

THE GET SCHOOLED BACK TO SCHOOL CAMPAIGN PROPOSAL

(working title)

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Concept: We know one thing teachers struggle with is making sure they have the supplies they need to last the entire year without having to come out of pocket to cover expenses. We also know that teachers have the greatest influence over their students when it comes to making sure they have access to resources that will help them be academically and professionally successful. Students don't always realize what they need, which means we can't always hold them accountable to do what's best for them (like sign up for an account on Get Schooled). However, their teachers do and with the right approach, we can use this to our advantage to get more sign ups!

How it works: Educators will drive student sign ups through a two-tiered system.

Tier 1:

Action: Educators sign up X% of their students in their school ***and*** get them to complete the intro to get schooled + back to school badges.

Potential Prizing for Tier 1 (Random selection):

- The top (or 1st) 10 schools to reach the determined percentage, will automatically earn a small grant \$250.
- OR
- The top (or 1st) 10 schools to reach the determined percentage, will automatically earn X amount of gift cards for students.

Tier 2:

Action: The educators from the top school(s) with the most sign-ups will be entered into a drawing for **the grand prize**.

Potential Prizing for Tier 2 (Raffle style):

- A years' worth of school supplies

Total prizing:

Grand prize winners: 1 (*maybe 3*)

Secondary winners: 10

When: TBD based on team decision (Current suggestion: August 13 – 1st week of September.)

Target Audience: Educators

Goals:

1. Increase new student sign ups.

2. Build stronger relationship with Educators.
3. Expand connection to Get Schooled beyond challenges.

Possible Messaging: We push the benefits student receive from using Get Schooled to the educators and stress the idea that we're here to help make their jobs easier by not only providing supplies but also resources and content they can incorporate into their curriculums or lesson planning.

Potential Sponsorships:

- Target - Viacom - Walmart
- Amazon - FedEx - Office Depot
- Starbucks - Scholastic - Staples
- Horace Mann

Potential Partnerships:

- Pearson - The College Success Foundation
- GEAR UP - Kids in Need Foundation - Classroom Direct

Prep-work:

- Survey to our current educator network asking them what top 10 things they spend the most money on throughout the year (use the educator advisory board).
- Price out how much a year's worth of each item would be (and use the value of the years' worth of supplies to market. Ex: win a year's worth of supplies, valued at \$1,000 or something along those lines.)
- Create intro to Get Schooled & Back to School badge(s)
- Create the intro to Get Schooled Journey
- Create overall campaign design
- Create Social ads

Rewards Store:

1. Rewards store exclusive item redemption or bonus points for students who complete the badge as a part of the campaign. (Ex: automatic entry into Laptop giveaway)

Potential Challenges:

- Educators may feel the grant itself is enough and may not push for the years' worth of school supplies.
- Smaller schools may find it easier to complete the ask, leaving larger schools at a disadvantage.
- Schools who have won challenges before, may see this as another opportunity to win more money (Which is good but we don't want the same schools winning everything.)
- Competes with upcoming challenge participation.
- Students and educators might try to game the system by creating multiple "dummy" accounts (having them complete the badge will help to eliminate this).

Unanswered Questions:

- Do we want to target specific region? Ex: Southern schools (this could impact campaign timing.)
- How will the percentages work for the schools?
- What can we offer schools who are not selected to win secondary or grand prizing so they don't feel discouraged in participating with Get School campaigns in the future?
- What will the intro to Get Schooled badge include?
- What can we do to avoid dummy accounts? (the badge completion aspect should help but is there anything else we can try?)
- Should we include our active students already on the site or gear this strictly toward new sign ups? (especially considering rewards store activity.)
- Is there a way to tie in the "Refer a Friend" tool for educators?