calendar, online Town Crier calendar, Palm Desert Arts Calendar. Due: 4/5/18 to all.</i>
<b>MARKETING MATERIALS</b>
<b>Marketing Material</b>
<i>Posters and distribution plan. Created by student volunteers. Distribution around campus. Due: 4/12/18 to Marketing department for production.</i>
<b>“Billboard” advertising</b>
<i>Dining hall electronic billboard submission to Ginger Dagnall. Due: 4/23/18</i>
<b>COMMUNICATIONS</b>
<b>Local Politicians</b>
<i>Send letter of upcoming event to Rep. Ruiz overviewing and inviting to the event. Due: 4/5/18</i>
<b>Co-promoters</b>
<i>Send letter / electronic update to the CWB website to share in social media efforts. Due: 4/5/18</i>
<b>Local Producers</b>



## MARKETING TOOLS

*Update President and CDO of event plans and progress. Due: Ongoing*

## Website and Digital Media

Analytic	Current situation	Goal (by event date)
Sessions	250	325
Users	60	80
Page views	125	160

### Website Plan

Activity	Date	Who
Cinco de PIE-O event details added	By April 12, 2018	Nick Ryan
Mobile friendly site activated	By April 12, 2018	Nick Ryan
Sponsor links added	By April 19, 2018	Molly Levine-CWB
Set up analytics tool to measure	By April 19, 2018	Nick Ryan

## Social Media Targets and Plan

### Targets:

Analytic	Current situation	Goal (by event date)
Current likes on Facebook	0	250
Current Twitter followers	0	50
Current Instagram followers	0	50

### Plan:

Date	Channel	Title	Content	Who
4/5/18	Facebook	Create and Invite to Event		
4/5/18	Instagram	“One Month Away” Countdown	Erin will provide content	Erin Crites
4/12/18	Facebook Instagram	“Did you know...”	Mission overview	Erin Crites

	Twitter			
4/19/18	Facebook Instagram Twitter	“Did you know...”	Goals of the Event	Erin Crites
4/26/18	Facebook Twitter	“Did you know...”	What is the event?	Erin Crites
5/1/18	Facebook Instagram Twitter	“Did you know...”	What can you do at the event?	Erin Crites
5/2/18	Facebook Instagram Twitter	“Did you know...”	Compelling story about who CWB serves	Erin Crites
5/3/18	Facebook Instagram Twitter	“Did you know...”	Compelling story about artist at CWB	Erin Crites
5/4/18	Facebook Instagram Twitter	Final Push	Exciting Preview	Erin Crites
5/5/18	Facebook Instagram Twitter	Updates throughout the day.	Set Up / During / Aftermath	Chad Jones
5/7/18	Facebook Instagram Twitter	Follow up	Evaluation / Raffle / “Mark your calendar” for next year	Chad Jones

## Email Marketing

<b><i>Database</i></b>	<b><i>Current situation</i></b>	<b><i>Goal (by event date)</i></b>
Blackbaud – Campus wide email	350	Static
Internal Connections: Partners, Parents, Associates - Development List	1500	1550
Outside connections – Marketing / Enrollment Management	1250	1300

Email database will be expanded by:

- “Register to receive updates” to be added to IAA website calendar section and “Upcoming Events” section
- Link added to share event with “Family and Friends” with internal marketing/email

### Email Marketing Campaign

<b>Date</b>	<b>Campaign</b>	<b>Database</b>	<b>Who</b>
4/5/18	“Mark your Calendar”	IAA internal, Friends and Family	Ginger Dagnall & Development Staff
4/30/18	Reminder / Preview	Student and Faculty Bulletin	Ginger Dagnall & Daniel Gray
5/54/18	Last Effort	IAA internal, Friends and Family	Ginger Dagnall & Development Staff

**Printed Collateral**

<b>Collateral</b>	<b>By When</b>	<b>Distribution channels</b>	<b>Who</b>	<b>Cost</b>
45 x Posters	Received by 4/19/18  Distributed by 4/21/18	Town locations x 15  Notice boards x 10  Dormitory x 15  Dining Hall x 3  Mailroom x 2	Erin Crites and Marketing Dept	Zero / No cost printing on campus
100 x “Take Aways”	Received by 5/1/18	Distributed at event	Erin Crites and Marketing Dept	\$50 / outside printer
100 x CWB materials	Received by 5/1/18	Distributed at event	Erin Crites and CWB	Zero

**Advertising Plan**

<b>Advertising</b>	<b>Media</b>	<b>Location</b>	<b>When</b>	<b>Cost</b>
Video Bulletin Board	Dining Hall TV	Nelson Dining Hall	4/23/18-5/7/18	\$0
All School Announcements	XXX	Lowman Concert Hall	Friday, April 27 <sup>th</sup> and May 4 <sup>th</sup>	\$0
Town Crier Ad / Article	Town Crier Newspaper	Idyllwild (primary)/ National distribution	Week of 4/23/18 and April 30th	\$25 per ad/ article free

## Communications

Communication	When	Who
Politician: Representative Ruiz, 39000 Bob Hope Dr, Rancho Mirage, CA 92270 Phone: (760) 340-3911	4/5/18	Bonnie Carpenter
Politician: Address: 4080 Lemon St #951 Riverside, CA 92501 Phone: (951) 955-1030	4/2/18	Bonnie Carpenter
Co-Sponsors: Clowns without Borders	4/5/18	Erin Crites
Local Producers: President / Chief Development Officer	Ongoing	Bonnie Carpenter

## Calendar Listings

Website	When	Who
<i>www.idyllwildarts.org</i>	<i>Immediately</i>	<i>Erin Crites</i>
<i>www.towncrier.com</i>	<i>Two weeks prior to event</i>	<i>Erin Crites</i>
<i>www.palmspringslife.com</i>	<i>Four weeks prior to event</i>	<i>Erin Crites</i>
<i>www.clownswithoutborders.org</i>	<i>immediately</i>	<i>Erin Crites</i>

## Signage Plan

Only posters and electronic dining hall billboard will be used. See previous entries for specific information.

## Marketing Budget

Item	Supplier	Cash Budget	Actual (YTD)
<b>Income</b>			
Marketing budget	IAA Theatre Dept.	\$250	
Sponsorship	Arts Enterprise Laboratory	\$250	
<b>TOTAL</b>		<b>\$500</b>	<b>TBA</b>
<b>Expenditure</b>			
Design	Omar Designs	\$150	
Printing	Vista Print	\$50	
Website	Idyllwild Arts /CWB	0	
Social media	Chad Jones – Ind. Contractor	\$75	
Advertising:	Town Crier	\$50	
Market research	Chad Jones – Ind. Contractor	\$50	
Promotional “Take-Away”	Oriental Trading/Amazon	\$50	
Photography	Shaunna Lehr	\$75	
<b>TOTAL</b>		<b>\$500</b>	<b>TBA</b>

## Impacts

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Clowns Without Borders USA and Idyllwild Arts encourages youth to be change-makers. Through events like Cinco de PIE-O, youth will be empowered to become positive forces in the world by helping to change the destructive paradigms that create xenophobia, trauma, violence, and disrespect for our fellow humans. Through laughter and play, we can challenge and overcome these threats. By building empathy and listening skills, we can vastly enhance cross-cultural understanding. We can be responsive to human displacement, violence, and other forms of crisis with compassion. We enable the development of resilience through laughter; and we offer psychosocial support through play, restorative narrative, and collaborative communication. We seek to raise awareness of affected populations and to promote a spirit of global solidarity. From 1998 through the present, CWB has provided 122 different projects in 36 countries and have served 508,682 people.

The Cinco de PIE-O event will provide interactive and entertaining tools for helping to start simple conversations between friends, family, and colleagues. As interest and opportunity grows students will leave the event with tangible action items and processes to move forward with their desires to arts advocacy volunteerism.

By partnering with this community of artists, we will show that artists, by sharing of their skills and talents, can provoke meaningful change throughout the world and promote a spirit of global solidarity

So go ahead, Take Laughter With You!

## Marketing Evaluation

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### Attendance Related Criteria

Analytic	Goal	Actual
Student Attendees	50	TBA
Faculty Attendees	10	TBA
Outside Attendees	20	TBA

### Donation Related Criteria

Analytic	Online Donations per month	Goal (by one week after event)
IAA Online Donations	45	50
CWB Online Donation	10	13

### Website and Digital Media Criteria

Analytic	Current situation	Goal (by event date)
Sessions	250	325
Users	60	80
Page views	125	160

### Social Media Criteria

Analytic	Current situation	Goal (by event date)
Current likes on Facebook	0	250
Current Twitter followers	0	50
Current Instagram followers	0	50



## Marketing Plan Conclusion

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In summary, CWB and IAA should emphasize their belief that arts based volunteerism is important and can be promoted through fun and playful activities. By focusing on interactive, informative, and entertaining elements, the Cinco de PIE-O event will promote knowledge and awareness about advocacy organizations that use the arts for social change. Application of broad and repetitive social media content, as well as tangible collateral materials, students in our target audience demographic will be motivated to attend and propagate the social media traffic on both CWB and IAA. Eventually, the impact of exposure to and participation in the event will increase arts based volunteerism and charitable donations to CWB and IAA which will allow them to continue their important and influential work.

## Event Evaluation plan

The event will be evaluated based on 3 main factors:

- Attendance (were targets met for demographic and number of people)
- Social Media Analytics (were targets met for analytics)
- Participant Feedback (was awareness raised about the organization and goals of the event)

## Major contributors

No major donors or financial supporters are needed for this event. Arts Enterprise Laboratory will provide \$250 toward support of the event, however other expenses will be covered by the IAA theatre department.

## Project Plan Conclusion

It is our hope that a deeper understanding and excitement about arts advocacy will inspire future generations of artists to make positive changes in our world. By building awareness about CWB and providing IAA students with tangible and accessible connections to evoke positive social change, they will become societal change makers. IAA believes that through this event, students will be motivated to deepen their commitment to social change and better understand their dependence on and necessity for human-to-human connections. By partnering with this charitable organization, we will show that artists, by sharing of their skills and talents, can provoke meaningful change throughout the world and promote a spirit of global solidarity