



CAM-A-THON

INTEGRATED MARKETING CAMPAIGN-EVENT

Downingtown STEM Academy

335 Manor Ave

Downingtown, PA, 19335

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I. EXECUTIVE SUMMARY

Cam-a-thon is a 12 hour overnight dance marathon that benefits the Cure4Cam Childhood Cancer Foundation. In 2012, a student named Cameron Evans from our school district, the Downingtown Area School District, passed away from Leukemia at the age of 14. In memory of Cameron, Cam-a-thon was founded in 2014 by his sister, Rachel Evans, and has been hosted yearly by our school. It was held on April 22 to 23rd this year.

CAMPAIGN OBJECTIVES

- Raise \$70,000 in donations for the Cure4Cam Childhood Cancer Foundation
- Increase participant count to 600 students
- Increase social media presence by 15%

TARGET MARKET

Primary

→ Downingtown STEM students

Secondary

→ Students from neighboring high schools

Tertiary

→ Local business owners

CAMPAIGN ACTIVITIES AND SCHEDULE

Our campaign lasted a total of 44 days from March 11th to April 23rd.

- [Entire Campaign] **Booths at Local Sporting Events**
- [Entire Campaign] **Weekly Instagram Series**
- [March 11] **Informational Presentations and Posters at Schools**
- [March 20] **Family Spotlight Interview**
- [March 21 - March 25] **Cupcake Wars**
- [March 28] **Ribbon Handouts**
- [April 1 - 9] **Instagram Fundraising Raffle**

- [April 10] **Local Business Prizes**
- [April 15] **Merchandising**
- [April 11 - 17] **Countdown Instagram Polls**
- [April 18 - 22] **School Spirit Week & Yellow Out School Pep Rally**
- [April 20] **Student vs. Staff Basketball Game**
- [April 22] **Music Performance Collaboration**
- [April 22 - 23] **Cam-a-thon Snapchat Geofilter**

KEY METRICS

- Total amount raised
- Total number of participants
- Social media analytics

BUDGET

Campaign costs: \$317
Expected total revenue: \$70,000
ROI: 221%
CAC: \$5.11