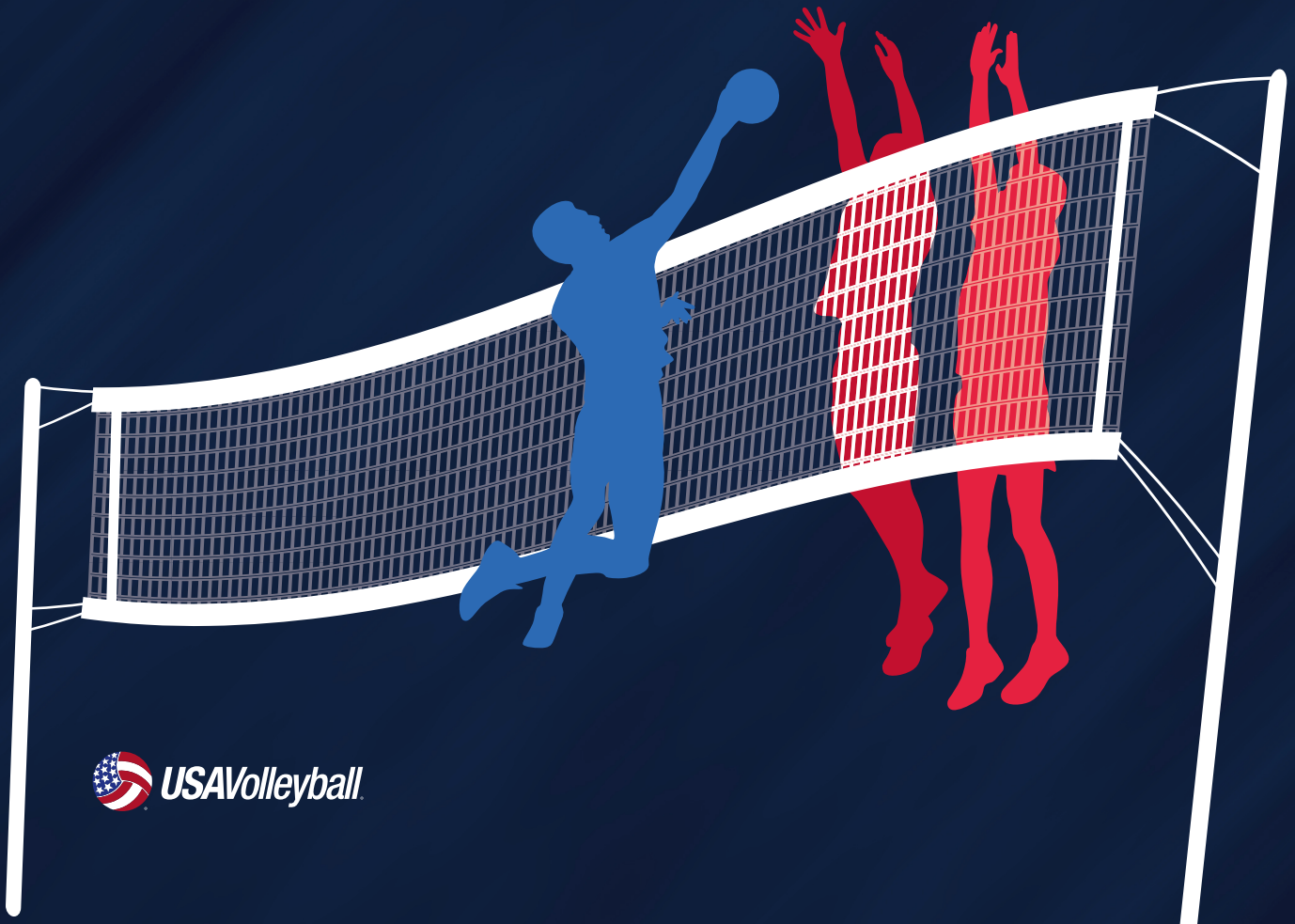
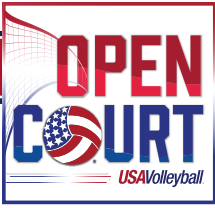




# GRASSROOTS

## MARKETING





## THEMES

- ★ Free volleyball event for kids
- ★ Healthy activity
- ★ Have current players market to friends ... 'Bring a Friend'
- ★ Tie event to Olympic success
- ★ Free things to do this weekend
- ★ Market to parents, many media markets have websites and TV segments aimed at moms

## BEFORE

- ★ Reach out to clubs with event info
- ★ Send out email newsletters about the event
- ★ Reach out to middle schools, high schools with event info
- ★ Post the event info on online event listings
- ★ Hand out flyers at big volleyball events, like a college match
- ★ Contact local volleyball heroes to get involved, college, national team or Olympians;
- ★ Send promo packets to clubs and schools to help market
- ★ Perhaps be involved on the day of Open Court, or just to shoot a promo video.
- ★ Promote event on RVA/Club websites/social media
- ★ If you're lucky enough to have a 2016 Olympian, tie the day to a hometown parade.
- ★ Create a Facebook event page
- ★ One month out from Games ... announce locally ... 'Save the Date'
- ★ Change your Facebook/Twitter cover photos
- ★ One week out from Games ... have up on online event listings
- ★ Add a graphic and link on your homepage to your Open Court page
- ★ Create an Open Court page that lists the OC locations in your area
- ★ Put up posters at clubs one month out

## DURING

- ★ Take and post photos and videos
- ★ Tell participants to post about the day, #USAVOpenCourt
- ★ Interview some participating kids on how they liked the program
- ★ During Games ... push regularly on social media, try to get on local TV/radio afternoon broadcasts



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## MARKETING TIMELINE

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### JULY 25

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#### Venues:

- ★ Facebook event page goes LIVE, invite Facebook 'Friends/Followers' to the event
  - Refer to Facebook Event Playbook on Resource page
- ★ One month out from Games... announce locally... 'save the date'
- ★ Change social media cover photos to promote event (official accounts and event page)
- ★ Add a graphic and link on your homepage to your Open Court page
  - With link to Facebook event page
- ★ Work with a local food vendor to provide lunch/snacks
  - Allow them to hand out coupons/flyers to promote their business

#### RVAs:

- ★ Add a graphic and link on your homepage to your Open Court page
- ★ Make the Open Court page LIVE, listing all local OC locations in your area
- ★ Share Facebook event page, invite Facebook 'Friends/Followers'

### JULY 25 - 30

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#### Venues:

- ★ Put up posters around venue
- ★ Email newsletters about the event
- ★ Social media post promoting event
- ★ Update event page, add pictures of your staff getting ready for the event: posters, handing out flyers, etc.
- ★ Ask food vendor to add/share the Facebook event
  - Post in the event that food will be provide thanks to (insert vendor)

#### RVAs:

- ★ Email newsletters about the event include link to Facebook group
- ★ Social media post promoting event include link to Facebook group

### AUGUST 1 - 6

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#### Venues:

- ★ Social media post include link to Facebook group
- ★ Post the event on online event listings, 'things to do this month', include link to Facebook event page

#### RVAs:

- ★ Social media post include link to Facebook group
- ★ Reach out to clubs with event info and provide promo packets including posters, info cards, giveaways, etc.

### AUGUST 7 - 13

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#### Venues:

- ★ Social media post include link to Facebook group
- ★ Local radio and TV station spots

#### RVAs:

- ★ Social media post include link to Facebook group
- ★ Collaborate with local College players and athletes, former National Team athletes/Olympians (indoor, sitting, beach), local celebrities
  - Ask them to help market and/or volunteer, inviting their social media followers, sharing the Facebook event page, posting on the event page either showing support or saying they will be there



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## MARKETING TIMELINE

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### AUGUST 14 - 20

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#### Venues:

- ★ Social media post include link to Facebook group
  - Add pictures of your staff getting ready for the event, setting up courts, handing out flyers, pictures of any vendors
- ★ Share Facebook event calendar
  - Reach out to local TV and make them aware of the event, tie in the Olympics/USA Volleyball/Gold Map
- ★ See if they are interested in coming out to cover the event
- ★ Local radio and TV spots
- ★ Tie the US National Team matches to your event, maybe do a watch party and promote Open Court

#### RVAs:

- ★ Push registration with links to registration page on Facebook event page and website
- ★ Social media post include link to Facebook group
- ★ Share Facebook event calendar
- ★ Continue to collaborate with local college players and coaches, former NT athletes and Olympians, local celebrities (share pictures on the Facebook event page)
- ★ Reach out to local schools and clubs and send promo packets with flyers and posters
- ★ Share US National Team match times on social media and tie in Open Court, possibly host a watch party with the venue

### AUGUST 21 - 27

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#### Venues:

- ★ Begin a countdown with posts on social media leading up to the event
  - Encourage engagement asking people who is coming, how many friends they are bringing, what are they most excited for
  - Post updates on the event page throughout the week make use of videos and pictures
  - Touch base with TV stations, make sure they have all the info they need to come cover the event
  - Touch base with food vendors or any other vendors who will be there

#### RVAs:

- ★ Continue to push registration
- ★ Share venue event countdown social posts
- ★ Post updates, videos and pictures on social media showing event preparation
- ★ Keep local heroes/celebrities involved with marketing and volunteering
- ★ Use them in your social posts and on site when promoting
- ★ Reach out to local schools and clubs with promo packets and info

### AUGUST 27

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- ★ Take and post photos and videos
- ★ Interview some participating kids on how they liked Open Court
- ★ Tell participants to post about the day, #USAVOpenCourt

### AUGUST 28 - 31

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- ★ Send post event materials to RVA/USAV office
  - Event numbers, brief summary of the event, highlights, pictures, videos, thoughts on how it went, feedback on how to make the event even better for next year, etc.