

Team Hope Candy Cane City 5k Marketing Plan

Facebook

- Post bi-weekly:
 - A photo from a past Team Hope event, with a caption like, “Team Hope is triumphant in _____. Make our first local event at the Candy Cane City 5k just as successful!” with a link to the registration page
 - A photo from the weekly training program, with a caption like, “Team Hope trains hard for Candy Cane City 5k.
- “Team Hope Gives Hope” Series – create buzz about Team Hope, emotionally engage Facebook users so that they’re more likely to take action, and provide easily shareable content to spread the word about Team Hope
 - Have current members of Team Hope submit a photo and short description of why they chose to join Team Hope, and how Hope Connections has impacted their lives.
 - Start off with an introductory post: “Team Hope gives hope to many individuals:
 - For people just out of treatment, because Team Hope provides for a way to get back in shape and move forward with your life
 - For our participants, because Team Hope raises funds for Hope Connections’ free programs that provide support for you through your cancer journey and beyond
 - For people who’ve never heard of Hope Connections, because Team Hope builds awareness and allows us to connect with more people in the community who may need our help.Our “Team Hope Gives Hope” series will tell the stories of our wonderful Team Hope members - keep an eye out for posts every Tuesday. Do you want to give others hope? Join Team Hope at (registration link).”
 - Post Team Hope photos every Tuesday afternoon. Add “Give others hope – share this post, spread the word about our upcoming Candy Cane City 5k event, and join Team Hope now at (registration link).”
- Reach out to other Facebook pages for local organizations (see excel spreadsheet named Social Media Outreach) and ask them to “like” us and post a blurb about our organization and upcoming Team Hope Candy Cane City 5k event on their page.

Twitter

- Tweet at other local organizations’ twitters to spread the word about our Team Hope Candy Cane City 5k event.
- Tweet pictures of Team Hope training for the event.
- Do a mini “Team Hope Gives Hope” series – post pictures and shortened descriptions.
- Use #teamhope whenever you post about Team Hope.

YouTube

- Create simple, one-minute videos interviewing Team Hope participants. Post a video every week, and share the video on Twitter and Facebook. In the description, link to the registration page and donation page on the website.

Running Clubs

- Contact running clubs or organizations in the area (and on college campuses) and ask them to participate in Team Hope and spread the word.