

NAME _____

DATE _____

SUMMARY

DECA is excited to engage with MDA and support its telethon that returns in a two-hour special. This lesson will provide content on these performance indicators:

- Explain the nature of corporate social responsibility
- Explain the importance of company involvement in community activities
- Explain the use of celebrities/influencers as a word-of-mouth strategy
- Explain the use of video/images for digital marketing
- Create a press kit
- Create a public service announcement

The Muscular Dystrophy Association (MDA) and DECA are incredibly proud of our more than 30-year partnership to empower young people to continually impact and improve their local and broader communities. To date, DECA members have raised both awareness and more than \$5 million to help MDA serve the hundreds of thousands of children and adults living with muscular dystrophy, ALS and related diseases.

The MDA Kevin Hart Kids Telethon is a two-hour special, hosted by actor and comedian Kevin Hart, that will stream LIVE on October 24 from 8-10 p.m. ET reaching an audience of over 100 million on the LOL Network platforms including YouTube, Pluto and more to be announced. Learn more at thetelethon.org.

The History

Learn about the telethon's history at www.mda.org/about-mda/history and by watching a short video at www.youtube.com/watch?v=oJsknoO4iHA. Then answer the questions below.

1. What is MDA's mission?

2. What are the three locations the traditional telethons were broadcast from?

- List one name from each category of celebrities and explain what demographic/target market each would appeal to.

| Category | Name | Appeal to Demographic/Target Market |
|-------------------------|------|-------------------------------------|
| Show Business | | |
| Musical Performance | | |
| MDA Goodwill Ambassador | | |

- Explain how celebrities' and influencers' involvement with the MDA Telethon help support MDA's mission and the telethon.

- Select one celebrity scheduled to appear on this year's MDA Telethon. Review his/her social media and provide a summary of the account, including the number of followers, follower engagement and types of previous posts. Do you think this celebrity is a good fit for the MDA Telethon? Why or why not?

MDA Partners

Review MDA's partners at www.mda.org/get-involved/meet-our-partners. Then answer the questions below.

6. Find DECA in the list of partners. What category and fundraising amount does DECA fall in?

7. What is one recognizable brand that is in the same category as DECA?

8. Why would companies and organizations want to partner with MDA?

9. Explain the importance of company involvement in community activities.

Digital Marketing and Publications

Review the MDA Telethon press kit at www.mda.org/telethon-media. Then answer the questions below.

10. Name the elements that comprise the digital press kit.

11. Watch Kevin Hart's public service announcement.

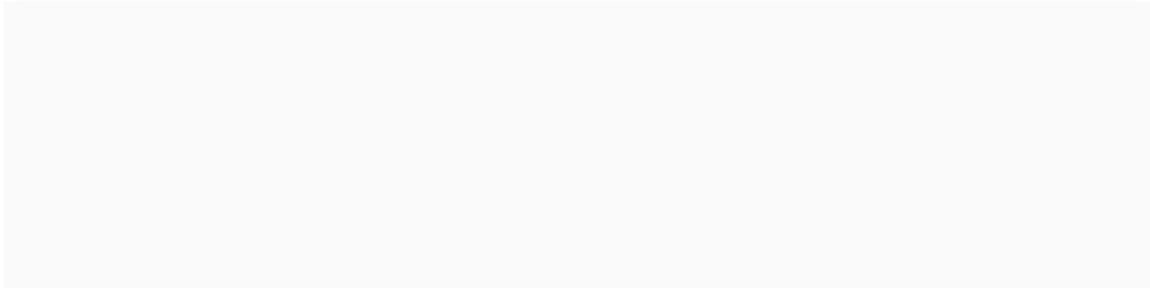
- a. What is the cause?

- b. What is the grab for attention?

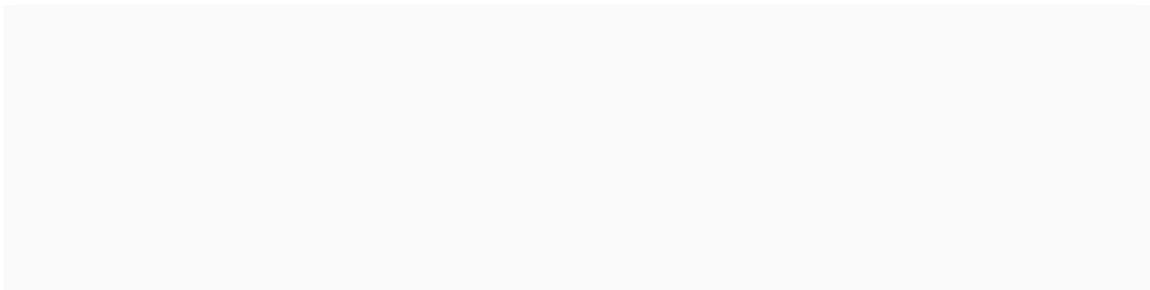
- c. What is the call to action?

- d. Do you think it is effective? Why or why not?

12. How is MDA using videos and images for digital marketing?



13. Do you think the MDA Telethon will be more or less successful being broadcast through online platforms such as YouTube, Facebook and TikTok than its predecessor on broadcast cable networks? Provide your rationale.



BONUS: Share one of the DECA/MDA digital images on your social media. Take a screenshot and submit it with your answers.