



Raise your Glass for Giving Back

Clothing drive for St. Vincent de Paul

Group C: Alyssa Gray, Barrett Hover,
Patrick Camp, Buddy Akridge

The House in Tigerland

Where: 1003 Bob Pettit
Blvd, Baton Rouge LA

When: April 19th

Target Market: college students
with low disposable income

Weapon: Reciprocity

Campaign Slogan: "Raise your Glass for Giving
Back"



TUESDAY

**RAISE YOUR GLASS TO
GIVING BACK (8-10)**

BRING 3 ARTICLES OF CLOTHING TO DONATE TO
ST. VINCENT DE PAUL FOR A FREE DRINK TICKET

50 FREE TSHIRTS

\$1 DRINKS 8-10 PM

\$3 NATTY DRAFT

\$10 BUDLIGHT PITCHERS



We collected over 100 lbs of clothing!
What went well?
What did not go as well?
What did we learn?



CAMPAIGN PROPOSAL

Group C

Purpose: The purpose of this document is to help you develop and organize the campaign proposal.

Campaign Overview:

Our team will use the reciprocity weapon by getting The House to offer incentives in exchange for donated clothes. This will motivate consumers to participate because our target audience is college students with low disposable income who are greatly motivated by deals on alcohol. The incentive will be a free drink ticket in exchange for 3 pieces of clothing. This will bring more people to the bar and help raise clothes for our charity.

Potential Obstacles and Remedies:

Potential obstacles would be the number of people that decide to not visit the House in Tigerland on the day of the drive, as well as people choosing not to participate in the donation. A remedy for this would be to host pre-parties at our houses to encourage people to visit the bar, discuss at fraternity and sorority chapter meetings the week before and the week of the donation campaign, and having friends repost the promotion for our campaign on their social media.

Campaign Design and Procedure:

Where: We will solicit donations at the House in Tigerland. 1003 Bob Pettit Blvd, Baton Rouge LA

When: Tuesday, April 19th

How: There will be a box near the door of the House that the donated clothes will go in. After you get your ID approved, you will have the opportunity to donate a minimum of 3 articles of clothing in exchange for a free drink ticket. At 10 pm we will collect and weigh the clothing and donate it to St. Vincent de Paul.

We will communicate with our target audience through social media and emails. Social media includes Instagram, Facebook, and Groupme. We will also provide a Promo for the House Instagram to post and to add to the Greek life group mes. We will email the following chapters of Greek life including Kappa Kappa Gamma, Delta Zeta, Delta Gamma, Phi Mu, Chi O, Kappa Delta, Sigma Alpha Epsilon, Kappa Sigma, Kappa Alpha, Tau Kappa Epsilon, and Theta Xi. We will encourage their chapter presidents to spread the word in their chapter.

Performance Goal and Metrics:

Our goal is to have 100 people visit The House in Tigerland and each person to donate a minimum of 3 articles of clothing. After we are done, we will put the donations in Barrett's truck bed and keep them in Alyssa's garage until we bring them to class.

**Social
Promos:**



*The House
in Tigerland*

**RAISE YOUR
GLASS FOR
GIVING BACK**

TUESDAY NIGHT 8-10 PM

Give 3+ pieces of clothing for a free drink ticket!!
All donations will go to St. Vincent De Paul


AG Alyssa K Gray April 18, 2022 at 10:23 AM

Spread the word about our St. Vincent De Paul Clothing Drive for our marketing class project!

To: lsuifcpresident@gmail.com, Grant M Lapeyronnie, vnrplanning@gmail.com, lsuatopresident@gmail.com & 38 more [Details](#)

Hey Greek Life! I hope you all enjoyed your Easter Break!

My group and I have decided to do a clothing drive for St. Vincent De Paul for our Consumer Behavior Marketing class. It will take place Tuesday, April 19th, at The House in Tigerland from 8-10pm. If you bring 3 or more articles of clothing to the bar you will receive a free drink ticket to use at any time throughout the night. Drop offs are also encouraged! We would really appreciate it if you can pass this on to your members through email and/or chapter. Let's get Greek life to come together to donate for a good cause. Raise your glass for giving back!!



Thank you,
Alyssa Gray, Buddy Akridge, Barrett Hover, and Patrick Camp
agray59@lsu.edu, dakrid1@lsu.edu, jhover2@lsu.edu, pcamp1@lsu.edu

3:32



Sig Ep & Kappa



<https://www.eventbrite.com/e/greek-week-2022-tickets-211491856837>

Sign up for Greek Week!! Still looking to increase our numbers and it starts this weekend! 🏠🔨

3:32 PM



Alyssa

My group has decided to do a clothing drive for St. Vincent De Paul for our Consumer Behavior Marketing class. It will take place Tuesday, April 19th, at The House in Tigerland from 8-10pm. If you bring 3+ articles of clothing to the bar you will receive a free drink ticket to use at any time throughout the night. Drop offs are also encouraged! We would really appreciate it if you can make it out!



Group me message:

On Tuesday, April 19th the House in Tigerland will be doing a clothing drive for St. Vincent De Paul. If you bring 3 pieces of clothing (Shirts/shorts/pants preferably) you can get a free drink ticket from 8-10 p.m. We would really appreciate it if you can make it out! Raise your glass for giving back!

Hey Greek Life Presidents! For our Consumer Behavior class, we have decided to do a clothing drive for St. Vincent De Paul. It will take place on Tuesday, April 19th, at The House in Tigerland from 8-10pm. If you bring 3+ articles of clothing to the bar you can receive a free drink ticket to use at any time throughout the night. We would really appreciate it if you can pass this on to your members and get greek life to come together to donate for a good cause. Raise your glass for giving back!!

Thank you,

Alyssa Gray, Barrett Hover, Patrick Camp, and Buddy Akridge