Ashley Wright

5/9/13

Dr. Ganahl

PR Case Study

Bocce Ballers: Raising Money to Benefit a Community

**Contributions:**

Since the beginning of this campaign, Dr. Ganahl appointed me as the Social Media point person. During the first few weeks after the class decided whom we were creating a campaign for, I activated accounts on Gmail, Indiegogo, Facebook (including the official fan page), and Twitter under the name, Bocce Ballers. I created a PowerPoint presentation informing the class what needed to be done for the accounts along with username and password information. I took charge with all the accounts and actively posted on Facebook, Twitter, and Indiegogo. After Indiegogo went live, I typed up an e-mail to send to my friends and family (and classmates) informing them of the campaign and persuading them to donate/share. Throughout the campaign, I tweeted and posted on both my accounts and the Bocce Ballers’ accounts so followers knew what was happening at all times before, during, and after our events. Social Media played a huge roll in this campaign, and I am very proud that I was the point person.

**STRENGTHS:**

* We had an awesome logo and slogan that took an already well-known organization, the Special Olympics, and localized it to Bloomsburg.
* Social Media was used in all aspects of the campaign. Facebook and Twitter played a large roll in the campaign since our main event was targeted to students at the university.
* The bocce tournament on the quad went better than expected. We generated a lot of noise beforehand, but also drew a large crowd at the event.
* Indiegogo was a unique way to bring attention to a good cause. There are four days left, and we have exceeded our goal by $200!
* Our class worked really well together. Although I don’t think some people pulled their weight, we all got along very well.

**WEAKNESSES:**

* Not many people knew about the Bocce Bash so it was hard to get people interested.
* Since the tournament is held in the fall, not many people were thinking about it during this time.
* This time of the semester is when students start to run out of money. I think we overestimated and overpriced things in regards to the amount of money students actually have.
* We spent a lot of time creating posters for the tournament, and I only saw the ones that I hung up in my apartment complex.
* The Columbia-Montour Bocce Team made things very difficult for the class in regards to the campaign because they didn’t respond to e-mails.

**SUGGESTIONS:**

* I think the timing of the campaign was our one downfall. First, not many students know about Bocce Bash, so it was hard to get people interested in what we were doing. Also, the students who do know about it weren’t thinking about it because it is held in the fall.
* Instead of charging $5 a person for the main event, I think we should have cut down on the price so more students would be willing to create a team. I know I’ve run out of money and if I were to be approached about spending $5 to make a team, I would pass.
* Indiegogo is geared more to adults in this situation. We exceeded our goal, but I think we could have gotten a lot more money if the class circulated it better.
* We should have utilized our resources at the university better. I think we should have gone to administrators with our campaign and maybe we could have generated more revenue. We should have also made a pitch to the students in the Special Education program since they are the audience that knows/cares most about Bocce Bash.