

# UNF Fore Scholarships Golf Classic Campaign Proposal 2020





# Vision & Strategy

# Brand Statement

The University of North Florida Alumni Association facilitates mutually beneficial relationships between UNF and its alumni by providing programming that champions Osprey culture and perpetuates life-long involvement with the University.

The Alumni Association engages both students and alumni by encouraging community building, and upholding UNF pride and traditions.







The UNF Fore Scholarships Golf Classic is an annual fundraising event in support of multiple student scholarship funds, including First-Generation and Athletic scholarships, hosted by the Alumni Association and the UNF Osprey Club.

Each year, community members come together to participate as players, sponsors, or volunteers. The Golf Classic is an opportunity to support UNF students while enjoying a day of golf, complete with delicious food, excellent company, and multiple chances to win prizes.

# Target Audience

This campaign is designed to appeal to previous program participants, including golfers and sponsors, as well as the University of North Florida's alumni base, members of the Osprey Club, UNF season ticket holders, local business owners, and other Jacksonville residents.



# Campaign Summary

The proposed campaign will span the six months leading to the event on October 19, 2020 and will guide the target audience through their awareness, consideration, and decision stages.

This campaign will encourage both attendees and sponsors to participate in the 2020 UNF Fore Scholarships Golf Classic through the implementation of a multichannel strategy.

Communication through Facebook, Instagram, Twitter, LinkedIn, search engine marketing, email, direct mail, phone calls, and in-person visits will facilitate landing page views and registration form submissions.

# Campaign Objectives

## Awareness

- Increase engagement levels with the existing audiences across Facebook, Instagram, Twitter, and LinkedIn. Assess and build existing email database using a lead generation form on Twitter. Monitor click-through and open rates on email newsletters.

## Consideration

- Drive followers and viewers to the event landing page. Track engagement levels on social media, including likes, comments, shares, and event responses.

## Decision

- Gain participants and sponsors through registration form submissions. Monitor conversion rate and ROI.

# Key Performance Indicators

## **Awareness/Consideration**

- Social media engagement including likes, comments, shares, lead generation form submissions, and event responses
- Email open rate, landing page views, registration form downloads, and local media coverage
- Search engine marketing campaign success

## **Decision/Conversion**

- Ticket sales and sponsorship commitments
- Overall ROI





# Marketing Timeline

# 6 Month Proposed Timeline

The proposed timeline would span the six months leading to the event; however, it is acknowledged that this is an idealized timeline and may not reflect the timeline indicated by annual university calendar planning or other restrictions.

The dates given in the proposed timeline are meant to be approximations, with specific goals aligning with the week-by-week breakdown.

If a shortened timeline is required, the following campaign could be condensed into a 16- to 18-week timeline.



## APRIL

April 19, 2020 (6 months to event)

- ✎ Confirm the event has been added to the UNF events calendar.
- ✎ Publish an updated landing page for the 2020 event, including the date for the 2020 event and a save the date brochure with as much information as possible.
- ✎ Send separate save the date emails to previous participants and sponsors. *Please see the Save the Date samples in the collateral development section of this proposal for a visualization.*
- ✎ Social media blast on Facebook, Instagram, and Twitter.
  - Messaging: save the date (October 19<sup>th</sup>) for the Fore Scholarships Golf Classic.

## MAY

May 19, 2020 (5 months to event)

- ✎ Finalize marketing plan, event landing page, and brochure.
  - ✎ Updates will be made throughout the campaign, including optimizations to the search engine marketing campaign through Google AdWords.
- ✎ Update the landing page for the 2020 event, including the downloadable brochure with registration form (if possible) and a link to the Facebook event page.
- ✎ Publish the Facebook event landing page, which will also link to the landing page on the Alumni Association website.
- ✎ Send an email to previous participants announcing that registration will open on July 1, 2020. This email is meant to build excitement and anticipation.



## JUNE

June 15, 2020 (4 months / 18 weeks to event)

- 🦅 Share a photo post on Instagram and Twitter featuring the registration opening date for the event.

June 22, 2020 (17 weeks to event)

- 🦅 Share the Facebook event through the Alumni Association page with a reminder that registration is opening soon.

June 29, 2020 (16 weeks to event)

- 🦅 Send an email to previous participants reminding them that registration will open on July 1, 2020.

June 31, 2020

- 🦅 Social media blast:

- 🦅 Share organic newsfeed posts on Instagram, Twitter, and Facebook announcing that registration opens tomorrow.
- 🦅 Post in the Alumni Association group on LinkedIn to announce that registration opens tomorrow.

## JULY

July 1, 2020

- 🦅 Share organic newsfeed posts on Facebook, Instagram, and Twitter.
  - 🦅 The Facebook post will link to the event on Facebook.
  - 🦅 The Instagram and Twitter posts will link to the landing page.
- 🦅 Post in the Alumni Association group on LinkedIn with the landing page link to announce that registration is officially open.



July 2, 2020

- 🦅 Send separate emails encouraging early registration, including the link to the landing page and a downloadable brochure with the registration form, to the two main audience groups.
  - 🦅 Golfers who have participated previously, UNF alumni, Osprey Club members, UNF season ticket holders. *Please see the email samples in the collateral development section of this proposal for a visualization.*
  - 🦅 Local business owners/vendors and previous sponsors.

July 6, 2020 (15 weeks to event)

- 🦅 Launch the search engine marketing campaign using Google AdWords, which will link to the landing page.
- 🦅 Publish two separate sponsored lead generation Twitter ads, with one targeted at Jacksonville residents and one for local Jacksonville business owners. *Please see the Twitter samples in the collateral development section of this proposal for a visualization.*

July 10, 2020

- 🦅 Publish an Instagram story with a countdown to the event, allowing viewers to save the countdown, opt-in for notifications, and/or share the countdown on their own stories.

July 13, 2020 (14 weeks to event)

- 🦅 Send a press release to local news outlets announcing the event and encouraging reporters to reach out with any questions.

July 16, 2020

- 🦅 Send an email to the attendees of the UNF Alumni Association July Third Thursday mixer, thanking them for attending and inviting them to the Golf Classic. *Please see the email samples in the collateral development section of this proposal for a visualization.*

July 19, 2020

- 🦅 Send an email to registered participants, thanking them for their early commitment.
  - 🦅 This email will be segmented, with distinct copy for players and sponsors.





- 🦅 Inform registered players that there will be a fun interactive post on the Alumni Association's Instagram story for them, which will go live tomorrow.

July 20, 2020 (13 weeks to event)

- 🦅 Publish a customizable Instagram story that viewers can repost. The story will allow users to add GIFs and other stickers, tag their 4-player team, and repost to their own story. Those who have not yet signed up for the event can also participate, tagging their ideal team and spreading awareness. *Please see the Instagram samples in the collateral development section of this proposal for a visualization.*

July 27, 2020 (12 weeks to event)

- 🦅 Send an email to potential young alumni players, class of 2010-2020, highlighting the lower price for more recent graduates. Include the link to the Facebook event and encourage them to share the event with their friends.

## AUGUST

August 1, 2020

- 🦅 Begin a social media advertising campaign using Facebook Ad Manager, which will run on both Facebook and Instagram. Ideally, this campaign should include various ad sets with both static image ads and video ads. One ad set should specifically share the Facebook event. The variation will allow for optimization in the coming weeks. *Please see the Facebook samples in the collateral development section of this proposal for a visualization.*
- 🦅 Begin an advertising campaign on Twitter, which will feature a 6-15 second text-based video that allows for silent viewing. Sound should not be required to understand the video but may enhance the overall video experience. *Please see the Twitter samples in the collateral development section of this proposal for a visualization.*



August 3, 2020 (11 weeks to event)

- 🦅 Share the Facebook event as an organic newsfeed post through the Alumni Association Facebook account and tag the Osprey Club Facebook page to increase potential viewership.

August 7, 2020

- 🦅 Include a short summary of the event in the biweekly Alumni Association email newsletter with a link to the landing page. This summary will be further shortened in future email newsletters but will continue to be included until the registration deadline on October 9, 2020.

August 10, 2020 (10 weeks to event)

- 🦅 Publish an Instagram poll on the Alumni Association page's story asking what people are most excited to do or see at the Golf Classic.

August 11, 2020

- 🦅 Repost some of the replies to yesterday's Instagram story to a new thread of story posts, hiding the name of those who responded to maintain anonymity.

August 15, 2020

- 🦅 Send an email to the attendees of the UNF Alumni Association August Third Thursday mixer, thanking them for attending and inviting them to the Golf Classic.

August 17, 2020 (9 weeks to event)

- 🦅 Post on Facebook and Instagram stories about the first day of classes, welcoming students back to campus this week and explaining that if alumni are looking for a way to show their Osprey pride and see other alumni, there is an opportunity to do so at the Golf Classic in October.

August 18, 2020

- 🦅 Begin an in-person marketing campaign for local businesses by bringing brochures to stores and recording contact information to follow up.



August 19, 2020

- 🦅 Begin a LinkedIn direct mail campaign, sending messages to Jacksonville alumni located in the southeast that have not yet registered for the event.

August 20, 2020

- 🦅 Send an email to new contacts from lead generation form, thanking them for submitting their contact information and sharing event information. Emails to Jacksonville residents and small business owners will be separate, with distinct copy, but both emails will contain the downloadable brochure.

August 21, 2020

- 🦅 Include a one-sentence description of the event with a landing page link in the biweekly eNewsletter.

August 24, 2020 (8 weeks to event)

- 🦅 Student callers are now back on campus and are starting their work study jobs. Add registration/donation for tournament campaign to the call script until the day before the registration deadline, October 8<sup>th</sup>.

August 28, 2020

- 🦅 Post the article published through [UNF Ospreys Athletics website](#) on the Alumni Association and event pages.
- 🦅 Share an organic newsfeed post on Instagram, highlighting the story in the caption and directing viewers to the Alumni Association account's bio for the article link. Additionally, share the post as a story using create mode to increase potential organic reach.

August 29, 2020

- 🦅 Send an email to registered golfers, including a countdown and link to the article on the UNF Ospreys Athletics website to build excitement.
- 🦅 Share a tweet with a link to the article, tagging and thanking the Osprey Club and athletic department.



August 31, 2020 (7 weeks to event)

- 🦅 Post a short reminder about the event in the Alumni Association group on LinkedIn with the brochure linked and downloadable from the post.

## SEPTEMBER

September 1, 2020

- 🦅 Asses the progress of the social media advertising campaigns. Optimize for the consideration phase of the buyer's journey, emphasizing landing page views over general reach.

September 4, 2020

- 🦅 Include a one-sentence description of the event with a landing page link in the biweekly eNewsletter.

September 7, 2020 (6 weeks to event)

- 🦅 Use organic newsfeed posts on Facebook, Instagram, and Twitter to announce that the Golf Classic is in six weeks.
- 🦅 Send a press release to local news outlets that did not respond to the previous release or did not publish anything about the event, encourage reporters to reach out with any questions.

September 9, 2020

- 🦅 Send an email to all contacts in the Alumni Association CRM that have not opened an email within the past two to three months, explain that the registration deadline is in one month and time is running out to sign up.

September 10, 2020

- 🦅 Post on all social media platforms to announce that there is less than one month until registration for the Golf Classic closes on October 9<sup>th</sup>.



September 14, 2020 (5 weeks to event)

- 🦅 Optimize the ongoing social media advertising campaigns on Facebook, Instagram, and Twitter by continuing the highest performing ads and discontinuing all other ads.
- 🦅 Use retargeting strategies to place social media ads in front of people who have already received the ad on Facebook, Instagram, and Twitter to increase ad recall rates.

September 17, 2020

- 🦅 Send an email to the attendees of the UNF Alumni Association September Third Thursday mixer, thanking them for attending and inviting them to the Golf Classic.

September 18, 2020

- 🦅 Include a one-sentence description of the event with a landing page link in the biweekly eNewsletter.

September 19, 2020

- 🦅 Send an email to registered participants containing a countdown to the event to build excitement.

September 21, 2020: National Mini Golf Day (4 weeks to event)

- 🦅 Post on Facebook, Twitter, and Instagram in celebration of National Mini Golf Day. Ideally, this post would feature a captivating and light-hearted visual, such as Ozzie posing with a mini golf club. Highlight this as an opportunity to brush up on putting skills before the Golf Classic.

September 22, 2020

- 🦅 Continue to monitor and optimize the ongoing search engine and social media marketing campaigns.

September 28, 2020 (3 weeks to event)

- 🦅 Use organic newsfeed posts on Facebook, Instagram, and Twitter to announce that the event is less than a month away, building excitement and anticipation. The Instagram post should also be shared to the Alumni Association's story to increase potential reach.





## OCTOBER

October 2, 2020

- 🦅 Include a one-sentence description of the event with a landing page link in the biweekly eNewsletter.

October 3, 2020

- 🦅 Social media blast on Facebook, Twitter, and Instagram.
- 🦅 Messaging: Less than a week until the registration deadline, we would love to see you there.

October 5, 2020 (2 weeks to event)

- 🦅 Add to Facebook and Instagram stories.
- 🦅 Messaging: Only two weeks until the Golf Classic and there's so much to be excited for. Give some prize examples and share some photos from last year.

October 6, 2020

- 🦅 Send an email to local alumni that have not registered for the event informing them that it is not too late to sign up, they still have 48 hours until the registration deadline.

October 7, 2020

- 🦅 Post on Facebook, Instagram, and Twitter to remind followers that the deadline to register is October 9<sup>th</sup>. Include some of the fun perks of going, such as being entered to win free tickets to the Blue and Gray Bash for Homecoming in February.

October 8, 2020

- 🦅 Post on all social media platforms that tomorrow is the registration deadline for the Golf Classic. Inform followers that they are running out of time, but it is not too late and the UNF community would love to see them on the 19<sup>th</sup> for a day of fun.

**REGISTRATION DEADLINE:** October 9, 2020

- 🦅 Social media and search engine marketing campaigns will end five or more hours before the registration deadline.



October 10, 2020

- 🦅 Announce that registration has closed on all social media platforms and thank everyone who signed up.

October 12, 2020 (1 week to event)

- 🦅 Send an email to thank registered participants. This email would be segmented, with separate copy for golfers and sponsors.
- 🦅 Re-highlight the Instagram countdown story to get participants excited about the event.

October 18, 2020

- 🦅 Send an email to participants with a reminder on details such as parking. Include a thank you message for signing up and reiterate how excited to see them the UNF community is.

**EVENT DAY:** October 19, 2020

- 🦅 Live tweet highlights of the day.
- 🦅 Feature short interviews with golfers on the Alumni Association Instagram and Facebook stories.
- 🦅 Publish an Ozzie the Osprey “takeover” live stream on Instagram and/or Facebook. Show Ozzie playing a round of golf, in a golf cart, socializing, looking at prizes, etc.

October 20, 2020

- 🦅 After event marketing will include segmented emails by the following categories:
  - 🦅 Those who registered and came to the event – include a SurveyMonkey link to gather feedback for next year
  - 🦅 Those who registered and did not come – include messaging thanking them for their donation and stating that they were missed at the event, but we hope to see them next year or at one of the other upcoming alumni events.
  - 🦅 Those who did not reply and/or did not register – include some of the highlights of the day.
- 🦅 Repost user-generated content from the event on Twitter, Instagram, and Facebook.
  - 🦅 Share a thank you message on the Facebook event page.
- 🦅 Save some of the best event story moments to Instagram highlighted stories.



# Collateral Development

# Content Samples

To view animated and video versions of the attached media samples, please visit the following link:

[https://drive.google.com/open?id=1uut\\_9ZwwMyV6ijdQTfsnBdrx-koTUKVy](https://drive.google.com/open?id=1uut_9ZwwMyV6ijdQTfsnBdrx-koTUKVy)

Twitter  
Samples







# UNF Alumni Association

@UNFAlumniAssoc

We're excited to announce our annual Golf Classic fundraiser and hope to see the residents of Jacksonville there!

12:58 PM - 6 Jul 2020

## 2020 UNF Fore Scholarships Golf Classic



[Learn More](#)

Share your name and email address with UNF Alumni Association



**Potential Golfer**

@JacksonvilleResident

Go\*\*\*\*@gm\*\*\*.com

[View advertiser privacy policy](#)



416



647



Promoted



## UNF Alumni Association

@UNFAlumniAssoc

We have an exciting opportunity for you to promote your small business and support student scholarships this fall.

12:58 PM - 6 Jul 2020

### UNF Golf Classic Sponsorship Opportunities



[Tell me more!](#)

Share your name and email address with UNF Alumni Association



**Local Business Owner**

@JacksonvilleSmallBusiness

Co\*\*\*\*\*@gm\*\*\*.com

[View advertiser privacy policy](#)



416



647



Promoted



**UNF Alumni Association** @UNFAlumniAssoc ·

The UNF Fore Scholarships Golf Classic supports UNF student scholarships... and fun! We can't wait to see you there.



41



82

Promoted

Instagram  
Samples





unfalumniassociation



Get ready for October 19th...



Sponsored





unfalumniassociation



My cart driving style:

[Empty dashed box for cart driving style]

My birdie face:

[Empty dashed box for birdie face]

My lucky charm:

[Empty dashed box for lucky charm]

My ideal prize:

[Empty dashed box for ideal prize]

Who I'm Golfing With:

.....

.....

.....

Sponsored





unfalumniassociation

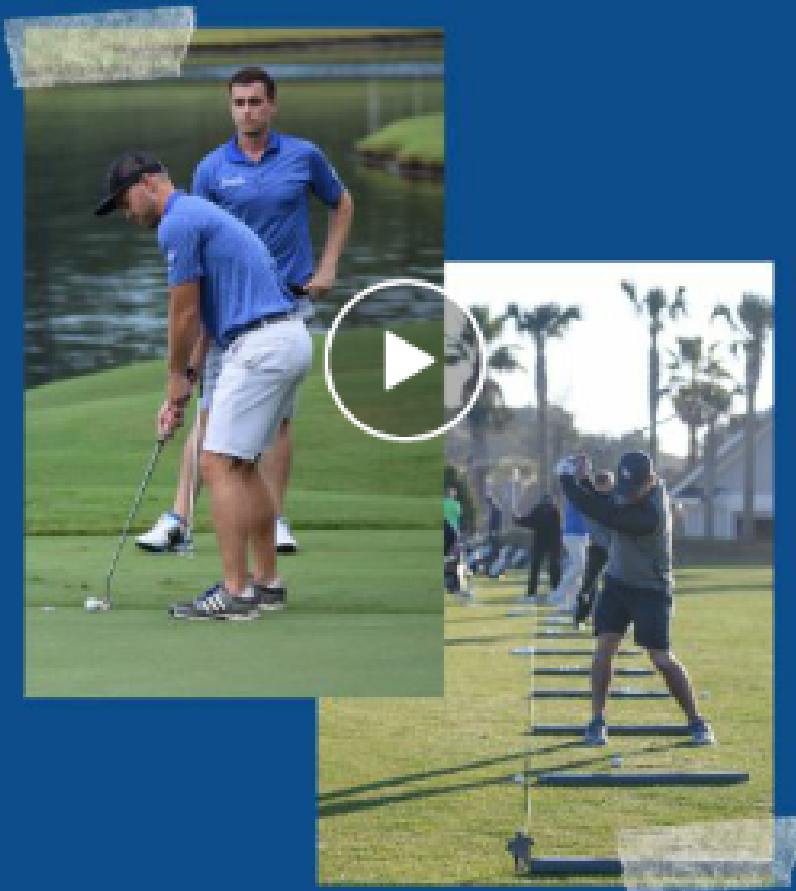


Putt your best

foot forward by

golfing **fore** a

cause.



SWIPE UP TO  
LEARN MORE

sponsored





# Facebook Samples





**UNF Alumni Association**

**UNF Fore Scholarships Golf Classic**

Golf for a good cause at our annual Golf Clas...

Monday, October 19th 2020 at 8:00 am

Interested · 3 people joined



**UNF Alumni Association**  
shared **UNF Alumni Association's event.**

Sponsored ·

Golf for a good cause at our annual Golf Classic. Join us for a day of golf, tasty treats, prizes, and more!



19

OCT

**UNF Fore Scholarships ...**

Mon 8 AM · Jacksonville Golf ...

1 person is going



Like

Comment

Share



## UNF Alumni Association



Sponsored

UNF's annual Fore Scholarships Golf Classic is quickly approaching and we can't wait to see you there!



34

46 Comments 87 Shares

Like

Comment

Share



## UNF Alumni Association



Sponsored

Come golf for a good cause with Ozzie at our 2020 fundraising tournament. Enjoy a day of golf, prizes, delicious food, and fun!



49

64 Comments 52 Shares

Like

Comment

Share

Save the  
Date  
Samples

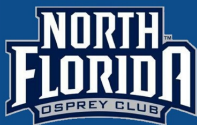


# SAVE THE DATE

## OCTOBER 19, 2020

Jacksonville Golf & Country Club

Help support UNF student scholarships at our annual Fore Scholarships Golf Classic. When you sign up for this 4-Player Scramble style tournament, you'll get to enjoy 18 holes of golf with cart access, delicious food, and multiple chances to win fun prizes.





# SAVE THE DATE

October 19, 2020



We are excited to announce the 2020 UNF Fore Scholarships Golf Classic and present you with an opportunity to support UNF student scholarships, all while promoting your business.

Thanks to generous sponsors like you, the UNF Foundation awards over 1,000 scholarships annually.





Email  
Samples





OCTOBER 19, 2020

Jacksonville Golf & Country Club

July 2, 2020

Dear [Name],

We are excited to let you know that registration for the UNF Fore Scholarships Golf Classic on October 19, 2020 is now open.

This 4-player, scramble-style tournament is an opportunity to golf for a good cause. When you sign up, your financial contribution will directly support First Generation and athletic student scholarships. Not only will you be supporting UNF students, but you will get to enjoy 18 holes of golf, including access to a cart. The day is full of fun for all participants, with delicious food and many opportunities to win hole prizes. Whether you purchase a 4-play package, or sign up as an individual, we know you'll enjoy a day of golf and giving back.

If you have any questions, please feel free to contact us at [unf-alumni@unf.edu](mailto:unf-alumni@unf.edu), or visit [our website](#).



July 16, 2020

Dear [Name],

Thank you for attending our July Third Thursday mixer! We hope you enjoyed your time with your fellow Ospreys at Bruster's Real Ice Cream. If you'd like to see some of the photos from the event, you can [view them here](#).

If you're looking for another opportunity to support the UNF community and have a good time doing it, please consider signing up for our annual Fore Scholarships Golf Classic. The event will take place on October 19, 2020 at Jacksonville Golf and Country Club, with morning and afternoon tournaments. We'd be thrilled to see you there.

For more information about the Golf Classic, please [visit our website](#) or contact us at [unf-alumni@unf.edu](mailto:unf-alumni@unf.edu).