



**BDPA Education & Technology Foundation (BETF)  
United Way Marketing Campaign Copy**

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**APPROVALS**

Name	Title	Signature
Wayne Hicks	BETF Executive Director	
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## Overall Marketing Campaign

### *Strategy*

This marketing plan will be done in two phases: the first phase is designed to increase BETF awareness.

The second phase is designed to increase awareness of the ability to designate a non-profit organization as the recipient of their United Way Workplace Campaign giving and to provide the information necessary for them to choose BETF as the recipient.

Phase 1 will begin approximately one month before the kickoff of the local United Way Community Campaign. This plan assumes that all local United Way Community Campaigns begin and end at the same.

Phase 2 will begin approximately two weeks before the kickoff of the local United Way Community Campaign and continue until the campaign results due date.

### *Purpose*

This document will detail the recommended messages, graphics & print materials that will be used for the BETF United Way Marketing Campaign tactics.

### *Human Resources*

#### **Researcher**

This person(s) is responsible for gathering statistics as to the effectiveness of the tactics of this marketing campaign. Recommended duties include, but are not limited to:

1. Work with BETF webmaster to implement betf.org site analytics. Google Analytics (<http://www.google.com/analytics/>) or some other site statistics tool will monitor and report betf.org web traffic. If some other tool is already in place, the solution should show where visitors were referred from and their activity while on the site. Analytics should also be sought from CollectiveX and BlogSpot.
2. Analyze and report data that is broken down by social media communication channel, i.e., email marketing, Twitter, Facebook, etc.
3. Create a BETF [www.tr.im](http://www.tr.im) account. This may be an analytics add-on or substitute since [www.tr.im](http://www.tr.im) counts trimmed URL clicks and

- distinguishes whether the clicks were from humans or bots. However, for this option to be effective, marketing messages must include a trimmed URL instead of a BETF specific URL.
4. Document the 2008, 2009, 2010 and 2011 BETF United Way donations.
  5. Devise other creative solutions to measure campaign effectiveness while aiming for a high degree of reporting accuracy.
  6. Gather click thru rates on all emails sent as a part of this campaign. To do this, email senders should of an email marketing system such as [www.constantContact.com](http://www.constantContact.com) or [www.mailchimp.com](http://www.mailchimp.com). This way the reporting and analytics features of such systems will provide click-thru rate data.

### **Copywriter**

This person(s) will craft the marketing messages and design the marketing collateral that will be used in this campaign.

### **Executer**

This person(s) will do tweets and execute FaceBook and blog posts.

## *Campaign Home Page*

This web page should be created by BETF leadership and be the central repository for campaign plans, contacts, marketing collateral and resources.

## *Emails*

All emails should be sent at the designated dates on either Tuesday, Wednesday or Thursday from either 10:00 AM – 11:30 AM or from 2:00 PM – 4:00 PM.

## **From Executive Director**

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### *To BETF Staff & Volunteers*

This email should be sent during week ending July 10, 2009. It should be sent again during week ending August 14, 2009.

### **Subject: Invitation to Effortlessly Make History**

Greetings BETF Family!

With the help of dedicated professionals, we have launched a historical BETF marketing campaign that I invite you to take part in. Doing your part will take less than 15 minutes to see real results for our youth.

Our goal is to increase BETF United Way donations to \$25,000 in CY-2010 which as you know, will directly benefit BDPA education and technology programs for our young people.

#### ***YOUR PART:***

*During the last week of August, copy and paste the contents of this email into a new email message to your friends, family and contacts encouraging them to consider BETF when completing the 2009 At-Work United Way Community Campaign giving form. Please feel free to cc me [execDirector@betf.org](mailto:execDirector@betf.org) on the email. Short notes detailing why you support BDPA/BETF are strongly encouraged.*

<p><b>GIVE. ADVOCATE. VOLUNTEER.</b>  <b>LIVE UNITED™</b></p> <p>REACH OUT A HAND TO ONE AND INFLUENCE THE CONDITION OF ALL</p> <p><b>UNITED WAY PLEDGE FORM</b>  <i>option C</i></p> <p>I want my investment to go to the following organization:      Organization name and address (or Organization code):</p> <p>AMOUNT \$ <i>&lt;Any amount large or small&gt;</i>      <i>BDPA Education &amp; Technology Foundation (BETF), 4423 Lehigh Road #277, College Park, MD 20740</i></p>		 <p>Community Campaign  At-Work Giving  Sept-Nov 2009  1,300+ Local Offices  www.liveunited.org</p>
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For more information about this historical campaign, please visit  
<<insert campaign launch webpage>>, e.g., [www.betf.org/marketing](http://www.betf.org/marketing)

Serving Together,

Wayne Hicks, Executive Director  
BDPA Education & Technology Foundation  
v: 513.284-4968 f: 202.318-2194  
<http://betf.org>

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[To BDPA Chapter Presidents](#)

This email should be sent during week ending July 10, 2009. It should be sent again during week ending July 31, 2009. Attach the sample United Way Pledge Form (.pdf).

**Subject: Please Announce During Your BDPA Chapter Meeting**

Greetings BDPA Leaders!

With the help of dedicated professionals, we have launched a historical BETF marketing campaign that we kindly ask that you announce during your BDPA chapter meeting this month. Our goal is to increase BETF United Way donations to \$25,000 in CY-2010 which as you know, will directly benefit your BDPA education and technology programs.

After the announcement, please distribute the attached .pdf sample of the United Way Pledge Form or give attendees the URL on your chapter website where the sample form can be downloaded.

**ANNOUNCEMENT**

*As you all know, BETF is the 501(c)3 non-profit that exists solely to provide major financial support of the education & technology programs of the national BDPA and its local chapters. Money that is given to our local United Way directly supports our chapter.*

We encouraged you to consider designating BETF as the recipient of your United Way At-Work Community Campaign gift this fall.

Please feel free to cc me, [execDirector@betf.org](mailto:execDirector@betf.org), on the email. Short notes detailing why you support BDPA/BETF are strongly encouraged. For more information about this historical campaign, please visit *<<insert campaign launch webpage>>*, e.g., [www.betf.org/marketing](http://www.betf.org/marketing)

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™**  
 REACH OUT A HAND TO ONE AND INFLUENCE THE CONDITION OF ALL

**UNITED WAY PLEDGE FORM**  
*option C*

I want my investment to go to the following organization:  Organization name and address (or Organization code):

AMOUNT \$ <i>&lt;Any amount large or small&gt;</i>	<i>BDPA Education &amp; Technology Foundation (BETF), 4423 Lehigh Road #277, College Park, MD 20740</i>
--	---

Warmest Regards,

Wayne Hicks, Executive Director  
 BDPA Education & Technology Foundation  
 v: 513.284-4968 f: 202.318-2194  
<http://betf.org>

To BDPA National Leaders

This email should be sent during week ending July 10, 2009. Attach the sample United Way Pledge Form (.pdf) and the press release. See Appendix.

**Subject: Exciting News - Spread the Word**

Greetings BDPA Leaders!

I very excited to inform you that we and a dedicated team of professionals have launched a historical BETF marketing campaign! We kindly ask that you help us spread the word by sending the message below to your personal friends, family and contacts during the week ending August 14, 2009. Our goal is to increase BETF United Way donations to \$25,000 in CY-2010 which as you know, will directly benefit your BDPA education and technology programs.

**PLEASE SEND THIS**

*As you know, BETF is the 501(c)3 non-profit that exists solely to provide major financial support of the education & technology programs of the national BDPA*

and its local chapters. Money that is given to your local United Way directly supports YOUR chapter.

We encouraged you to consider designating BETF as the recipient of your United Way At-Work Community Campaign donation this fall.

Please feel free to cc me, [execDirector@betf.org](mailto:execDirector@betf.org), when you sent it. Short notes detailing why you support BDPA/BETF are strongly encouraged. For more information about this historical campaign, please visit *<<insert campaign launch webpage>>*, e.g., [www.betf.org/marketing](http://www.betf.org/marketing)

**GIVE. ADVOCATE. VOLUNTEER.  
LIVE UNITED™**

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**UNITED WAY PLEDGE FORM**  
*option C*

I want my investment to go to the following organization:  Organization name and address (or Organization code):

AMOUNT \$ *<Any amount large or small>*  *BDPA Education & Technology Foundation (BETF), 4423 Lehigh Road #277, College Park, MD 20740*

**United Way**  
Community Campaign  
At-Work Giving  
Sept-Nov 2009  
1,300+ Local Offices  
[www.liveunited.org](http://www.liveunited.org)

*SAMPLE*

Thank you in advance!

Wayne Hicks, Executive Director  
BDPA Education & Technology Foundation  
v: 513.284-4968 f: 202.318-2194  
<http://betf.org>

[To Personal Friends Family & Contacts](#)

This email should be sent during week ending July 10, 2009 and again during the week ending July 31, 2009. Attach the sample United Way Pledge Form (.pdf) and the press release. See Appendix.

**Subject: Why Am I Doing This?**

I hope this reaches you in good health and spirits!

As you know, we have been encouraged by our country's leaders to serve in our communities to make our world a better place. To this end, I donate my time and resources to BETF because I know it directly supports education and technology programs for our youth. I have personally witnessed the tremendous impact this type of support can have.

Last month, BETF and a team of professionals launched a major marketing campaign that with your help will make history!

Please copy the contents below into a new message and encourage your friends, family and contacts to consider designating BETF as the recipient of any gift that they plan to donate during

their United Way At-Work Community Campaign this fall. Please send the message during the week ending August 28, 2009. Our goal is to increase BETF United Way donations to \$25,000 in CY-2010.

**PLEASE SEND THIS**

*BETF is the 501(c)3 non-profit that exists solely to provide major financial support of the education & technology programs of the national BDPA and its local chapters. It is encouraging to know that designated BETF dollars given to your local United Way directly supports your local BDPA chapter. .*

*Please strongly consider designating BETF as the recipient of any gift that you plan to donate to your local, upcoming, United Way At-Work Community Campaign.*



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AMOUNT \$ <i>&lt;Any amount large or small&gt;</i>	<i>BDPA Education &amp; Technology Foundation (BETF), 4423 Lehigh Road #277, College Park, MD 20740</i>
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*SAMPLE*

Community Campaign  
At-Work Giving  
Sept-Nov 2009  
1,300+ Local Offices  
[www.liveunited.org](http://www.liveunited.org)

Please feel free to cc me, [execDirector@betf.org](mailto:execDirector@betf.org), when you sent the note. Inclusion of a short paragraph detailing why you joined and/or support BDPA is strongly encouraged. For more information about this historical campaign, please visit *<<insert campaign launch webpage>>*, e.g., [www.betf.org/marketing](http://www.betf.org/marketing)

So now you know the good reason why I am doing this. I hope you will too!

Regards,

Wayne Hicks, Executive Director  
BDPA Education & Technology Foundation  
v: 513.284-4968 f: 202.318-2194  
<http://betf.org>



*An investment in our youth.*

**From BDPA National**

To All BDPA Members

This email should be sent once during week ending August 14, 2009.

**Subject: They'll Blame You**

Greetings BDPA Family!

Nobody likes to take the blame so we encourage you to take a few seconds to copy the contents of the message below into a new message and send it to your friends, family and personal contacts so that they will know how to directly support the youth of their communities.

You probably have heard by now that BETF launched a major marketing campaign to increase BETF United Way donations. Please feel free to cc the BETF Executive Director ([execDirector@betf.org](mailto:execDirector@betf.org)) and help us spread the word so that you remain blameless!

Inclusion of a short paragraph detailing why you joined and/or support BDPA is strongly encouraged.

**PLEASE SEND THIS**

*BETF is the 501(c)3 non-profit that exists solely to provide major financial support of the education & technology programs of the national BDPA and its local chapters. It is encouraging to know that designated BETF dollars given to your local United Way directly supports your local BDPA chapter programs such as the Student Information Technology Education Scholarship (SITES) program and the High School Computer Competition (HSCC) program.*

*Please strongly consider designating BETF as the recipient of any gift that you plan to donate to your local, upcoming, United Way At-Work Community Campaign.*

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LIVE UNITED™**

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AMOUNT \$ <Any amount large or small>	BDPA Education & Technology Foundation (BETF), 4423 Lehigh Road #277, College Park, MD 20740
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Community Campaign  
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For more information about this historical campaign, please visit <<insert campaign launch webpage>>, e.g., [www.betf.org/marketing](http://www.betf.org/marketing).

Sincerely,  
National BDPA

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## **Online Marketing**

<insert here>>

Professional services for this marketing campaign were donated by:



## Appendix

### Documents

#### Document 1: United Way Sample Pledge Form (.pdf)



BETF\_unitedWaySam  
pleForm.pdf

#### Document 2: Campaign Press Release



mmm\_PLAN\_BETF-U  
WCC\_pressRelease.c

### Images

#### Image 1: United Way Sample Pledge Form (.jpg)



BETF\_unitedWaySam  
pleForm.jpg

Figure 1: United Way Sample Pledge Form (Large Format)

**GIVE. ADVOCATE. VOLUNTEER.**  
**LIVE UNITED™**

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**United Way** 

Community Campaign  
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SAMPLE

## References:

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