

MDA Bowling Event Public Relations Campaign & Press Release

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Executive Summary

- Objectives
- Raise money for Muscular Dystrophy Association
- Recruit 8-16 teams of 4 people from Mosinee High School area
- Fundraising opportunities such as raffles, auctions, and contests
- Donations and cash sponsorships



Target Population

- Mosinee High School students
- Mosinee DECA members
- Mosinee community
- Surrounding schools from Wausau area
- Local businesses



Promotional Activities

- Mainly using internet to reach target population
- Facebook page
- Twitter account
- Mosinee High School calendar
- And other ideas



Other Ideas

- Put signs or posters in local shops
- Submit info to online blogs
- Make and handout flyers
- Word of mouth
- Free internet advertising



Promotional Activities Video

The image shows a screenshot of a Facebook page for "MDA bowling". The page header includes the Facebook logo and navigation links for "Settings" and "Logout". The main content area features a cover photo of bowling pins and a ball, with the text "MDA bowling" and "Be the first person to like this." Below this is a community post with the text: "MDA special events are a fun way to raise vital funds supporting MDA's battle against neuromuscular diseases. If you'd like more information about participating in the events described below, please call your local MDA representative." The page also has buttons for "Add a Cover", "Create Page", "Like This Page", and "Promote Your Page".

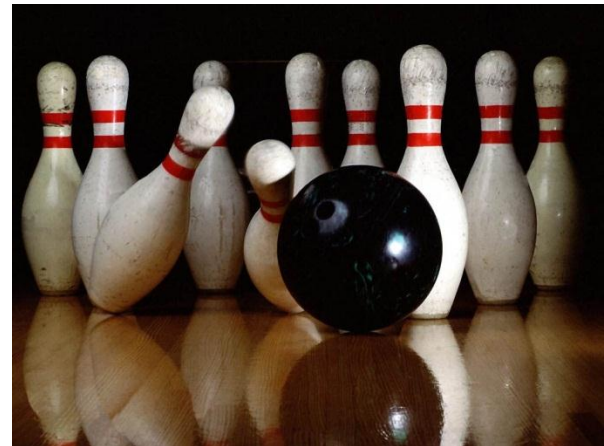
The activity feed on the right shows a recent activity: "MDA bowling joined Facebook." Below the main content area, there are two status updates from "MDA bowling":

- Status 1:** "Come and join a good cause!" (8 minutes ago)
- Status 2:** "Participants from companies, youth organizations and bowling centers enjoy bowling events to raise money benefiting MDA's research and services programs. It's fun for everyone. National sponsorship opportunities are available." (53 minutes ago)

Each status update includes a "Write something..." input field and "Like · Comment · Share" options.

Press Release

- MDA Bowling Event: Bowling for a Good Cause and a Lot of Fun
- December 15th at 5:00 p.m. at Paper City Lanes
- DECA hosted event & proceeds go to MDA
- Fun event at low price
- Follow us on Facebook and Twitter



Implementation Plan

- Use internet to reach target population
- Social media = Easy + Effective
- Involve local businesses to promote event by making flyers
- Press release talks about positive results of MDA event

