**VLC Session Marketing Plan Outline -**

Please complete the Marketing outline below to confirm the details of your session and choose communications options. To see an example of a completed Outline and Best Practices, please click [here.](https://docs.google.com/document/d/1vvQTUfRrYoB2i7tyQhYNUg71cvNJqJiHMhEM9tMOz5A/edit?usp=sharing)

**Completed forms should be uploaded here:** [**https://go.wisc.edu/rwsqav**](https://go.wisc.edu/rwsqav)

| **Communication Requested** | |
| --- | --- |
| **Who are you promoting to? (check all that apply**) | |
|  | **Internal (enrolled 4-H audience)** |
|  | **External (creative promotion for non enrolled youth and families)** |
| **How would you like it to be promoted? (check all that apply)** | |
|  | **Teaser (for educators/staff):**  Any information or dates you want sent out before registration is officially open. You may choose a teaser because:   * You are providing a high need session. * You are planning a session during a busy time of year. |
|  | **Teaser (for participants):**  Any information or dates you want sent out before registration is officially open. You may choose a teaser because:   * You are providing a high need session. * You are planning a session during a busy time of year. |
|  | **State promotion (statewide channels)**  *may include:*   * *Statewide biweekly 4-H newsletter* * *Distance Learning MyEmma* * *Targeted emails (internal) via 4-H online* * *Targeted emails (external) Extension Educator* |
|  | **Toolkit for Educators (localized marketing completed by educators)**  *The tools may include:*   * *Stock social media images/messaging* * *Customizable Image/text for county newsletter* * *Enrollment documents (ME pilot)* |

| **Session Information** | |
| --- | --- |
| **Session Name:** |  |
| **Short Description:**  This description will be used for social media.  *Keep in mind:*   * *Basic Information (Who, What, Where, When, How,)* * *Engaging Information (What will draw people to participate-Why)* * *Tone, energy, connection (What do you think people will be excited about? What are you excited about? What do they need to know to feel comfortable to sign up?)* |  |
| **Long Description:**  This description will be used for flyers and newsletter text.  *Keep in mind:*   * *Basic Information (Who, What, Where, When, How,)* * *Engaging Information (What will draw people to participate-Why)* * *Tone, energy, connection ( What do you think people will be excited about? What are you excited about? What do they need to know to feel comfortable to sign up?)* |  |
| **Date (s):** |  |
| **Time:** |  |
| **Participant Cap** |  |
| **Audience** |  |
| **Registration End Date:** |  |
| **Contact:** *In case the audience has questions, it could be helpful to add in a note saying this is the person or people to contact.* |  |
| **Link for Registration**   * Zoom link if you are promoting only in 4-H online * Qualtrics link with zoom link embedded if you are promoting external |  |
| Marketing Materials   * May be complete or suggested images/text * Must be editable | **Upload current marketing materials here:**  <https://go.wisc.edu/rwsqav>*,* or links can be pasted below. |
| **Other:** Other information you think we should know that isn’t listed above. |  |

*Internal VLC Use Only*

| **Steps/Task** | **Additional Information** | **Who?** |
| --- | --- | --- |
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