

# 431 Ministries I AM HOME Benefit Campaign Plan

Event Name I AM HOME BENEFIT

Marketing Team: Meredith Edwards, Rachel Peck

## Goal:

To get 70 sign ups pre-event,

To raise 4310

(Max available from ticket sales: 3600 — 2100 reg ticket sales, 1500 from max VIP tickets)

## Channels:

Facebook (organic)

Event

BTS Photos

Photos during event

Instagram

Event graphic - made by 431

BTS Photos

Photos during event

Mailing List

Printed invitation

Email List

Digital Invitation

Web

Ticket selling page

Popup

## Asset List:

Facebook graphic

Used for event and for posting, includes place and time,

Photo of Concordia arts owner (or whoever our contact is) - Kate Butler

Fundraising goal graphics (seats at a table)

Starting goal, Progress and final results

Post event:

Photos of event

Calendar:

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6 BTS stuffing envelopes
7	<b>8 start promotion</b> Facebook event	9	10 broadcast fundraising goal	11	12 Reminder about event	13
14	15 BTS Planning team	16	17 Bio of concordia Arts owner	18	19	20
21	22 Reminding people of event	23	24 fundraising goal progress	25 BTS of dancers	26	27
28	29	30 Prayer post	31	1 Ticket price reminder?	2	3
4	5 Prayer Post ?	6	7 fundraising goal progress	8	9	10 EVENT
11	12Event Highlights	13	14 fundraising goal final results	15	16	17

Post Details (details to be added)

3/8 - Facebook event (details can be pulled from the original post and [431house.org/benefit](http://431house.org/benefit))

3/10 -

3/17- Photo of contact we are working with "We are so excited to be working with

@concordiaartsacademy owner [owner] for the I Am Home Benefit coming up on April 10th..."

3/24 -

3/25 - Behind the scenes photos of dancers "We are so excited to see what the @concordiaartsacademy ladies have been working towards at the I Am Home Benefit!"

3/30 - "There is just ONE WEEK LEFT till our I Am Home Benefit with @concordiaartsacademy! Please join us in prayer that the money 431 Ministries raises with the I Am Home Benefit will have a big impact in the lives of the women that need help from our ministry. Be praying that God will work in this event in a big way to provide the funding 431 will need to keep doing the work He has set for us to do!"

4/1 - If we do the markup at door this would be a reminder of it

4/5 - this day should be used for event promotion in whatever form we determine best

4/7 -

4/13 -

4/14 - The I Am Home benefit raised [AMOUNT] to support the work of 431 Ministries! We are so thankful to God for His provision through our amazing community!"

4/13 - 3-4 photos from the event on facebook and instagram in appropriate sizes