

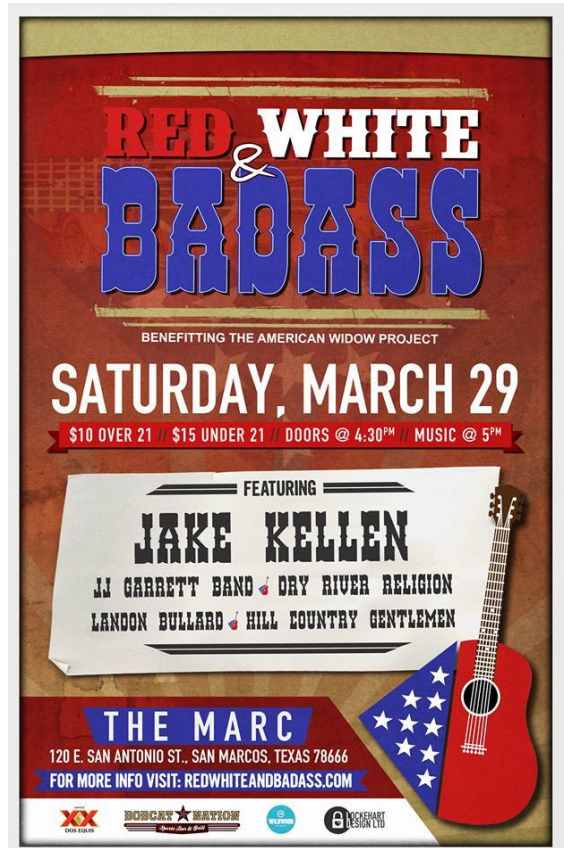


AWP's March 29, 2014 Red White & Badass Campaign Case Study

Mindy Green
Vanessa Cortez
Justen Andrews
Kelsey Kotzur
Shelbi Rodriguez
Taylor Howey

TABLE OF CONTENTS:

Executive Summary	3
Situation Analysis	3
SWOT Analysis	4
Research	5
Goals, Objectives, Strategies & Tactics	5-9
Budget	9-10
Evaluation/Conclusion	10
Media CD: Photos and Video	
Appendix A: Art, Flyers, Promotional Materials	
Appendix B: Live Presentation Materials	
Appendix C: Social Media	
Appendix D: Band Communication	
Appendix E: Press Releases	
Appendix F: Media Coverage	
Appendix G: Donation Form/Sponsorship Letter	
Appendix H: PR Plan /Working Document	



Executive Summary

The American Widow Project (AWP) has reached out and helped thousands of families who have suffered from the loss of a serving member in the United States armed forces. Through providing programs, seminars and camps, the AWP has been able to continue years of changing the lives of these individuals, lending them the support system, strength, perspective and education to move forward dealing with their tragedy. In order to raise money to fund this initiative the team thought of a way to get the word out about an event for the non-profit organization.

During the months of February and March the team organized a charity benefit concert themed “Red White & Badass” that helped net the organization \$1,500. A majority of the gross \$2,500 raised for the event was through sponsorships, ticket sales and raffle donations. On March 29, 2014, at the Marc in San Marcos, Texas, more than 150 people gathered in memory and celebration of the lives and sacrifices that the fallen soldiers and their families have made. The voice given to the organization during the event made sure attendees were aware of the non-profit organization and gave them a chance to learn about and support the AWP’s mission.

Situation Analysis

Over 6,000 U.S. service members have lost their lives in Iraq and Afghanistan in the past decade. Not included in the 6,000 are the thousands of other members who have lost their lives, including a large number who have even taken their own lives. Many people fail to acknowledge that this leaves more than 3,600 young military widows grief stricken and lost. The American Widow Project has been providing widows support and tools to help rebuild their lives. Although the organization has received substantial national attention, greater awareness about AWP continually needs to be created so that the organization can grow to give support for grieving widows.

By creating a dedicated outreach event and engaging concert performance, we strived to help increase the overall awareness of the AWP with students and community members in the San Marcos area. By getting others involved in promoting and organizing the event we cultivated a sense of ownership that allowed other individuals to engage and be more affected by the widows. We got community leaders and students of Texas State involved within the event and, in turn, boosted our ability to raise more money for AWP programs.

SWOT Analysis

<p>STRENGTHS</p> <ul style="list-style-type: none">★ Society has a deep desire to connect and show compassion on issues related to death and the loss of a loved one.★ The AWP is based in the region and has supporters within the local area.★ Residents of Austin and San Marcos have a love for music.★ Students and individuals in Texas hold very patriotic ideals and a majority of these groups are supportive of veterans and their families.★ Many of the bands performing are Texas State alumni or students and reflect our demographic.★ Founder Taryn Davis is well known in the Texas State and San Marcos communities.	<p>WEAKNESSES</p> <ul style="list-style-type: none">★ The venue charges a \$5 cover for individuals under the age of 21★ The budget set for this event is considerably low and will require support from local organizations in order to pay the initial expenses.★ Perceptions that the government or military already provides individuals with similar services★ Students are sometimes on a relatively limited budget which may prevent them from attending the concert.
<p>OPPORTUNITIES</p> <ul style="list-style-type: none">★ A large body of students to reach out to and spark greater awareness and passion about the AWP and it's programs★ Multiple military bases within the area meaning many in the community know someone in the military or with military within their family★ A community filled with music lovers that understand the value of supporting live local music	<p>THREATS</p> <ul style="list-style-type: none">★ Other events are happening within the same time period<ul style="list-style-type: none">○ IHEARTRadio Country Festival○ Bobcat Build○ Austin Urban Music Festival★ Isolating individuals based on the limited musical genres provided during the event



Research

The American Widow Project has a website, Twitter and Facebook presence for us to connect individuals to:

www.americanwidowproject.org, <https://twitter.com/americanwp> and www.facebook.com/americanwidowproject.com

The American Widow Project Facebook page has over 51,000 likes. This page was a good place to advertise our event.

AWP has been awarded several prestigious honors :

- ★ 2011 Top CNN Heroes Honoree
- ★ Newsweek Magazine's "150 Women Who Shake the World"
- ★ Diller-Von Furstenburg Foundation's "People's Voice Award" Winner
- ★ L'Oreal's 2010 National Woman of Worth
- ★ 2011 Texan of the Year Finalist

We looked at multiple venues in the San Marcos/Austin area and finally settled on The Marc (<http://themarcs.com/>) because of its location, quality of sound, and pricing. The services the Marc provides include set up, clean up, full bar and lighting. They have an in-house PA/Sound system that requires the use of their personal audio and lighting engineers. The Marc also has a huge marquee outside of venue promoting future events. Since the venue itself is well known in the area, it was the best place for the event.

There are several military organizations in the San Marcos community including, American Legion, VFW, Veterans Affairs Texas State University and the Air Force Security Police.

There are more than 400 campus student groups of which 21 are greek organizations.

Overall Goals, Objectives, Strategies and Tactics

Our overarching goal is to push forward the mission and vision that the AWP has set forth by providing a positive environment that draws attention to the sacrifices and needs of the widows left behind by a military member who has died while serving in the armed forces.

Like the AWP, our goal is to raise funds to support programs that help widows rebound.

Target Audience: Reach out to the 18-30 age range and find both students and non student members of the community who are interested in live music and charitable causes.

Goal 1: Raise money for the American Widow Project

Objective 1: Raise 5,000 by March 29

- ★ Strategy 1: We will raise these funds by getting underwriters and sponsors to provide monetary donations, door prizes or services.
 - Tactics
 - Created a sponsorship packet to send to businesses explaining what the AWP is and what benefits the business will receive from being a sponsor or donor.
 - Each team member set goals each week to contact a certain number of underwriters and sponsors.
 - Each team member researched local businesses and decided which were the best donor prospects.
 - 100 potential underwriters and sponsors were contacted before March 29.
 - Team members followed up with the businesses via email, phone or in person.
- ★ Strategy 2: Collect cover charge from the attendees and allow \$1 door prize tickets to be purchased in order to raise additional money.
 - Tactics
 - Each team member set goals each week to reach businesses to for prize packages.
 - Once the team received a donation, it was promoted via the facebook event page in an attempt to build the excitement and to stimulate event attendance.
 - Door prize items:
 - Monroe Hair Studio Gift Package \$35
 - Tap Room (4) \$25 Gift Card
 - Grin's Restaurant (2) \$25
 - Root Cellar \$40
 - Mazak Music - Guitar with case \$399.98
 - Mazak Music- Guitar Spa \$150
 - Crowne Plaza / ATX - One Night Stay
 - William Clark Green - 2 Shirts, Album, Koozie
 - Stoney LaRue - 1 Shirt, CD, Vinyl
 - Dos Gatos Kolache Bakery \$25 gift card and T-shirt
 - Slightly Stoopid cd's and vinyls
 - Textbook Solutions coupon for a semester of books



- ★ Strategy 3: Have great bands/music that would make people want to attend the event.
 - Tactics:
 - Found and contacted bands via Facebook, email and phone calls that had a considerable number of fans to ensure people attending the event.
 - Once several bands confirmed to play at our event, we contacted bands with the same genre of music to create a closely knit, relative atmosphere of country music.

Results: We received \$1,000 in monetary donations from underwriters.

We raised \$383 from door prize donations, and \$1,100 from ticket sales. This made for a combined total of \$1,483 at the concert from both attendance and door prize offerings.

Goal 2: Create awareness for the American Widow Project

Objective 2: Have 500 people attend the event

- ★ Strategy 1: Create a slogan and logo to appeal to our demographic
 - Tactics
 - Completed logo about a month and a half prior to the event to give us time to promote.
 - Red White & Badass appealed to college students and people who felt strongly about America and patriotism.
 - The acoustic guitar on the logo creates the idea of country music.
 - The half folded flag is put along side of the acoustic guitar because it is given to families when their loved ones who served passes.
 - The guitar logo symbolizes a heart shape similar to the one AWP uses.
 - Created a colorful concert poster with the bands and date of the show. It was created at no cost as a donation by Lockhart Design.
 - Shops around the San Marcos with posters:
 - Mystic Tattoo, Paper Bear, Valentino's, K n D's Resale, Out of the Blue Salon, Vagabond, Langford Market, Classic Tattoo, San Marcos Tattoo Emporium, Superflys, Textbook Solutions, Tap Room, Hays Outfitters, Monroe Hair Salon, Jimmy Johns, The Yellow Store, Eskimo Hut, The Hungry Gamer, Yo So Cool and Twin Liquors

★ Strategy 2: Promote the event through popular social media channels:

○ Tactics

■ Facebook

- We created a Facebook Event Page in order to have individuals RSVP and promote the concert to their own social media communities.
- We purchased and set up a URL address (<http://www.redwhiteandbadass.com>) in order to help redirect individuals to our Facebook event page and to include on promotional materials.
- All of the hosts invited their San Marcos/Austin Facebook friends and asked individuals to share on their own accounts.
- We kept interested attendees informed with current information on the event and provided several links to videos of the performers' songs as the date approached.
- We implemented a competition for our attendees to share the Facebook event with their own social networks for a chance to win two free tickets.
- The talent shared the concert details on their personal and band Facebook pages.
- After the event we shared news articles, and photos that we received from the evening. We also saw that several people commented on the event afterwards, thanking the bands or relaying their enjoyment.

■ Twitter

- Used a hashtag (#AWP) to track trending communications throughout the benefit.
- Asked concert attendees to post their photos to Twitter using the appropriate hashtag.
- Bands promoted the concert through their Twitter accounts and retweeting our Tweets about the event.

★ Strategy 3: Promote the event through traditional media:

○ Tactics

■ Create press releases for radio and print

- KTSW and KAJA received our audio press release.
- University Star and Study Breaks received press release.
- San Marcos Mercury received our release and wrote an article about our upcoming event.

- ★ Strategy 4: Ensure people stay and enjoy the show:
 - Tactics
 - Dos XX promoters were at the event to pass out free beverages and company swag for event attendees.
 - We provided a photobooth area in front of the AWP sign with fun props and an experienced photographer at the event to capture memorable moments for guests.
 - Brought on an energetic emcee that kept made announcements and presented the door prizes in between set changes.
 - We worked together with the audio tech/engineers in order to make sure that bands were scheduled to have the appropriate amount of time to sound check and that throughout the evening the flow from one band to the next was fluid and timely with striking the stage and getting ready for the next act.
 - Made use of slideshows projecting on either side of the stage displaying inspiring quotes, pictures from AWP and thanking our sponsors.
 - Before the headlining act, AWP founder, Taryn Davis spoke after a video sharing her personal story of loss.

Results: 50% of our goal was met and we had more than 150 people attend the benefit concert. Most people stayed throughout the entire evening of performances and donated towards door prizes, helping to generate additional revenue.

Budget:

Our primary concern was to raise enough money through sponsorships in order to cover Jake Kellen's cost to perform and the sound and lighting expenses, which all together cost \$1,000. We were able to raise that money from the following donors: Bobcat Nation, Wildwood Apartments, Conley Car Wash and City Councilman Jude Prather. All groups for this assignment had access to a pool of \$900. We used a portion of this money for expenditures such as event staff name badges, hospitality snacks for the bands and mason jars for the door prize tickets. From the raffle tickets purchased, we raised \$383 and \$1,100 in ticket sales.

Items purchased or donated:

- Wristbands \$33
- Badges \$18
- Food for bands \$20
- URL \$13
- Posters \$20
- Door Prizes \$1,000
- Sound and Lighting \$500
- Jake Kellen \$500

Evaluation:

Red, White and Badass received wonderful positive feedback during the concert. The venue, bands and our client were very pleased with how the night went. We met our goal of raising money for AWP and in doing that we also created greater awareness for the organization in the San Marcos and Texas State University community. Local business were incredibly supportive and many were generous with their donations to our door prizes. We made our door prize table look visually appealing and presented the prizes in gift bags right in front by the steps leading onto the floor.

During the event, Taryn's father, Roland Guerrero spoke with one of our group members and was overjoyed with the turnout and production of the event. He mentioned that he has been to many events with AWP, including a trip to the White House, but nothing compared to this benefit concert. He became visually emotional when speaking about his gratitude for this event and shared stories about Taryn and Michael that brought tears to his eyes as he watched the slideshow featuring pictures of his daughter and son-in-law up on the screens. Our event should not be measured by monetary success solely. We see this concert as a success because of the emotional response and sincere gratitude we received from the badass spouses and families of the fallen soldiers.



The bands were excited and thrilled to be able to take part in an event like this. Many of them were already asking to be included on the bill for next year's show. We have created value with the "Red White and Badass" brand of concerts that AWP can now use for other concert events in the future.

LEFT: The team with Taryn Davis and her parents.