

Marketing Strategy

Executive Summary:

This marketing plan should give an idea about how to effectively market to the potential volunteers and others that are not familiar with El Dorado Park Development Corporation.

Organizational Goals:

- Promote El Dorado Park Development Corporation towards college students
 - Have a set schedule ready to go by the time the organization is ready to promote
 - Recruit at least 20 volunteers for the summer program by the set deadline
 - Start setting up interviews on Wednesdays at 1-1:30 PM (Mid-April)
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Marketing Goals:

- Create a graphic flyer geared towards potential volunteers (picture)
 - Use an effective “bubble marketing” recruitment strategy to promote
 - Have Constant Contact be up and running by the time flyers go out
 - Use of social media to help promote
 - Go to various classrooms and group meetings to promote
 - Attend events to promote (Vintage Days)
 - Have a twitter # slogan
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Call to Action:

- Like our facebook page, twitter, instagram
 - Get connected with Constant Contact
 - Apply through Org. Sync
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Target Audience:

- College students at California State University, Fresno
 - Students that live in Fresno over the summer (Flyers,apartments,greek houses)
 - Greek life students as a potential audience that live by El Dorado Park
 - Students that need volunteer hours for their majors
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Our Message:

- **Benefit Exchange:**
- Empower and inspire children all summer long

- Be a helping hand to local children
 - Great for volunteering hours
 - Cool Title for summer program: Ex. (El Dorado Summer Program, CDC Recreation Camp)
 - **Barriers:**
 - Are we doing enough to get El Dorado Park Development Corporation out there?
 - A drop in students living in Fresno over the summer could affect us
 - Flyer is a first impression. We have to make it count. (Have picture be a focus. Light text is better)
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Best Tactics:

- Graphic Flyers: color scheme ideas (Bright green and aureolin yellow)
 - Creating an email to send to the potential volunteers
 - Have a survey given out by Professors that is based on their major and whether they stay over summer or not
 - In-person recruiting. It's personal and effective.
 - Have T-Shirts for Volunteers (Bright Green)
 - Free water bottle for those who volunteer
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Dates to Remember:

- March 27th- Have Constant Contact ready as well as the flyer
 - April 15th- Launch date for summer program and Campaigning starts, Registration is open.
 - April 17th- In class presentations start (4 weeks)
 - Begin to have interviews set up and ready to go
 - May 6th- Applications due
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Attachments:

- Graphic (content)
- girl in picture. Who is she?
- Bubble Marketing concept
- Program T-Shirts
- Potential classes and clubs list
- Constant Contact template

Graphic Content

- Summer program is being ran from **June 12th - August 14th**
- The time it will run from is from **9AM - 3 PM**
- Need 2 site coordinators
- Need at least 20 volunteers to help
- **PLAY SAFE. LIVE SAFE. BE SAFE**
- “To empower and inspire, all summer long!!!”
- Logos on the flyer: CDC,ASI,Wesley

Girl in Picture:





Potential Classes

CDDS 94S - American Sign Language IV

Prof Human Srvce Bldg Rm 114 TuTh 2:00PM - 3:15PM	Trisha Houston
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CFS 133S - Child and Family Crisis

MoWeFr 1:00PM - 1:50PM	Family Food & Sci Bldg Rm 212A	Kent Stratford
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CM 1S - Construction Management Orientation

Tu 11:00AM - 12:50PM	Engineering West Bldg Room 101	Manoochehr Zoghi
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CM 7S - Construction Materials & Basic Building Systems

Th 2:00PM - 3:50PM	Engineering West Bldg Room 101	Yupeng Luo
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CM 180AS - Construction Management Capstone 1

Tu 11:00AM - 1:50PM	Engineering East Bldg Rm 201	Brad Hyatt
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GERON 10S - Journey of Adulthood: Planning a Meaningful Life

MoWeFr 10:00AM - 10:50AM	Kremen Education Bldg Rm 187	William Dailey
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MGT 133S - Managing Nonprofit and Socially Responsible, Sustainable Organizations

TuTh 9:30AM - 10:45AM	Peters Business Bldg Room 011	Zhanna Bagdasarov
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NURS 141LS - Practicum: Concepts of Community Health Nursing

Tu 8:00AM - 2:00PM	Tulare County Health Dept	Candace Hilvers, Richard Pechon
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Th 8:00AM - 2:00PM	Fresno Health Department	Christine Ortiz
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We 8:00AM - 2:00PM	Madera Health Department	Cheryl Edgar
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PHYS 168S - Physics Outreach

Th 6:00PM - 7:50PM	McLane Hall Room 264	Don Williams	
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PSYCH 179 - Supervised Field Experience

MoWe 12:00PM - 12:50PM	Science 2 Building Room 320	Amanda Mortimer
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SOC 3 - Critical Thinking About Society

TuTh 2:00PM - 3:15PM	LAB School Building Room 163	Gregory Kennedy
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Clubs

- **Sororities:**
- Delta Zeta
- Kappa Alpha Theta
- Kappa Kappa Gamma
- Delta Gamma
- Phi Mu
- Sigma Alpha
- **Fraternities**
- Alpha Gamma Rho
- Alpha Sigma Phi
- Delta Sigma Phi
- Kappa Sigma
- Lambda Chi Alpha (colony)
- Phi Delta Theta
- Pi Kappa Alpha
- Sigma Alpha Epsilon
- Sigma Chi
- Sigma Nu
- Sigma Phi Epsilon