

## Social Media Post Schedule:

### “Timely Thursdays”

1. Aug. 22: Facebook event page is published, share it, and invite friends
2. Sep. 5<sup>th</sup>: start a countdown via Facebook and Instagram story (they have a cool countdown available to use)! the concert is only 7 weeks away!
3. Sep. 12<sup>th</sup>: share the countdown via Facebook / Instagram story again! 6 more weeks away!
- 4.

### “Miracle Mondays”

1. Sep. 2<sup>nd</sup>: Announce the concert on all outlets using the main graphic

### “Tshirt Tuesdays”

1. Sep. 3<sup>rd</sup>: Personal introduction video from Kristen and even Natan too regarding missions work in Honduras and how beneficial this concert will be: make it one minute max to use both on Facebook and Instagram!

### “Fools Fridays”

1. Sep. 6<sup>th</sup>: This is the first one, where you share the video from one of the members of Rush of Fools on all outlets! In the caption, put the ROF member’s favorite Bible Verse.
2. Sep. 13<sup>th</sup>: a second fun video from ROF!

### “Sponsor Saturdays”

1. Sep. 7<sup>th</sup>:
2. Sep. 14<sup>th</sup>:
3. Sep. 21<sup>st</sup>:
4. Sep. 28<sup>th</sup>:
5. Oct. 5<sup>th</sup>:
6. Oct. 12<sup>th</sup>:
7. Oct. 19<sup>th</sup>:

### “Share Sundays”

1. Sep. 8<sup>th</sup>: Share the “Undo” YouTube music video from ROF, which is a throw back from ten years ago: [https://www.youtube.com/watch?v=E0K\\_cwy81tg](https://www.youtube.com/watch?v=E0K_cwy81tg)

September 9<sup>th</sup>: Reveal that Jon Walden will be there from Revocation Radio on all outlets! You can do this by promoting their radio station, sharing a cool article about them, etc. We can ask Jon to make a short video for us to post...

September 16<sup>th</sup>: Reveal that Jeremy Moore will be opening for Rush of Fools. Share photos, videos, website, and anything else exciting about Jeremy and his music.

September 19<sup>th</sup>: share the countdown via Facebook and Instagram story! 5 more weeks! "Early Bird" tickets are available now for a discounted price!

September 20<sup>th</sup> "Fools Friday": a third fun fact about ROF!

September 23<sup>rd</sup>:

September 26<sup>th</sup>: share the countdown via Facebook and Instagram story! 4 more weeks!

September 27<sup>th</sup> "Fools Friday": a fourth fun fact about ROF!

September 30<sup>th</sup>: Reveal that Matt Powell is the sound technician of the night, and our representative from Double Oak Community Church

October 3<sup>rd</sup>: share the countdown via Facebook and Instagram story! 3 more weeks!

October 4<sup>th</sup> "Fools Friday": a fifth fun fact about ROF!

October 6<sup>th</sup>: share "Undo" video from ROF YouTube on the Facebook events page

October 7<sup>th</sup>: Share a Jeremy Moore video from his YouTube on the Facebook events page

October 10<sup>th</sup>: share the countdown via Facebook and Instagram story! 2 more weeks!

October 11<sup>th</sup> "Fools Friday": a sixth fun fact about ROF!

October 13<sup>th</sup>: share "Held in Your Hands" video from ROF YouTube on the Facebook events page

October 14<sup>th</sup>: Personal update and message from Kristen regarding missions work in Honduras and how beneficial this will be. Make it one minute max to use both on Facebook and Instagram!

October 17<sup>th</sup>: share the countdown via Facebook and Instagram story! 1 more week!

October 18<sup>th</sup> "Fools Friday": a seventh and last fun fact about ROF!

October 20<sup>th</sup>:

1. share "Lay Me Down" video from ROF YouTube on the Facebook events page and countdown that it is four days away from the concert!!!
2. make an open poll on instagram story asking everyone what their favorite ROF song is and then share the answers

October 21<sup>st</sup>: share the countdown via Facebook and Instagram story! 3 more days!

October 22<sup>nd</sup>: share the countdown via Facebook and Instagram story! 2 more days!

October 23<sup>rd</sup>: share the countdown via Facebook and Instagram story! 1 more day!

October 24<sup>th</sup>: share the countdown via Facebook and Instagram story! Hours remaining!

#### Promotional posts:

- Countdown to the event or to on-sale dates
- Share creative reveals of lineups or special guests
- Use teaser videos and images to increase excitement
- “Humble brag” by posting media or in uencer coverage of your event
- Use urgency to drive purchases when early bird ticket and registration sales end
- Offer discount codes to followers of your social media accounts
- Share articles about your event to generate PR

#### Relevant posts:

- Share relevant industry news to keep attendees and potential attendees up to date
- Use interactive content like questions or polls — these can even be used to decide components of the event!
- Make fans feel like insiders with a behind-the-scenes look at the event’s production
- Create social contests and giveaways, such as offering VIP access to select followers who share the post
- Respond to any questions, issues, or comments people send your way
- Create engaging images of the event that entice sharing
- Surface great “user-generated content” (UGC): Retweet or share posts, pictures, and video from attendees of the event

For promotional posts, include a link to your ticketing or registration page to make it as easy as possible for people to buy.

# VER Board Meeting

## 1. Sponsors Update

- a. We just completed the initial contact with all potential sponsors
  - i. Follow-ups: August 19-30. *August 30 is the priority deadline for business sponsors*
- b. \$4,688.70 received and \$2,500 more is needed to make it \$7,000!
- c. If your sponsor is confirmed, please ask them for their logo and send it to Carson and Kristen to be ready to put on the screen for the night of the concert, as well as on the tshirts.
- d. As of 8.15.2019:

<b>Business/Ministry Sponsors</b>				<b>Sponsorship Commitments</b>	
	<b>Silver (\$200+)</b>	<b>Gold (\$500+)</b>	<b>Platinum (\$1,000+)</b>		
Warren Construction		\$500.00		Business/Ministry Sponsor Totals	\$2,888.70
ARC Realty - Tiffany Bittner	\$200.00			Personal Sponsors	\$1,800.00
Word of Music	\$200.00			<b>Total Commitments</b>	<b>\$4,688.70</b>
Petros Youth Ministry - First Baptist Pell City					
Riverside Mission		\$488.70			
Naos Physical Therapy (Bennett & Erin Wilson)			\$1,000.00		
Brad's Plumbing		\$500.00			
<b>Personal Sponsors</b>					
	<b>Silver (\$200+)</b>	<b>Gold (\$500+)</b>	<b>Platinum (\$1,000+)</b>		
Butch and Nancy		\$500.00			
Leonor Frasier			\$1,000.00		
Marsha Johnson	\$100.00				
Samford DNP-FNP class Dec 2019	\$200.00				
Dan Griffin					

## 2. Promotional Plan

- a. **#verconcert19** is the hashtag!
- b. According to a blog in 2018, about 40-50% of people who say they are “going” on a Facebook event page actually goes to the event, and only about 10% of the “maybe” or “interested” show up
- c. Social Media Outlets Usage
  - i. Facebook
    1. VER Benefit Concert event page
  - ii. Instagram
    1. Bio update: VER Benefit Concert on October 24, 2019 in Birmingham! Rush of Fools is headlining! Get your tickets here: [verconcert.eventbrite.com](http://verconcert.eventbrite.com)

- iii. Snapchat
  1. use a geofilter on the day of concert:

**Order Summary**

**Email**

Start Time  October 24, 2019 1:00 AM CDT  
 End Time  October 24, 2019 11:00 PM CDT  
 Area Covered  42,908 Sq Ft

# Social Media Posting Timeline Strategy

“Timely Thursday” – count down the weeks until the concert

“Fools Friday” – fun fact about Rush of Fools and the individual band member

“Sponsor Saturday” – We will shout out one or two sponsors each Saturday. Gold and Platinum sponsors only.

“Share Sunday” – share YouTube videos of mostly ROF and some of Jeremy Moore

“Miracle Monday”—Kristen shares success story of how VER has positively changed someone’s life and how the concert benefits education / nutrition program

“T-shirt Tuesday”—posting the tshirt design and taking orders

## How to sell tickets:

1. Facebook Event Page
  - a. According to a blog in 2018, about 40-50% of people who click on “going” on a Facebook event page actually goes to the event, and only about 10% of the “maybe” or “interested” show up.
  - b. Eventbrite allows us to sell tickets straight from Facebook without the customer having to leave the webpage.
  - c. Social Media scheduled posts
    - i. “Share Sunday,” “T-shirt Tuesday” (selling tshirts), Thursday countdown day, and “Fools Friday,” where different members of Rush of Fools introduce themselves and share a fun fact
    - d. Plan of action: go to our Facebook event page (VER Benefit Concert) at the end of August and invite any and all of your friends. Then, stay connected with posts from the week and share them every time they are posted! Use the hashtag: #verconcert19. It usually takes someone 3 times to view content before making any given action, so don’t feel like you are sharing too much! It is needed!
2. Recruiting church groups
  - a. 10. 20. 30. method
    - i. find a church that can commit to buying 10 tickets, one church for buying 20 tickets, and one church for 30 tickets or more!
    - ii. If 5 people can recruit 3 church groups each, using the 10.20.30 method, that will result in 300 tickets sold! BOOM!!!
    - iii. Each group can receive 2 free tickets (with the youth minister and wife in mind)
    - iv. We will **not** offer a discount on group tickets in general; however, we will offer them \$2 off each ticket (which can really add up) if they go to our Facebook event page using their church’s main

account or youth group account and **share it on their social media, using the hashtag #verconcert19!**

- v. **Plan of action: contact churches in or around the Birmingham area starting as soon as August 29, or sooner, to ask them about buying tickets in bulk using this method. A phone call would be good, followed by sending them an email that gives them the info, a good graphic, and the Eventbrite link to buy the tickets easily.** I am assuming youth groups will be the main audience, but families of all ages would love to attend too! This will be a process for the whole month of September. **The goal end date for gathering these ticket sales will be October 4<sup>th</sup>!**
3. Radio Advertising
    - a. WDJC 10 Day Ad Spot
      - i. The spot will air in the afternoons during the week and night times during the weekends from Oct 14 - Oct 23
      - ii. Justin Brown might can give away some tickets during the week of the concert
      - iii. Kristen or Rush of Fools might can get an interview on air during the week of the concert
      - iv. MercyMe will be at the BJCC the week before, so I am assuming that may be a distraction. Our ad may get overheard during that week and I do not want to waste ad money. We may need to shift our ad schedule to October 7-11 and then stop it and start it again October 19-23.
      - v. No plan of action is required on our end.
    - b. Revocation Radio
      - i. Jon Walden can interview Kristen and/or Jeremy Moore about the concert
  4. Social Media Giveaways
    - a. This is a great way to engage, reward, and gain free publicity quickly. We can be creative and fun with this!
  5. Mailchimp email blasts
    - a. **10 a.m.:** Thursday mornings at 10:00 will be a great time for emails because surveys show that Thursday is the second best day to send emails and 10am is the best time! We can count down the concert by weeks leading up to it.
    - b. **Plan of action: enter all of your church youth leaders' and/or head pastors' email contacts in the google docs that says "Church Contacts."** Kristen will also have a separate email blast for all the churches, sponsors, and a separate one for all of her normal supporters. Normal supporters: 2-3 emails. Church leaders: 8 emails. Sponsors: 2-3 emails. Keeping all three groups informed and excited about the concert will generate energy and momentum before the concert. With Kristen addressing all of these separate groups individually, they feel thought of and "on the inside" of everything.
  6. Word of mouth
    - a. According to a blog on Eventbrite, 63% of attendees are because of word of mouth.
    - b. Rush of Fools has over 93,000 likes on Facebook and over 16,000 followers on Instagram!

- c. Plan of action: invite all friends, co-workers, and family members to buy tickets, even if they do not come. Personal recommendations are still the best.

### 3. Gathering Volunteers

- d. Google file has a volunteer sign-up sheet
- e. Areas: Hospitality, Ticket scanners, VER Info Booth, unloading crew/loading crew, photo booth
- f. If you plan on volunteering that night, put your tshirt size in the excel file "Event shirt sizes."

## 2. How we will Spend / Make Money

### a. Concert Expenses:

1. Rush of Fools - \$3800
2. Advertisement - \$1,000
  - a. WDJC - \$679
  - b. Social Media - \$321
3. Jeremy Moore - \$500
4. Lighting professional (Nicklaus Leonard) - \$250
5. Sound technician (Matt Powell) - \$100
6. Professional photographer - \$100
7. Apple Swipper for at-the-door ticket sales - \$30
8. Instagram photo booth props - \$40
9. Miscellaneous - \$280
10. Tshirts: \$500

**Total: \$6,500**

### Attendance Estimate (room capacity: 535)

300—from church groups

100—from WDJC advertising

100—personal word of mouth / frequent event sharing with our Facebook friends

### Estimated Profits:

\$700- 20 VIP tickets at \$35 each

\$500- 20 Early Entry at \$25 each

\$3,000- 300 group tickets at \$10 each

\$2,400- 160 general admissions tickets at \$15 each

\$500- donations during the night and tshirts









**Total = \$7,100**

Example from Tauren Wells concert at Healing Place Church in Trussville on Oct 4:

Ticket Type	Price	Quantity
<b>VIP</b> Here's your chance to meet Tauren Wells! VIP ticket includes a pre-show photo opportunity with Tauren Wells and first entry into the venue for access to the best seats. Doors open at 5:00pm for photo opportunity. Concert begins at 7:00pm. All seating is general admission - first come, first served. Must arrive before 5:45pm to receive first entry.	\$45	- 0 +
<b>Early Entry</b> Want to beat the rush and get early access to great seats? This is the ticket for you! Doors open at 5:45pm. Concert begins at 7:00pm. All seating is general admission - first come, first served. Must arrive before 6:00pm to receive early entry.	\$30	- 0 +
<b>General Admission</b> Doors open at 6:00pm. Concert begins at 7:00pm. All seating is general admission - first come, first served.	\$19.95	- 0 +
<b>Promo - Group 10+</b> Discounted rate available online when purchased in groups of 10 or more (while supplies last). Doors open at 6:00pm. Concert begins at 7:00pm. All seating is general admission - first come, first served.	\$14.95	- 0 +

[Get Tickets](#)

Our ticket prices:

Ticket name*	Quantity available*	Price	Actions
Promo - Group 10+	300	\$ 10.00	 
		Buyer total: \$12.24 ⓘ	
General Admission	200	\$ 15.00	 
		Buyer total: \$17.55 ⓘ	
VIP	30	\$ 35.00	 
		Buyer total: \$38.77 ⓘ	
Early Entry	30	\$ 25.00	 
		Buyer total: \$28.16 ⓘ	



### 3. Publicity

#### a. Projected Number of People Exposed to VER International:

1. 400+ attendees / volunteers at the concert
2. 15+ church contacts who could team with VER in future projects
3. 1,000+ through social media exposure and traffic
4. 5,000+ on WDJC ads

Total: 6,415+ people minimum

Vapor ministries on 280 – similar

Way FM – promotions

Denise Wallace – Alan referred me: (205) 901-2727

Hometown Lenders –Chris Maleski: Shoel Creek and Mt Laurelk, Highlands Lakes, and even Greystone community. It is a well-to-do area for promotions!

-(205) 986-4195

\$800- 20 VIP tickets at \$40 each

\$500- 20 Early Entry at \$25 each

\$3,000- 300 group tickets at \$10 each

\$2,400- 160 general admissions tickets at \$15 each

Total = \$6,700