Get Schooled
Back to School Campaign
Project Start: 8/13/2018
Project Finish: 9/16/2018

EXECUTIVE SUMMARY
Get Schooled will create a high-profile, month long campaign to drive community growth while preparing students and educators for the back to school season.

OVERVIEW
- Get Schooled will reach out to schools and ask educators to sign up with their students.
- Schools will receive $1 for every new student or educator account created on GetSchooled.com. (minimum of 50 new sign-up accounts to be eligible - maximum $250 reward per school).
- The school with the most overall new sign-ups overall will receive the grand prize: (1) Back to School Educator Supply Kit! (kit includes educational school supplies valued up to $500).
- Students will be lead to Welcome to Get Schooled + Back to school badges once sign-up action is complete.

AUDIENCE
Primary: Educators
Secondary: High school students and community partners
Target States: Texas, Georgia, Florida, Alabama, Tennessee, Louisiana, Mississippi and California.

Note: While the campaign will be open to the entire GS community, we specifically want to target the southern region at the onset because these schools will return first.

PROJECT PRIORITY
This project is a high priority and time sensitive- due to school year calendar.

DELIVERABLES
Assumptions
- This project must launch before August 13th – schools across the country begin returning to school at this time.

KPIs

- Number of student signs ups generated by the campaign
- Number of Welcome to Get Schooled badge completions
- Number of Back to School badge completions
- Pages views on campaign landing page
- Social media ad performance
- Social reach and impressions

Deliverables

- Campaign landing page (refresh of the sign-up form for the duration of the campaign)
- (1) One-Pager for educators & community partners
- New student sign-up journey with supporting content
- Educator journey with supporting content
- Email templates – Welcome Email once students sign up

- Social Ads
- Contest Rules page
- Overall campaign marketing for the educator portal

Proposed Team
Get Schooled

Project Manager – Ashley
Student Engagement – Daylee + Andre
Content – Ashley + Yvonne + David C.
Salesforce – Dave N.
Tech - Nourisha + HYFN
Education – Akeela + Amanda

Potential Sponsors
- World Vision
- Goods 360

Communications Plan

Educators
Strategy: Use salesforce to identify three target profiles: **(1)** Educators with students currently on GS but with no school engagement, **(2)** Completely new educators to join our network, **(3)** Educators already in our network with low overall school sign-ups. Profiles 1 & 2 will be the main focus at the onset of the campaign. Educators will then receive the following emails:
  - 1st Email – Introduces Get Schooled. Includes link to campaign application to give educators a chance to create accounts early. **Scheduled: 7/30**
  - 2nd Email – Solely focuses on campaign who/what/when/why. Includes link to student sign ups page. **Scheduled: 8/6**

Students
Strategy: New students will be put into student journey that will include a 3-5 step journey to get them acclimated to the GS site as soon as they sign up for their account:
  - New Student Email Journey – Introduces Get Schooled. Includes link to Welcome to Get Schooled badge and rewards store exclusives enticement for completing the badge. **Finished for review: 8/6**

Badge Content

Welcome to Get Schooled
Includes:
  - Badge/Achievement Overview
  - Point Breakdown
  - Social Ad for the text line
  - Rewards Store redemption infographic
  - Top Tools overview
  - Ways to get involved with GS

#BackToSchool
Includes:

- o 5 free homework help resources every student should know about
- o Back to school flow playlist
- o 3 Ways to become a better student
- o Study tips infographic refresh
- o 10 incredible useful products every high schooler needs
- o 4 Apps to keep you on track
- o First week of school checklist
- o Best tech products for high school students

PROPOSED TIMING & BUDGET

Milestones

Milestone	Estimated Timeframe for Completion*
Communications Plan	7/25
Completed journey and content	8/3
Redesign Sign-up form (landing page)	8/6

Schedule
Launch Date: **8/13**
Educator Survey: needs to be out by **7/24**
Communications Plan (In & out of network) for Review: **7/25**
Includes:

- o Educator Email schedule
- o Strategy for which educators are being reached
- o Social communication schedule
- o Student Email targeting schedule
- o Communication plan for current community members
- o Gleam integration

Approval for student Journey (Pardot): **7/27**
Approval for Marketing Materials: **7/30**
Includes:

- o Sign up page design
- o Dash board images
- o Social Ads
- o Email template design
- o Educator portal redesign
- o Get Schooled logo change (for duration of campaign)
- o Social posts (in general)

Approval for content: **8/3**
Includes:

- o Welcome to GS badge **– done**
- o Rewards store badge – **done**
- o #BackToSchool badge

Welcome to GS Video (30 secs or less): **8/6**

Sign Up Landing Page on Staging for Review: **8/6**
Approval for Social Ads: *(Tentative)* **8/8**
Educator Outreach List: **8/10**
Campaign Performance Evaluation 1: **8/17**
Campaign Performance Evaluation 2: **8/31**
Top 10 Schools selection: **9/19**
Top 10 Schools winner announcement: *(Tentative)* **9/21**
Grand Prize winner announcement (for educators and students): *(Tentative)* **9/26**
Campaign End Date: **9/16**

Dependencies
In order for the campaign to launch we need to:
- Secure prizing budget

Budget
Estimated School Sign-ups: 100 schools
Estimated engagement: 30% = 30 schools

Maximum Budget:
- If 30 percent reach $250 max = $7,500
- Grand Prize (school supplies) = $500
  Total max budget = $8,000

Actual Budget Estimate (based on 30% engagement):
- If 10% reach $250 max = $750
- If 20% fall between $50 - $249 = $300 - $1,494 max
- Grand Prize = $500
  Total actual budget = $3,000

APRROVALS

Marie
By: _____
Date: _____

Nourisha
By: _____
Date: _____

David N.
By: _____
Date: _____