



Presented by:
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What is the Vinnies CEO Sleepout?

The Vinnies CEO Sleepout challenges business, government and community leaders to sleep rough in support of Vinnies and QLDs homeless

What are the objectives?

1. To create awareness about homelessness; and
2. Raise funds to help Vinnies, help QLDs homeless.

How do we achieve these objectives?

By using 4 Tiered approach



CEO S/O Objectives: 4 Tiered approach

Tier 1: Engage leaders: Past Participants and Prospects

Tier 2: Foster fundraising: Help and provide support to the participating CEO's

Additional strategies (outside the scope of this presentation)

Tier 3: At the event: A captive audience

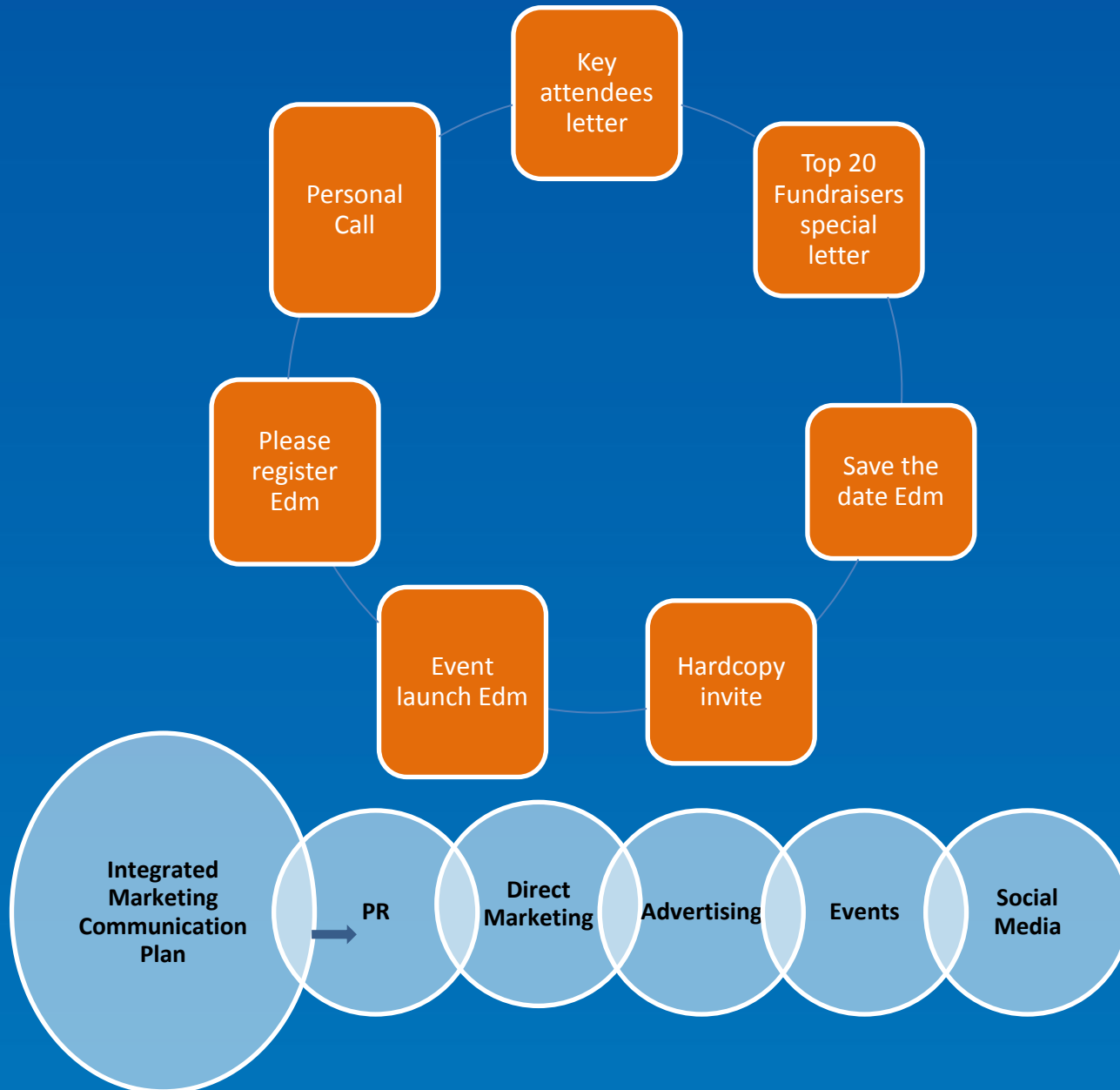
Tier 4: Post event: Continuing the relationship

Tier 1: Engage leaders: Past Participants and Prospects

Past Participants:

- Re-engaging this group is a priority
- Cost of recruitment drops
- Cost of fundraising drops
- Return participants raise more money
- Return participants have a better cause education
- Serve as a participant recruiter

Past participant recruitment strategy

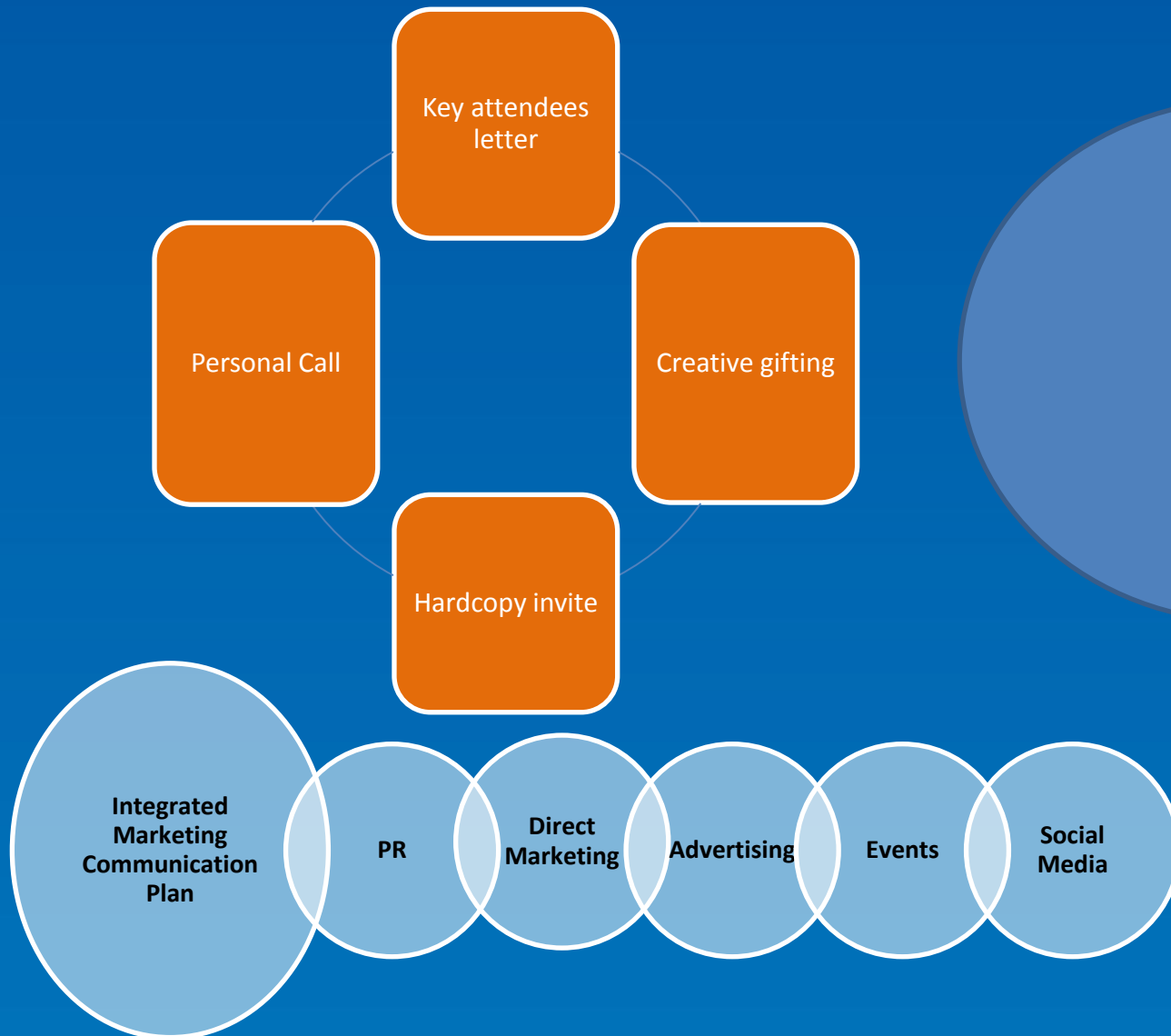


Integrated Marketing Communication Plan

IMC Element	Action/s	Material	Audience	CTA	Date
Direct marketing	Key attendees Letter	Personal letter	Prominent leaders	Register Today	December
	Top 20 Fundraiser	Personal letter	Past Participants	Register Today	December
	Save the date	Edm	Past Participants	Register Today	January
PR	Launch	MR and AMB	Past,Prospect, GP	Register Today	March
	Pitching stories	MR+Talent	Past,Prospect, GP	Register Today	April
	PR Stunt	MR+Talent	Past,Prospect, GP	Donate Today	June
Advertising	Outdoor	Billboards	Past,Prospect, GP	Register Today	March onwards
	Traditional	TV & Radio	Past,Prospect, GP	2 x CTA's	April onwards
	Online/Social	SEM, FB, LinkedIn, YT	Past,Prospect, GP	2 x CTA's	April onwards
Events	General engagement	Posts, status updates, photos, info	National Past and prospective CEO's and general public	Register Today	January onwards

Note: Example IMC Plan only

Attracting New CEO's



Attracting new CEO's – Influence Marketing

Definition:

(Tap on the shoulder)

Pinpoints key individuals within the community or industry that are well connected in their respected fields. These influencers can help generate genuine brand/event awareness and more importantly persuade others to take action. (in the case of the CEO S/O, register to participate)

Influence Marketing in action: Vinnies CEO Sleepout Ambassadors

Key individuals with influence that team up with Vinnies to promote the event, which helps spread the word about homelessness and in recruiting participants.

Why are Ambassadors important:

The audience (prospective CEO's) already have a trust-based relationship with the influencer (Ambassador), which makes them more receptive to the message and more likely to take action.

Span of influence: Status, network, contacts and media



Campaign tactics

JOIN QLD'S LEADERS FOR A NIGHT OF CONCRETE AND CARDBOARD

VINNIES
CEO
SLEEPOUT
JUNE 20



Graham
Quirk

Paul
Pisasale

Dean
Merlo

VINNIES
CEO
SLEEPOUT
JUNE 20

"I'VE SIGNED UP"
PAUL PISASALE



VINNIES
CEO
SLEEPOUT

VINNES
CEO
SLEEPOUT
JUNE 20

"I'VE SIGNED UP"
ANDREW FAULKNER - ARROW ENERGY

goa
billboards

143

VISITORS



The role of an Ambassador

- Register, sign-up or commit to attend the event
- Actively assist in spreading the word about the event within their network and industry
- Use their social media reach
- Personally contact their industry media
- Allow you/organisation to use their profile in promoting your event
- Be available to do media before, at the event and after the event
- Attend the event launch

Your role

- Be clear on what you are asking the “influencer”
- Have a designated point of contact
- Provide all key messages and event info
- Provide all marketing collateral
- Provide dates/times etc for media calls
- Provide media content (MR's/Angles etc)
- Provide social media content
- Provide info on how to fundraise

Virtual influence marketing

Bloggers

Social media

Activists

Media leaders



Agenda setting
agents

Selecting your influence marketers

Criteria:	Question:	Points:
Contact	Do you or your organisation have some sort of contact with this person?	5
Capacity	Does he/she have the ability to influence?	5
Synergy	Is there an alignment between your organisation and the influencer?	5

Influencers with 15 points should be the first people to approach

Tier 2: Fundraising (leading up to the event)

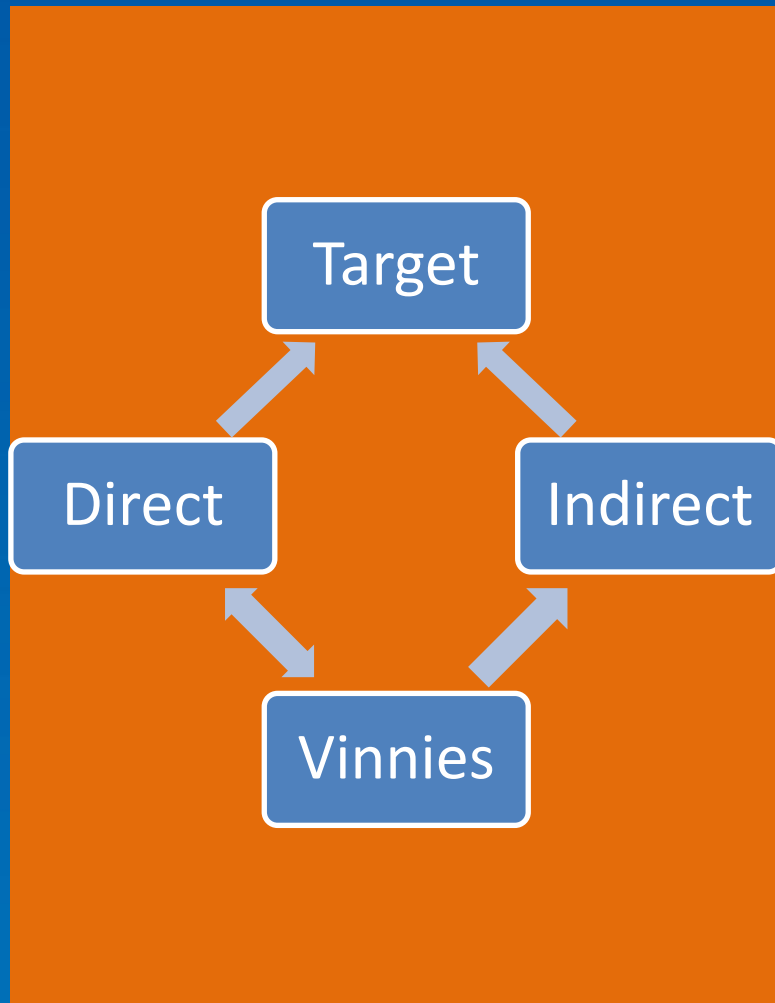
- Biggest lesson in fundraising from previous CEO Sleepouts

*CEOs know how to make money
but most don't know how to ask
for money.*

So we assist **directly** and **indirectly**



Direct and Indirect flow of fundraising



Direct	Indirect
Event handbook – including fundraising tips	*TV
*Edm template x 2 – just insert personal details	Outdoor
Tips from last years CEO's	PR (Launch/Stunt/MR)
Posters – just insert personal details	Print
*Social media fundraising	Radio
Fundraising strategy template	Events
Regular Edm's	Online
MR copy	*Social Media
Ad hoc support	Influence marketing

* Possible rule of 3 touch points

Facilitating direct fundraising

1. Upon registering the CEO will receive a personal email/call from our team
2. 72hrs after registration the CEO will receive a CEO Sleepout handbook (in hardcopy)
3. Staggered Edm's from April to August
 - National and State targets
 - Current top fundraisers (who is in the lead)
 - Fundraising strategies
 - What other CEOs are doing
 - Reminder of resources we provide (link)
 - Count down to the event and build urgency
 - Upgrading targets
 - Ensure CEO's visit the page regularly, thank donors and personalise their reasons to support
 - *Post event strategies(now that you did it, ask them for it!)



More Fundraising

Fundraising at the event

Ability to donate at the event

Top fundraiser messaging

Location donation

Auction

Contraband

Post event fundraising

Portrait photo

Edm “now that you did it, ask them for it”

The morning after, morning tea

Thanking supporters template

Most important post event CTA

Register now for 2014