INTEGRATED MARKETING CAMPAIGN–EVENT
Downingtown STEM Academy
335 Manor Ave
Downingtown, PA, 19335
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April 7, 2022
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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