

## Project Plan—Denim Day 2020

Group/team Objective (s): To increase awareness of sexual assault, victim-blaming and WCA resources on April 24, 2019 – national “Denim Day” by encouraging those in our community to wear denim (or denim day sticker).

<b>Description:</b>	Project plan for the WCA's Denim Day 2019 in the Outreach and Communications Department with detailed task timelines for completion of short-term and long-term goals.
<b>Goal:</b>	To have all outlined needs within this document completed by assigned deadline.
<b>Project Owners:</b>	Team who will own this project plan
<b>Project Team:</b>	OC Team, Lisa, Bea, TBD from Philanthropy
<b>Audience:</b>	Staff, Board Members, Community members, BSD Students, West ADA Students, BSU Students, Corp Pillars, Volunteers, Ambassadors, Donors, Newsletter Subscribers, Past Participants, Vendors at the Village, Idaho Guard

### Action Strategies:

- Provide a toolkit for board members, ambassadors, corporate pillars and outreach volunteers to host a Denim Day awareness event and/or fundraiser “Dollars for Denim” to support the WCA’s counseling services for survivors.
- Develop social media and online campaign with prevention and educational materials.
- Utilize national campaign tool-kit information, but rebrand with WCA resources and focus on local information when possible.
- Work with partners at BSD and other area schools to encourage and support participation at schools (Utilize Youth REPs).
- Collaborate with key community partners to host targeted day of awareness events (ie BSU campus, Gowen Field, Live for 175, Proclamation Signing at Governor’s Office)

### Communications/Marketing/Promotion:

- Social Media plan w/ rolling content two-weeks prior
  - Facebook Event
- Announcement in All Feb Newsletters
- Reminders in ALL March Newsletters w/ links to toolkit
- External emails to targeted audiences
  - CPs
  - All donors
  - Outreach volunteers
  - Ambassadors
  - prior DD participants
  - CLP participants
  - leads list (mail or just email?)
  - Boise SD

- Village Vendors
- WCA Board
- WCA Staff
- Guest Opinion in Statesman (500 words)/Letter to Editor (200 words)
- Letter to Editor Idaho Press/Meridian Press/Messinger Index/Kuna Melba News (300 words)
- Press Release
- Website Updates
- PSA (Cumulus, LOTUS, Radio Boise, Boise State Public Radio)
- Bulletin boards (Lamar)
- Posters @BSU
- Post on online event calendars (KTVB, Idaho Statesman, Idaho Press, etc)
- Social Media Listening and Reposting ALL DAY LONG

## **Events/Activities:**

### *Potential*

#### **Special Events:**

- Benefit Day at State Street Dutch Bros
- Gowen Field/Boise PD Event
- Boise School Dist.
- Cycle to Break the Cycle @ The Village
  - Beas Superheroes
  - Tabling and Radio Promo
- City of Boise Proclamation Signing Event At Mayor's Office
- Concert (Lisa)
- BSU Activities

#### **Media:**

- Live Morning 6/9 Show @ The Shop
- Idaho Living
- Radio Appearances (Radio Boise, The River)
- Ad in Boise Weekly
- Idaho Statesman Op/Ed
- Idaho Press Op/Ed

## Public Tool-Kit

### *Update/Refresh 2020?*

- 11X17 Poster
- 8.5 X 11 Handout
- Denim Day social media profile image(s) and Facebook cover photo
- “Ask me About Denim Day” Stickers (amount depending on size of organization)
- Postcard with history of Denim Day
- Instructions for a Denim Day “Dollars for Denim” Fundraiser
- Instructions for a Denim Day awareness event
- Instructions for social media posting (including tagging, hash tags, etc)
- Talking points w/ statistics
- Blog post for employee newsletters (include link to the WCA’s blog post)
- Email copy for internal use

## Milestones and Tasks

### Denim Day Emails to Constituents

Activities and Tasks	Timing	Contact	Responsibility	Notes	Status
<b>1. Send out Denim Day Emails</b>	Mid March		OC		NS
1.1 Agree on date that works.					
1.2 Verify sub groups with everyone involved.			OC	Don't forget Kelly Miller – she can pass on info to other orgs in Idaho.	NS
1.3 Schedule emails with Griffin in Bloom			OC	Make sure they come from "info" email b/c of mass amount of emails.	NS

### Denim Day Proclamation Signing Event

Activities and Tasks	Timing	Contact	Responsibility	Notes	Status
<b>1. Proclamation Signed by Mayor in Office on April 24 – Photo Op</b>				Photos w/ WCA staff posted on socials	
1.1 Reach out to Tracy at Mayor's office with draft proclamation.	Early February	<a href="mailto:xxxx@cityofboise.org">xxxx@cityofboise.org</a>	OC		NS
1.2 Verify date with Tracy.			OC		NS
1.3 Verify proclamation text.	Late March	<a href="mailto:xxxx@cityofboise.org">xxxx@cityofboise.org</a>	OC		NS
1.4 Verify with social media reps from City of Boise.	Late March		OC		NS
1.5 Verify final list of attendees with Tracy.	Mid April	<a href="mailto:xxxx@cityofboise.org">xxxx@cityofboise.org</a>	OC		NS

### Cycle to Break the Cycle "Denim Day"

Activities and Tasks	Timing	Contact	Responsibility	Notes	Status
<b>1. Tabling &amp; Radio Promos Scheduled</b>					
1.1 Reach out to Cycle to Break the Cycle.	February	<a href="mailto:xxxx@townsquaremedia.com">xxxx@townsquaremedia.com</a>	OC		NS
1.2 Connect with Cycle to Break the	February	<a href="mailto:xxxx@townsquaremedia.com">xxxx@townsquaremedia.com</a>	OC		NS

Cycle.					
1.3 Verify which date works.			OC		NS
1.4 Verify who from WCA/materials needed for day of event.	Early April		OC		NS
<b>2. Bea's Superheroes Scheduled and Confirmed</b>					
2.1 Preschedule Bea for Bike			Chris		NS
2.2 Sign up for all slots in same half hour.			OC		NS
2.3 Reach out to Bea's Superheroes through Bea	Early April		OC	Draft email for Bea with info provided.	NS

## BSU AXO &AKL and Tabling

Activities and Tasks	Timing	Contact	Responsibility	Notes	Status
<b>1. Tabling &amp; Events scheduled</b>					
1.1 Reach out to AKL & AXO	Late Feb.	Philanthropy chairs of each organization. You should hopefully have contact with them by this point. They change in Jan. every year so you might have to reach out to the old ones.	OC	Do this EARLY so they can schedule quad time.	NS
1.2 Confirm tabling requests	Late March		OC		NS
1.3 Dr. XXX's class tabling	Late March	Dr. XXX	OC	This might not happen every year. Make sure to have a liaison with a class.	NS

## Collateral

Activities and Tasks	Timing	Contact	Responsibility	Notes	Status
<b>1. General Posters Finalized</b>	February		OC		NS
1.1 Double check with Chris					
<b>2. BSU Posters Finalized</b>	February		OC	Jillian will pass onto BSU marketing. Not sure when she's	NS

				graduating. Can always try Kim as well.	
<b>3. Postcards Printed</b>	Early March	Capitol Copy	Chris	Make new draft.	NS
3.1 Have printed by first week of April.					
<b>4. Portrait Orientation Poster Finalized</b>			OC	Try to make these early. For use in Coffee Shops, etc.	
<b>5. Denim Day Stickers Ordered</b>	Early March		Chris	Ordered 6,000 from UPrinting.com ~3,000 left from 2018	NS
<b>6. Denim Day Posters Printed</b>			Team		
6.1 Order from UPS. Takes about 3 business days to print. By first week of April.				2019 numbers: 11x17 – 250 8.5x11 – 150 11x17 BSU – 50	
6.2 Get boxes large enough to ship posters.					

Done=Arrrangements Complete and Confirmed

NS=Not started

IP=In Process

## Abby's Denim Day 2019 Notes:

60 kits requested & completed ☺; 4 Not Picked Up ☹

6 kits out of state; 3 outside of Treasure Valley

	<b>Ordered</b>	<b>Requested</b>	<b>Left Over</b>	<b>~Gross Distribution</b>
<b>Stickers</b>	8,000	2,635	2,500	5,500
<b>BSU 11x17 Posters</b>	50	50	0	50
<b>11x17 Posters</b>	400	179	170	230
<b>8.5x11 Flyers</b>	300	192	150	150
<b>Postcards</b>	2,000	423	300	1,700
<b>Ribbons</b>	~1,200 made	970	200	1,000

### Denim Day Events:

- Live for 175 (April 18)
  - Chris did several radio spots to promote Denim Day. Outreach tabling from 10 AM – 8 PM at The Village.
  - Bea's Superheroes rode from 11 AM – 11:30 AM including Christina Bruce-Bennion, Chief Bones (Boise PD), Chief Basterrechea (Meridian PD), Mayor de Weerd, members from Ada County Paramedics, Criselda De La Cruz (ED of Nampa Family Justice Center), Travis Ruby (Ada County Sheriff Employees Association) and Nicole Fitzgerald (Idaho Council on Domestic Violence and Victim Assistance)
- Denim Day at Frank Church (April 24)
  - Community Center coordinator, social worker, social worker intern, Tracy and Rebecca tabled at Frank Church before school started for about 45 minutes
- Denim Day at Other Boise Area High Schools put on by Youth REPs (Tracy and Prevention JV will do most of the coordination for this – just need materials)
  - Boise High had clothes displayed throughout the school.
  - Capitol High had an announcement and some awareness raising.
  - Union High in Nampa also held an awareness event.
- Denim Day Proclamation Signing with Mayor Bieter (April 24)

- Representatives from the Idaho National Guard, Chief Bones (Boise PD), Don Coberly (Boise Public Schools), Dave Self, Christina Bruce-Bennion and Jessica Burke and Katie Palmer (Idaho Sexual Violence Prevention Program) & various WCA staff
- Denim Day at Gowen Field (April 24)
  - Boise Police Department, Air Guard, Army Guard and Idaho National Guard photo op with WCA staff
- Denim Day at BSU Quad (April 24)
  - AXO, AKL, students from senior COMM class and WCA staff tabled during peak hours 10 AM – 2 PM on the quad about Denim Day
  - AKL & AXO have their own set up and do a pledge with students

#### Social Media Engagement:

- Facebook: 14,272 reach on April 24
- Twitter: 2,042 reach on April 24

#### Denim Day Media Coverage

- 94.9 The River – Bea radio spots
- 103.5 Kiss FM – Chris radio spots
- Boise Weekly – Ad for Denim Day & Story about BPD wearing Denim
- Twin Program – Ad for Denim Day
- Idaho Press – Op/Ed from Bea
- KIVI Boise – Denim Day promo
- KIVI Boise (Anna Silver) – Gowen Field Recap

#### Denim Day Specific Fundraisers

- \$2,295.72

## **Notes & Thoughts for 2020**

- Figure out what other schools are involved throughout Boise District. Send email to “enter photos to enter into drawing for (prize)” to help up social media engagement.
- Add a small notecard in the Denim Day kits about social media action items.
- Create temporary Facebook frame for social media. Other social media action items that people can easily act on.