**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.
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|  | **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*
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|  | **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)*
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| **Session Information** |
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| **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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