

# Dragonheart Vermont

## Awareness Campaign

Presented By: Abbey, Mila, Wes



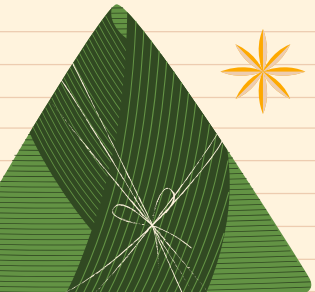


# Opportunity Statement



**DHVT has opportunity to create an awareness campaign that....**

- Broadens the organization's impact and spreads awareness about all of its offerings
  - Promotes all facets including the festival, DHVT membership, team building opportunities, volunteer opportunities, and events through outreach efforts
- Reaches and engages with new audiences
  - Gen-Z and millennials
  - New local businesses/organizations

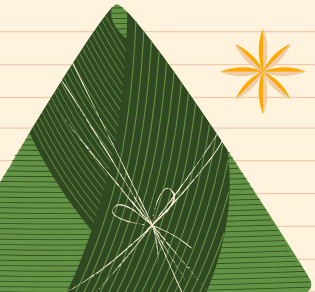




# DHVT's Main Challenges



- Seasonal Promotion: DHVT primarily promotes itself during its annual Dragon Boat Festival
- Limited Audience Reach: Existing outreach efforts mainly focus on current supporters and festival attendees
- Dependency on Local Events: Current events are sporadic and may not consistently attract new members and supporters.
- Underutilized Digital Channels: DHVT's social media and newsletter efforts are not utilized year-round and content on platforms can aesthetically change to better resonate with wider audiences

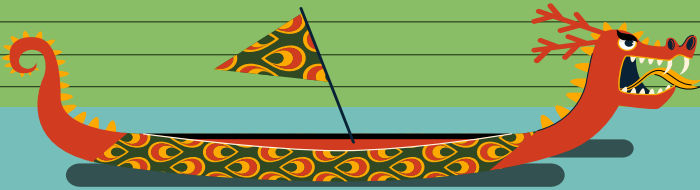


**But, these challenges = opportunities!**



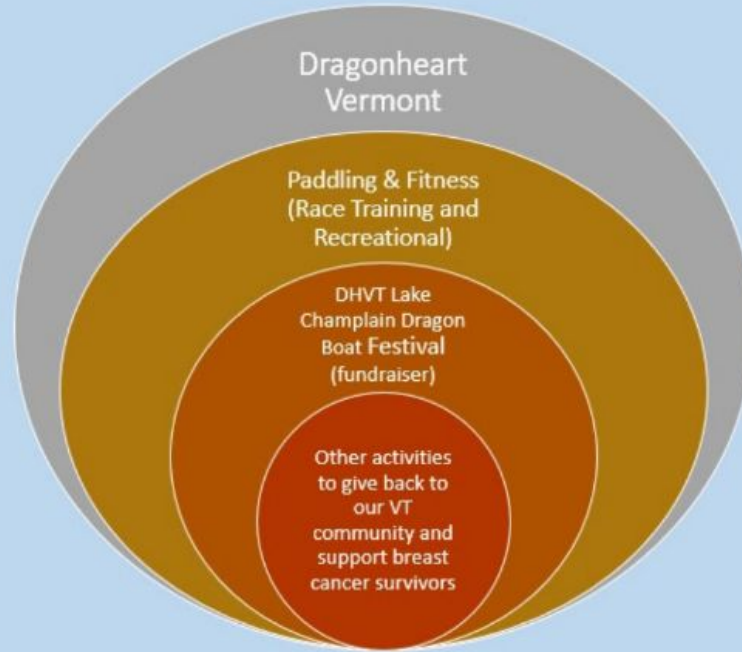
# Situation Analysis

- Founded in 2004 by Linda and John Dyer
- 200 members, additional volunteers, and 3 part-time staff members
- Host of the Dragon Boat Festival in Burlington
- Three Pillars: Supporting breast cancer survivors, exercising through the dragon boating sport, and giving back to the community





# Summary of Dragonheart Vermont



A stylized sun with orange rays is positioned at the top center. To its left and right are soft, light-brown clouds. The background is a light beige color with horizontal lines.

# SWOT Analysis

Strengths, Weaknesses, Opportunities, Threats  
of the Organization & The Dragon Boat Festival



# SWOT Analysis for Organization



## Strengths:

- Lots of community participation and awareness surrounding the festival
- DHVT has been an organization for over 20 years, they have a good reputation!
- Strong internal support and good morale from the members of the organization
- Inspiring mission
- Many facets of the organization = many opportunities for new ways for people to engage

## Weaknesses:

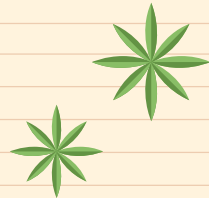
- Reliance on volunteers with a lack of member volunteerism
- One person running all their social media platforms and not posting consistently
- Lack of awareness about the organization

## Opportunities:

- Fundraising through new community teams and members
- Grow the paddling program to reach new audiences
- Grow their social media pages and overall digital presence
- 20 year anniversary is coming up!
- Membership diversity growth
- Hosting tabling events by the next festival

## Threats:

- Financial Sustainability
- Member Retention
- Falling out of the public's eye when its off-season
- Social media dropping off sporadically throughout the year
- Many Gen-Z and millennials are not aware of the organization
- PR/Marketing efforts focused more toward the festival instead of the organization



# SWOT Analysis for Festival



## Strengths:

- Press is active/loyal to festival
- Previous longtime established teams
- Established annual event
- DHVT hangs a banner across main street before the festival
- DHVT engages with social media in the weeks leading up to the festival

## Weaknesses

- Online presence and engagement could be improved
- Inconsistent activity and engagement across all social media platforms
- Attracts a lot of people who are already a part of the organization instead of prospective members

## Opportunities

- Increase new team participation
- Engage audiences through consistent and exciting content that is tailored to each platform and audience
- If the organization hosts more community events, this could cause more engagement with the festival

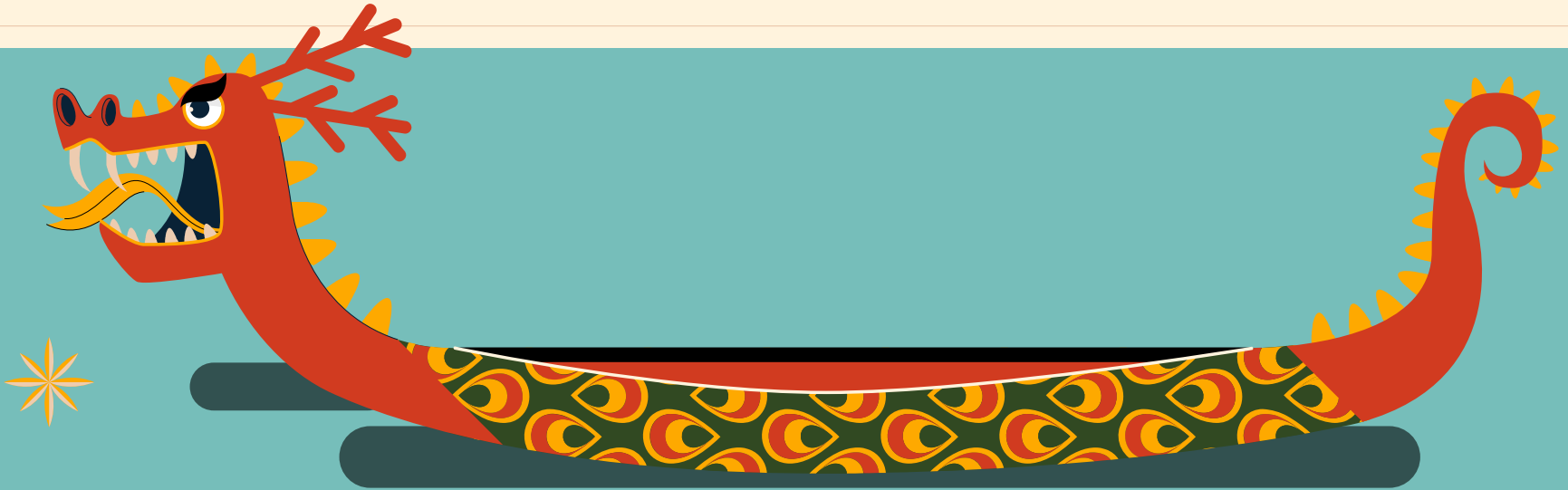
## Threats

- Lack of event awareness among the public
- Lack of outreach to younger audiences limits participation
- Insufficient volunteer engagement among current members
- Absence of clear distinction between organization and festival aspects





# Competitor Analysis





# Sailing Center Burlington- Local



- **Inclusive Accessibility:** Ensures access for everyone, promoting Lake Champlain's benefits to all.
- **Tailored Programs:** Customized offerings for specific groups, including underserved communities.
- **Educational Emphasis:** Delivers unique learning experiences beyond recreation, emphasizing STEM and lake ecology education.
- **Environmental Stewardship:** Strong commitment to responsible lake practices, fostering a sense of ownership.
- **Community Hub:** The new Waterfront Center serves as a gathering place, promoting community engagement.
- **Significant Outreach:** Annual service to nearly 8,000 people, with collaborations involving over 100 partners.
- **Advocacy Voice:** Acts as a collective voice advocating for responsible lake use and long-term stewardship.
- **Core Values:** Centered on stewardship, education, and equitable access, aligning with their mission.

4k Followers

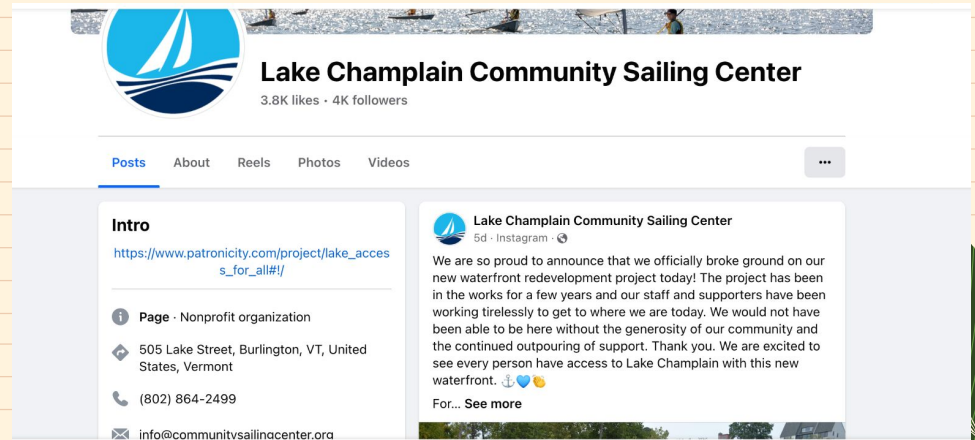
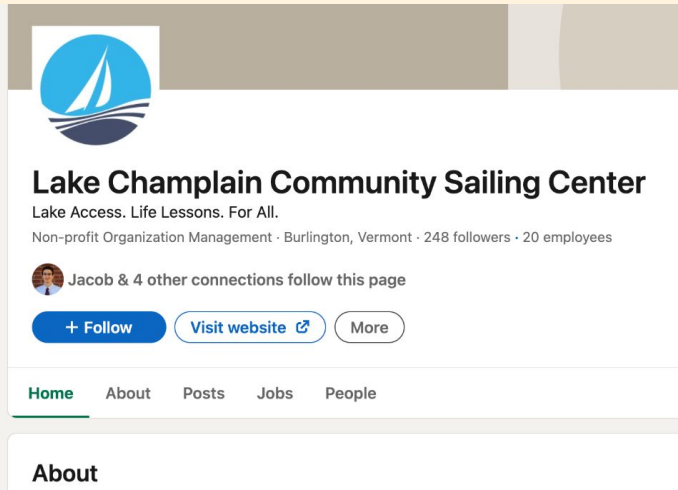
2k Followers



248 Followers

17 Followers







# Local Motion- Local



- **Advocacy Voice:** Helping to make Vermont safe, accessible, and fun for everyone to bike, walk, and roll
- **Outdoor Activity along Lake Champlain:** Ensures access for everyone, promoting Lake Champlain's benefits to all
- **Educational Resources:** Guides on how to stay active and how to stay safe
- **Core Values:** Centered on outdoor activeness, education, equitable access, and community

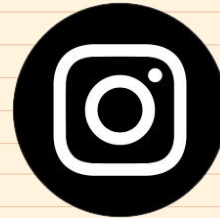
441 Followers



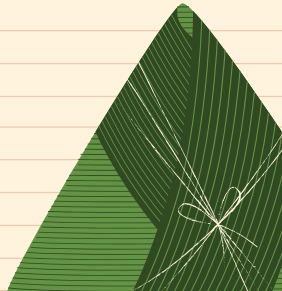
6.2k Followers



2k Followers



453 Followers







BIKE RENTALS ▾

BIKE FERRY ▾

RESOURCES ▾

PROGRAMS ▾

ABOUT ▾

DONATE

f in p q

Help make it safe, accessible, and fun for everyone to bike, walk, and roll in Vermont.

SUPPORT OUR WORK



### Local Motion

6.1K likes · 6.2K followers

Working to make it safe, accessible, and fun for everyone to bike, walk, and roll in Vermont.

1:09



localmotionvermont



Bike Ferry



VT Views



About Us



E-Bikes



Bike Park

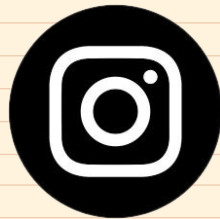


# Sail Beyond Cancer (VT) - Local

- Established in 2014
- Dedicated to the healing power of wind, water, & sail
- Providing free private respite sails for all facing cancer
- Instant success: Over 1500 survivors and loved ones in the first 5 years
- Raise funding through donations, sponsors, and fundraising events
- Annual fundraising event: “Shake Your Buoy”



302 Followers



94 Followers



10 Followers




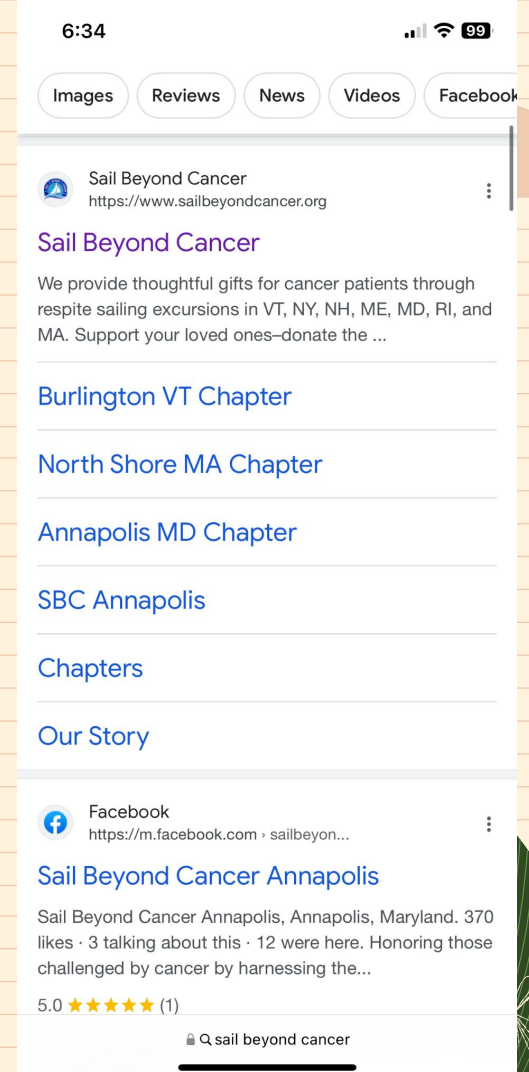
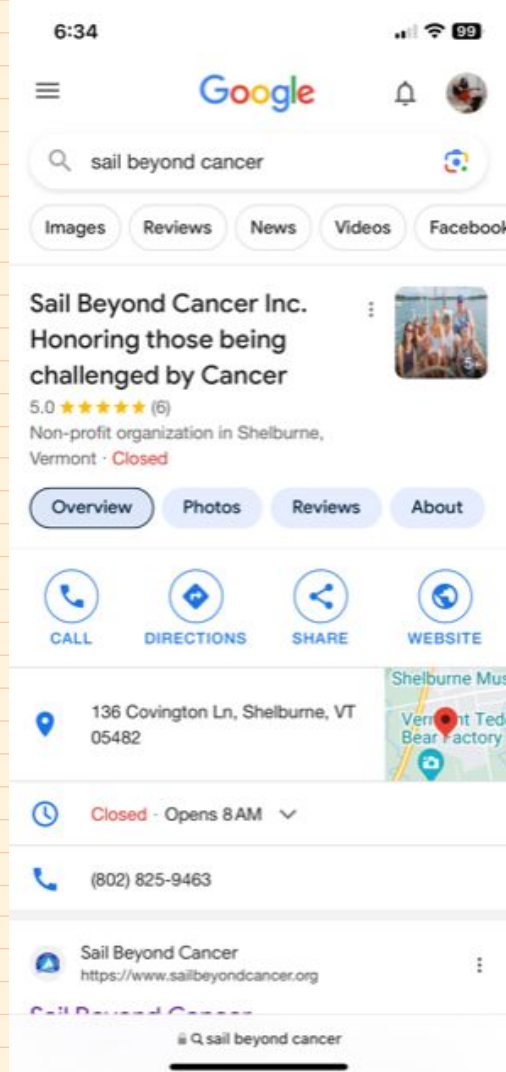
1.1k Followers





Has a  
Google My  
Business  
and good  
search  
results →

 Website and  
google search  
results





6:32

99

Subscribe

# Sail Beyond Cancer VT Provides TRANQUILITY to cancer patients

07/01/2023 10:16AM • By SUZANNE SNYDER



bestofburlingtonvt.com

## Earned media



## Instagram



6:31

99

sailbeyondcancervt



169 Posts 302 Followers 240 Following

**Suzanne Snyder Johnson**  
Health & wellness website  
Harnessing the healing powers of wind, water and sail for those challenged by cancer.  
Vermont chapter

linktr.ee/SailBeyondCancer

Followed by oliveyoualott

Follow Message Email

Suggested for you See all



Best of Burlingto...  
bestofburlingtonmag

Follow



Lemonaid+  
goodfromsour

Follow



Santiago  
santia

Fo



In honor of TL...

Home Search Add Post Reels Profile

6:31

99

sailbeyondcancervt

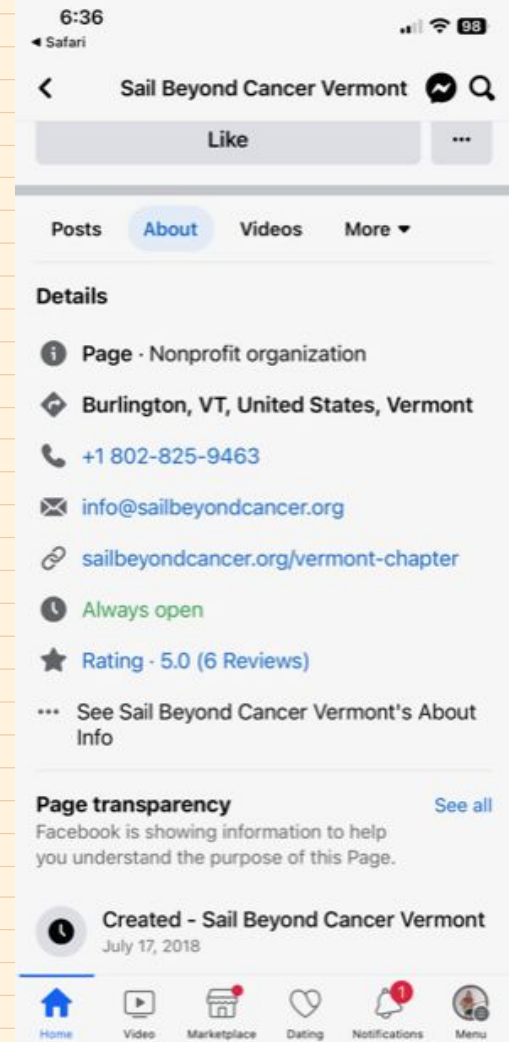


Home Search Add Post Reels Profile

# Facebook presence



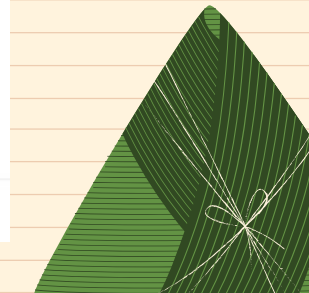
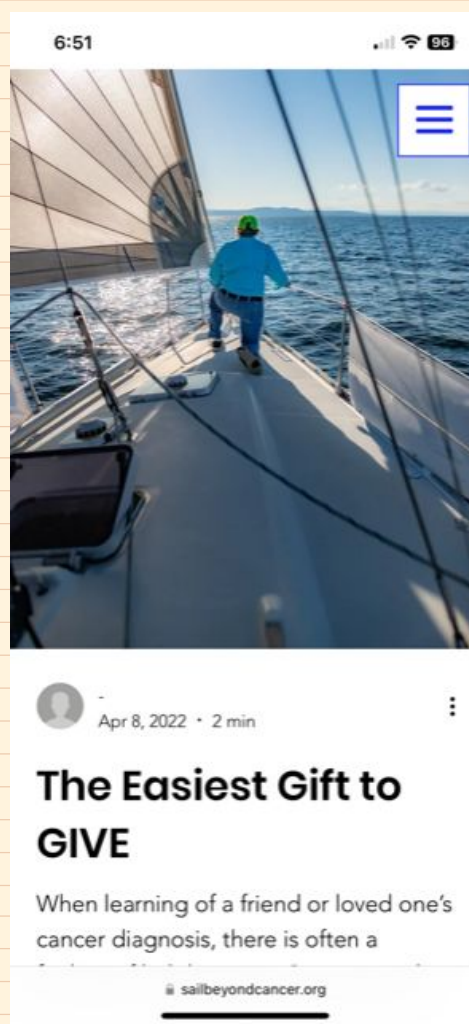
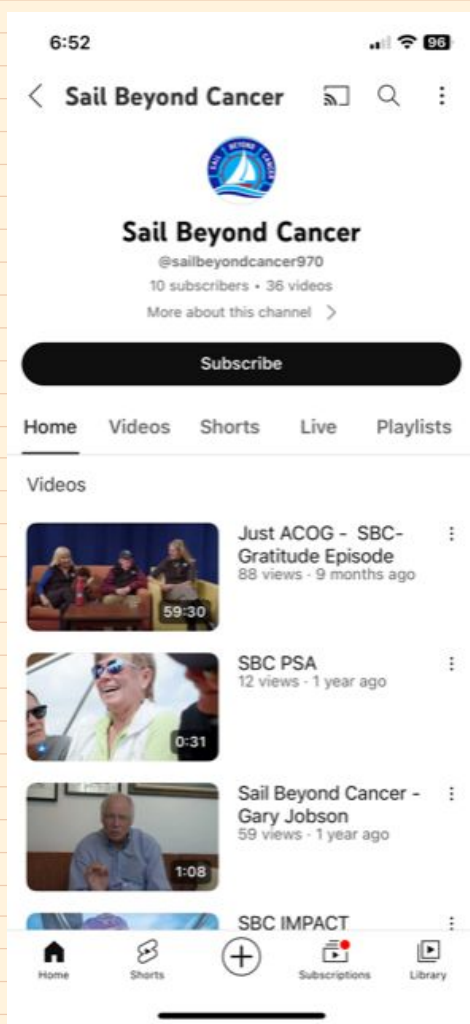
Good reviews and rating →





# Other assets

- Vlog/YouTube
- News section/Blog

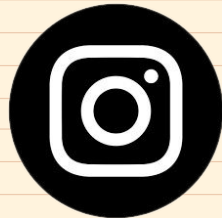


# Wellness Warriors (Boston) - National

- Offers membership to all cancer survivors
- Diverse membership, ages 24 to 80
- Mission: Empower survivors through active participation in their recovery
- Mutual empowerment within our dragon boat team
- Raising awareness in the Boston survivor and medical community
- Promoting the benefits of paddling for cancer recovery, wellness, and a healthy lifestyle
- Raise funding through donations and sponsors



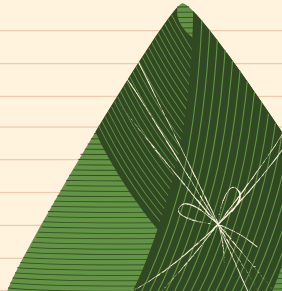
189 Followers



27 Followers



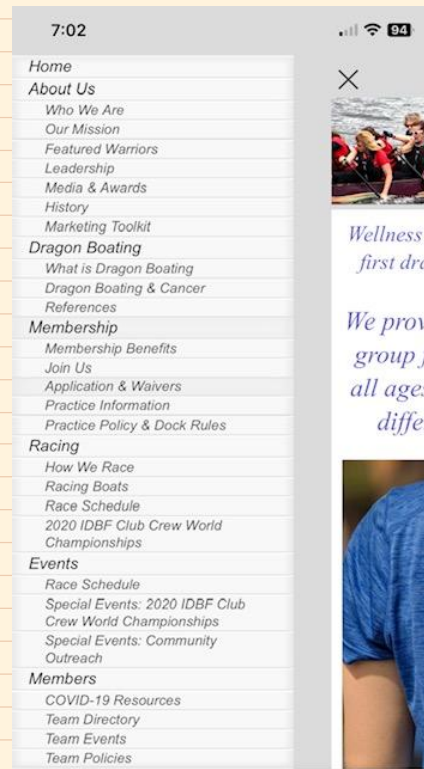
668 Followers



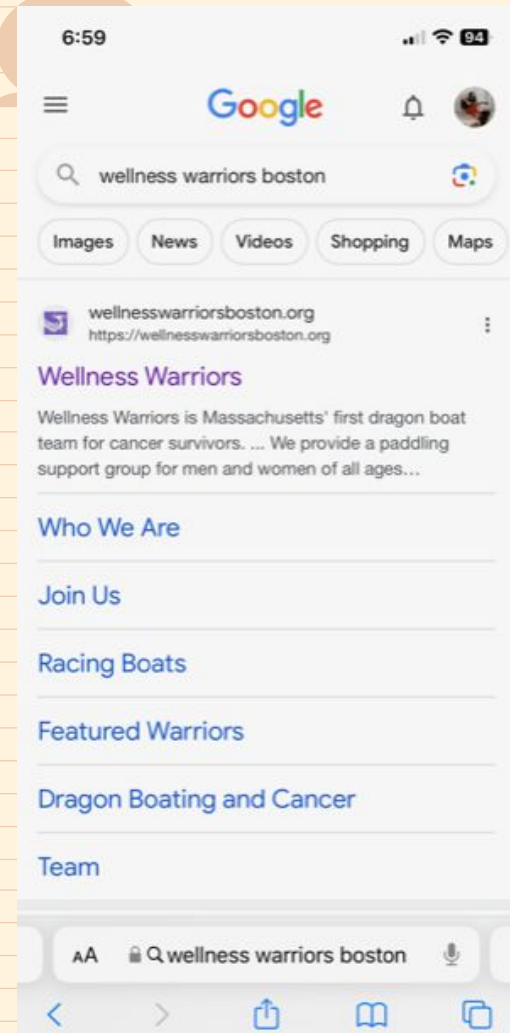




Website presence, but not great user interface



Confusing navigation on website



No Google My Business but good search results



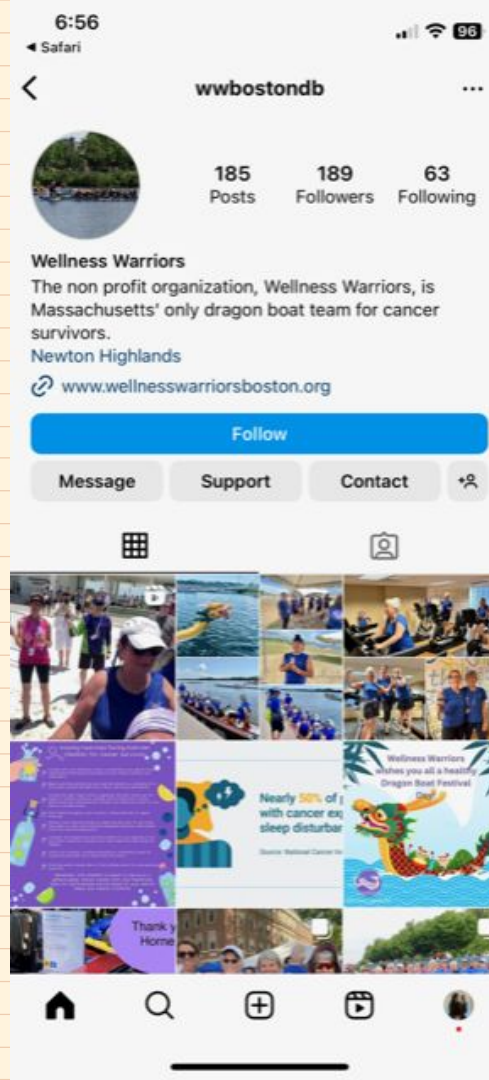
Website and google search results





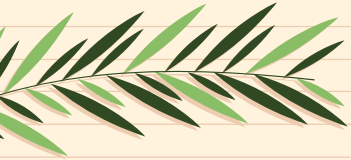


# Earned media



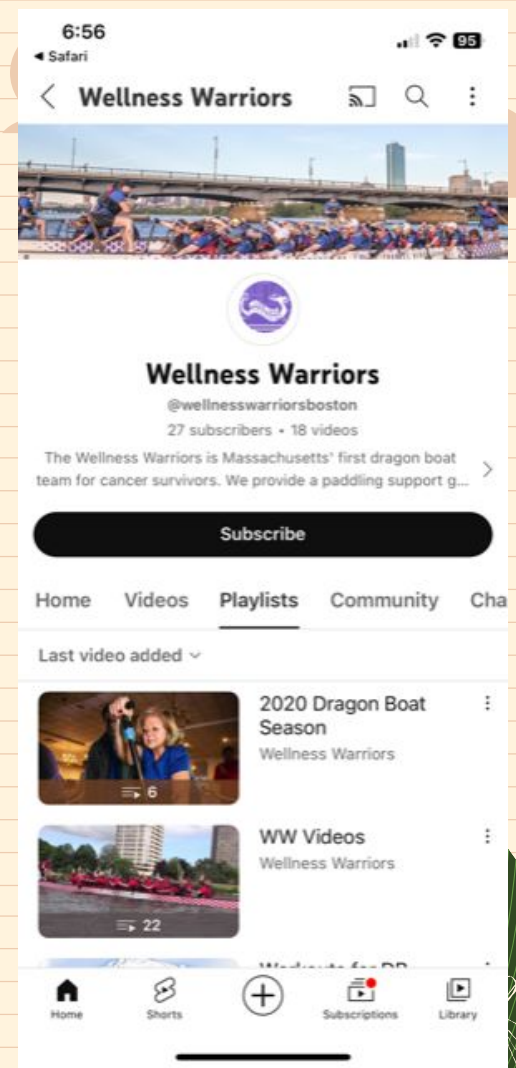
# Instagram





# Facebook & YouTube

Good reviews and rating →



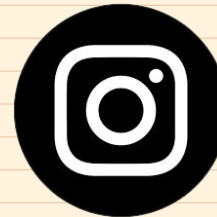
# Pittsburgh Hearts of Steel -National

- Inclusive support group for Breast Cancer Survivors
- Membership organization
- Welcoming all ages and physical abilities
- Aims to enhance overall well-being
- Achieved through physical activity, communication, support, friendship, and community involvement
- While dragon boat paddling offers physical benefits, our focus extends to support, social connections, and diverse activities
- Raise funding through donations and sponsors

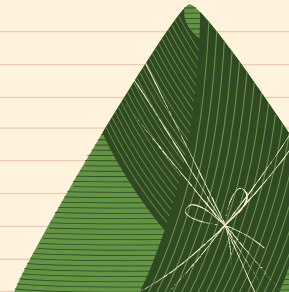


**HEARTS OF STEEL**

219 Followers



1K Followers

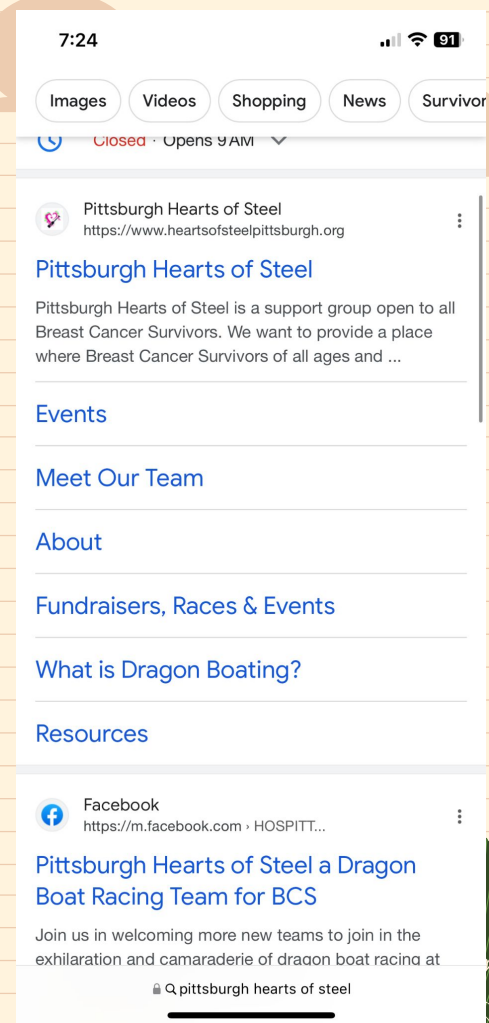
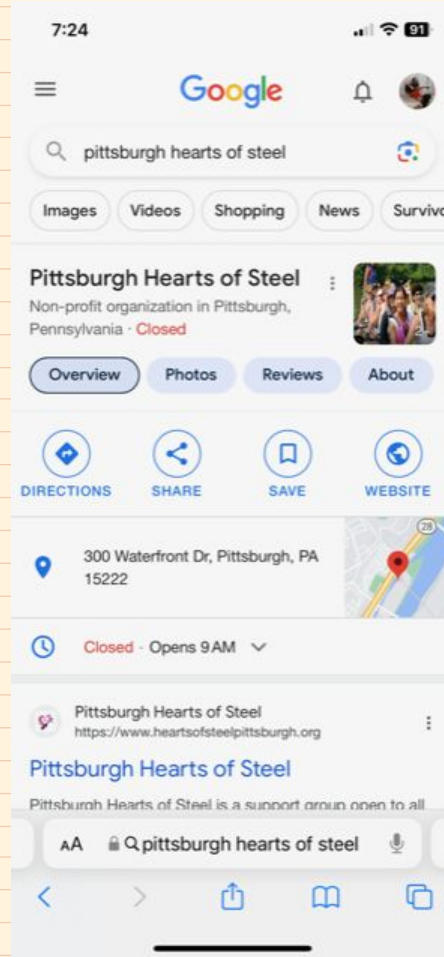




Decent website,  
decent user interface,  
Instagram not linked on website



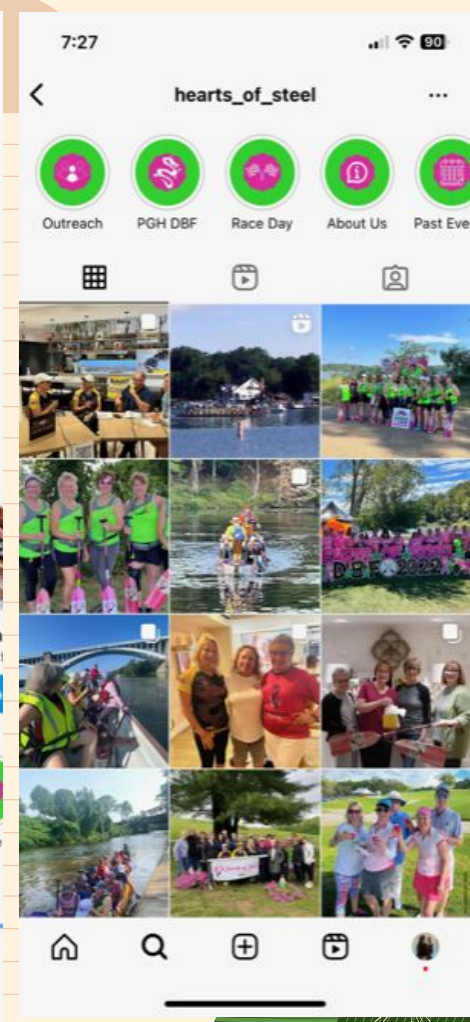
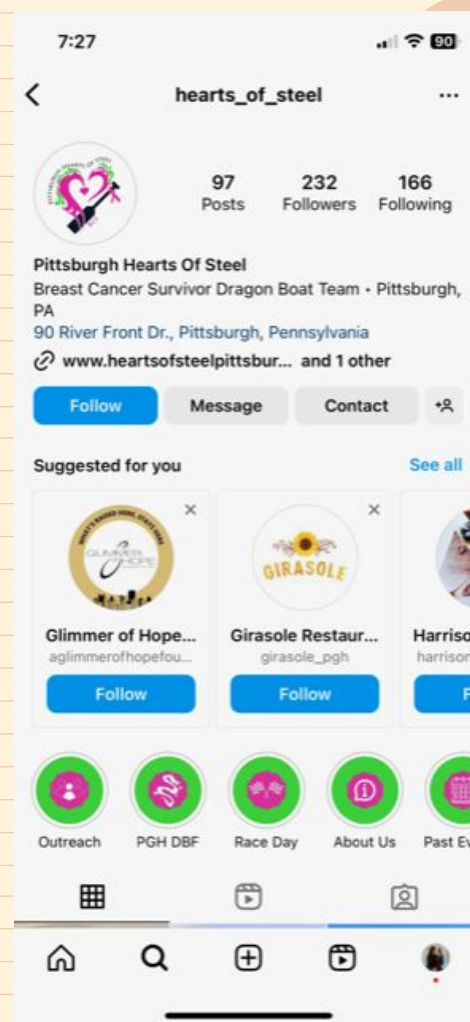
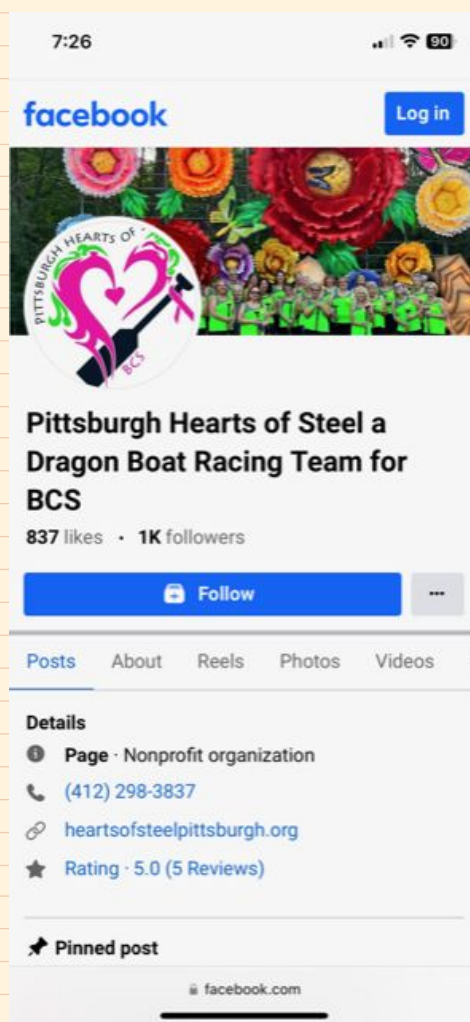
Has Google My Business and good search results



Website and  
google search  
results



# Facebook & Instagram








# 2023 Pittsburgh Dragon Boat Festival


- Annual community event since 2018 at North Park Lake
- Supporting Greater Pittsburgh's Breast Cancer Survivors
- Fulfilling Pittsburgh Hearts of Steel's mission
- Community, sports, youth, and Breast Cancer Survivor teams
- Anyone can learn to paddle and form a team
- Create your own team with 20-24 friends, family, or co-workers
- Raise money through sponsorships and team registration fees

273 Followers



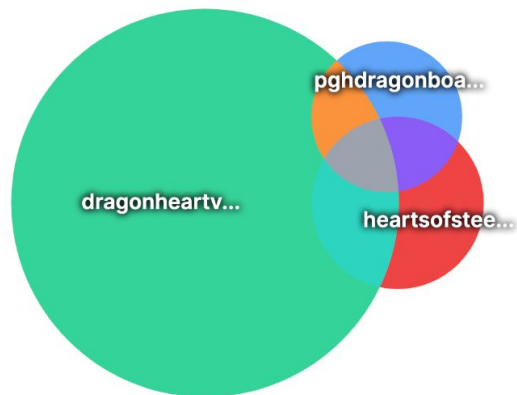
# Competitor Social Media Comparison

	Sailing Center	Local Motion	Sail Beyond Cancer	Wellness Warriors	Hearts of Steel	DHVT
	4k followers	6.2k followers	1.1k followers	668 followers	1k followers	1.7k followers
	2k followers	2k followers	302 followers	189 followers	219 followers	777 followers
	17 followers	441 followers	10 followers	27 followers	n/a	61 followers
	243 followers	453 followers	94 followers	n/a	n/a	n/a
	n/a	n/a	n/a	n/a	n/a	13 followers

	<b>Hearts of Steel's Pittsburgh Dragon Boat Festival</b>	<b>DHVT's Burlington Dragon Boat Festival</b>
	273 followers	3k followers

# Top Competitor(s) SEO

pghdragonboatfestival.org vs heartsofsteelpittsburgh.org vs dragonheartvermont.org add a domain



## Core Keywords (61)

Est. Search Volume  
1.98k

## All Keywords (3.57k)

Est. Search Volume  
238k

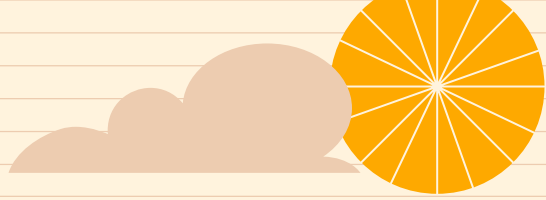
## Questions (85)

Est. Search Volume  
3.69k

## Missing Keywords (34)

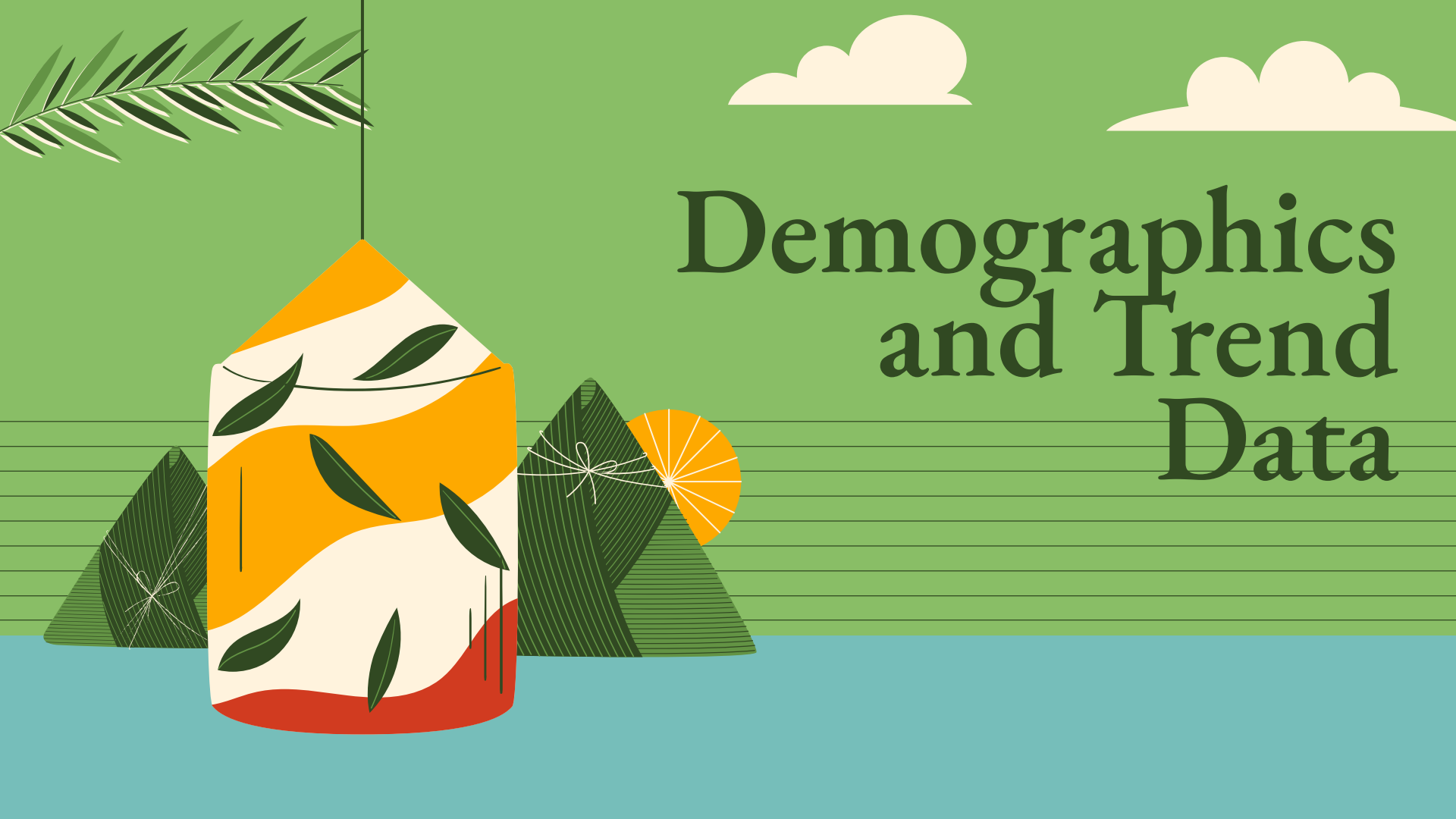
Est. Search Volume  
950



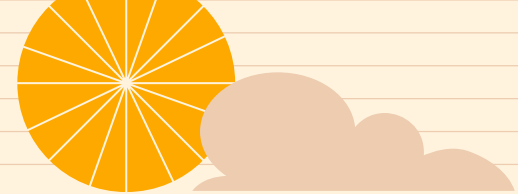


# Competitor Takeaways

- All competitors have largest following on Facebook
- Year-round focus on community-based fundraising events
- Posting frequency varies during the active season
- Strong presence in earned media, from sports publications to local magazines
- DHVT's social media presence is stronger than most competitors listed
- DHVT is the only organization with a TikTok



# Demographics and Trend Data



# Industry Trends

## **Fundraising:**

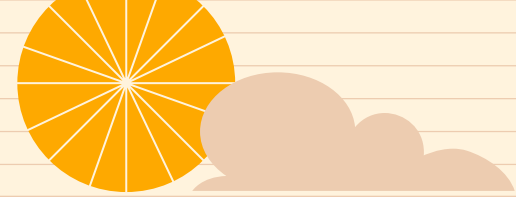
- Employ various techniques: crowdfunding, auctions, sponsorships, charity events.
- Leverage social media and website for promotion.
- Emphasize transparency in fund management.

## **Community Engagement:**

- Actively engage with local community.
- Form partnerships with organizations and influencers.
- Seek feedback to align with community needs.

## **Advocacy and Education:**

- Some engage in advocacy for social issues.
- Conduct educational initiatives and awareness campaigns.



## Events:

- Industry hosts diverse events: fundraisers, charity drives, community-building gatherings.
- Goals include fundraising, community cohesion, and goodwill.

## Social Media:

- Maintain active profiles across platforms like Instagram, Facebook, Twitter.
- Share engaging content: event updates, community news.
- Prioritize interaction to foster trust.

## Website:

- Invest in user-friendly websites.
- Central hubs for event info, donations, community initiatives.
- May include e-commerce for fundraising.

## Newsletters:

- Key for stakeholder engagement.
- Share event updates, success stories, impact reports.
- Encourage support and community involvement.



# Demographics & Trends for Dragonheart VT

- 221 DHVT members
  - Age ranges from 16-94 years old
  - 30% of group are breast cancer survivors
  - 70% of group considered “supporters”
  - Primarily female-identifying individuals
- 



# Demographics & Trends for Primary Audiences

## Gen-Z & Millennials

- Approximately ages 15-35
- Big social media users
- Make up a large portion of the student populations in Burlington
- Care about corporate social responsibility
- Young and physically active

## Local Businesses

- People working at local Burlington-based businesses/organizations
- Care for local community and get involved in the community



# Website & SEO Analysis

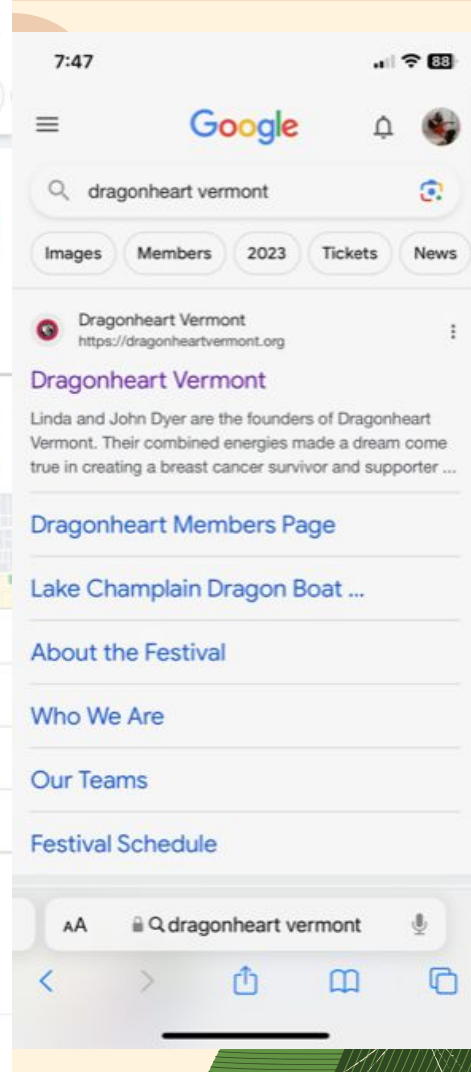
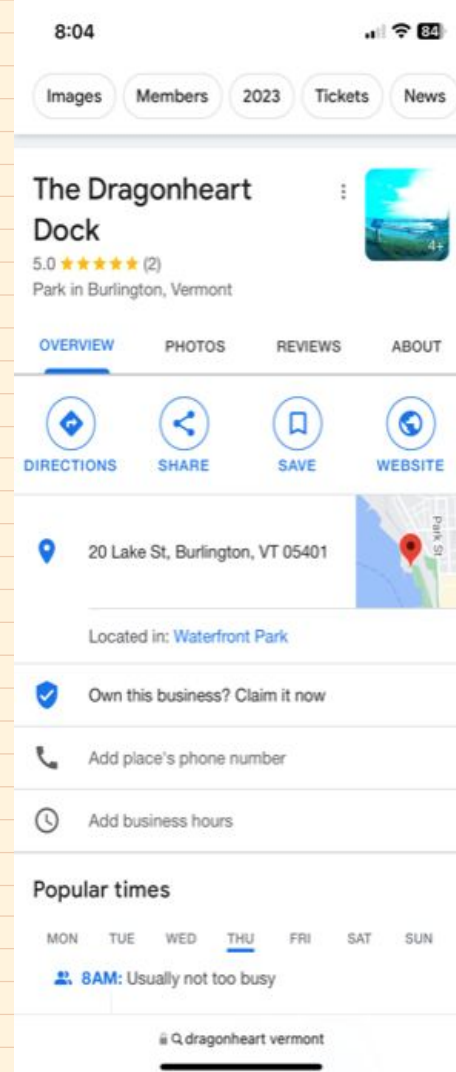


Nice website with nice user interface



Has Google My Business but its name is confusing →

Has good search results

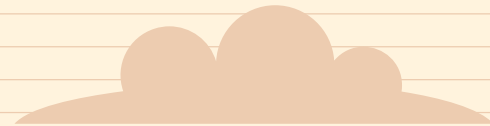


**Website and google search results**





# SEO



## SEO Overview - [dragonheartvermont.org](https://dragonheartvermont.org)

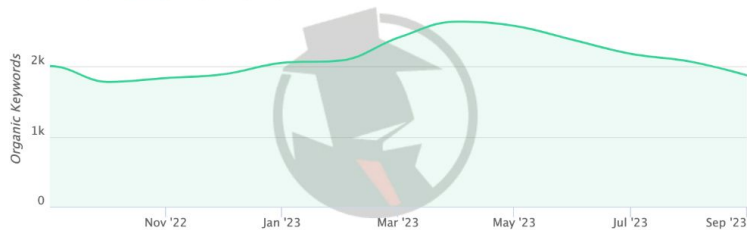


EXPORT PDF

ORGANIC KEYWORDS <sup>?</sup> 1,872    SUM OF RANK CHANGE <sup>?</sup> 3 mo: ▼11.6k 1 mo: ▼3.13k    EST MONTHLY SEO CLICKS <sup>?</sup> 874    EST MO SEO CLICKS VALUE <sup>?</sup> \$2.97k



Zoom 6m 1y 2y 5y All



PAGE 1 KEYWORDS: 83 <sup>?</sup>

JUST FELL OFF: 63 <sup>?</sup>

JUST MADE IT: 24 <sup>?</sup>



ALMOST THERE: 128

(Ranks 11 - 16) <sup>?</sup>



PAGES 2 TO 10: 1,789

(Ranks 11 - 100) <sup>?</sup>

### Keyword Gainers and Losers

Improved Ranks: 548 <sup>?</sup>

Newly Ranked Keywords: 165 <sup>?</sup>

Lost Ranks: 1,070 <sup>?</sup>

### Inbound Links <sup>?</sup>



- Blogs
- News
- Has affiliate links
- Forums
- .gov / .edu
- Directories



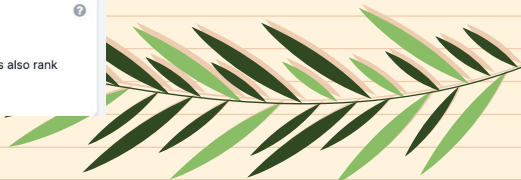
17 YEARS 3 MONTHS <sup>?</sup>

History of rankings we've collected



147 <sup>?</sup>

Keywords their top 2 competitors also rank for



Authority Score <sup>i</sup>



**20** <sup>0</sup>

Semrush Rank 1.5M

Organic Traffic <sup>i</sup>

**430**

-18.25%



Organic Keywords <sup>i</sup>

**1.3K**

-11.95%



Paid Keywords <sup>i</sup>

**0**

0%

Paid Traffic 0

Ref. Domains <sup>i</sup> <sup>🔒</sup>

**196**

+4.26%

Backlinks <sup>↑</sup> 1.6K

Traffic Analytics <sup>i</sup>

Semrush Data

Google Data

Scope: Root Domain

Historical data: Jul 2023 <sup>×</sup>

Visits

**431**

-16.47%

Unique Visitors

**431**

-16.47%

Pages / Visit

**3**

+50%

Avg. Visit Duration

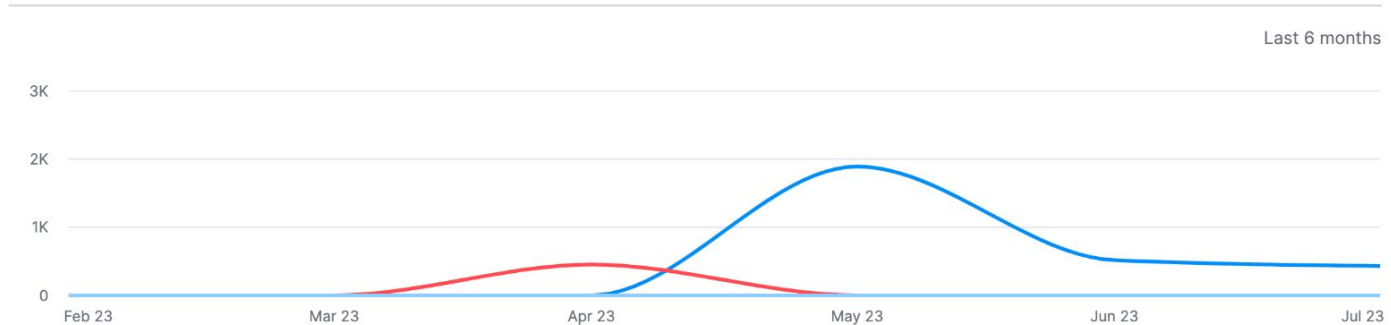
**00:15:44**

+1,585.71%

Bounce Rate

**0%**

0%



Direct
  Referral
  Organic Search
  Organic Social
  Paid Social
  Paid Search
  Display Ads
  Email

View full report

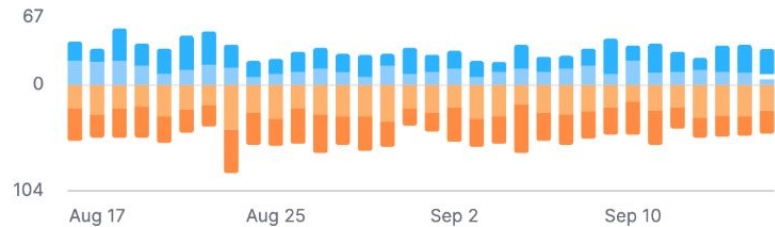
## Organic Keywords i



Aug 16, 2023 – Sep 16, 2023

Scope: Root Domain | United States ▼ | Desktop ▼

New  Improved  Declined  Lost



Keywords	Position	Volume	Traffic <span>↔</span>
<a href="#">dragonheart vermont</a>	1 → 1	170	31.62%
<a href="#">naked carbs</a>	1 → 1	210	12.09%
<a href="#">dragonheart vt</a>	1 → 1	50	9.3%
<a href="#">dragon boat vt</a>	1 → 1	30	5.58%

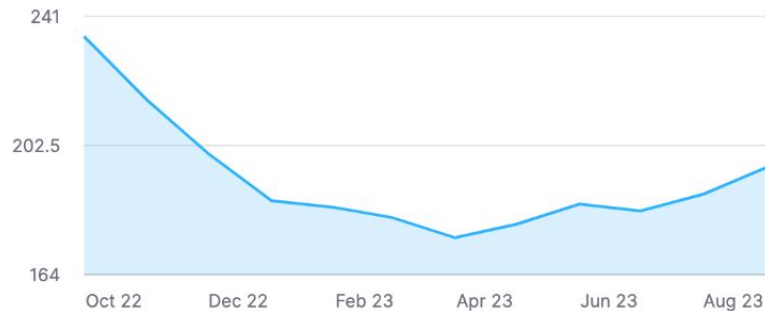
[View full report](#)

## Backlink Analytics i

Scope: Root Domain ×

Referring Domains i

Last 12 months

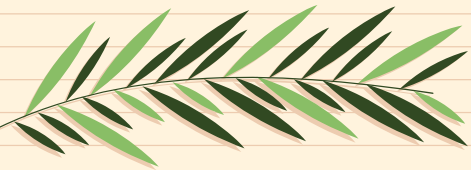


Referring Domains by Authority Score i

Sep 2023

81-100	<div style="width: 1.02%;"></div>	1.02%	2
61-80	<div style="width: 2.04%;"></div>	2.04%	4
41-60	<div style="width: 6.63%;"></div>	6.63%	13
21-40	<div style="width: 25%;"></div>	25%	49
0-20	<div style="width: 65.31%;"></div>	65.31%	128

[View full report](#)



Dragonheart Members Contact Us Donate

**DRAGONHEART VERMONT**  
Breast cancer survivor and supporter dragon boat team

**FITNESS, TEAMW**


Join as a 2023 D

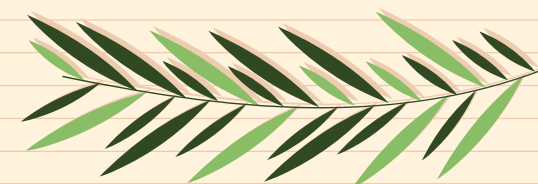
**COMMON**

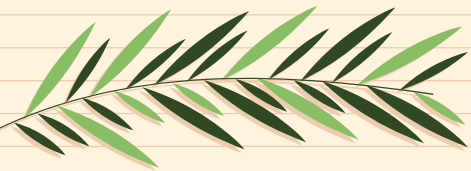
- INFO** Canonical and page URL are different **FIX IT**
- doctype** <DOCTYPE html>
- html lang** en-US
- content type** text/html
- canonical** <https://dragonheartvermont.org/> **TIP**
- head title** Welcome to Dragonheart Vermont - Lake Champlain Dragon Boat Team (64 characters)
- robots** index, follow, max-image-preview:large, max-snippet:-1, max-video-preview:-1
- description** Welcome to Dragonheart Vermont! Dragon boating is a one of a kind team sport for anyone who is interested. If you want to learn more about dragon boating and our team, click here! (179 characters) **WARNING** description too long (>170 characters)

**SOCIAL (2 sections)**

**OPENGRAPH (FaceBook + LinkedIn)**

- property **og:locale** en\_US
- property **og:type** website
- property **og:title** Welcome to Dragonheart Vermont - Lake Champlain Dragon Boat Team
- property **og:description** Welcome to Dragonheart Vermont! Dragon boating is a one of a kind team sport for anyone who is interested. If you want to learn more about dragon boating and our team, click here!
- property **og:url** <https://dragonheartvermont.org/>
- property **og:site\_name** Lake Champlain Dragon Boat Festival
- property **article:modified\_time** 2023-09-10T22:18:23+00:00
- property **og:image**  [https://dragonheartvermont.org/wp-content/uploads/2017/12/10625027\\_974775249214981\\_595647401888319796\\_6\\_n.jpg](https://dragonheartvermont.org/wp-content/uploads/2017/12/10625027_974775249214981_595647401888319796_6_n.jpg)
- property **og:image:width** 960





# Hubspot SEO Grader



Copywriting

## 60

dragonheartvermont.org

PERFORMANCE	10/30
SEO	25/30
MOBILE	20/30
SECURITY	5/10

**Is your website slowing you down?**

Create and manage beautiful website pages that get traffic and convert leads with HubSpot CMS Free.

[Get the Free CMS](#)

No credit card needed

HubSpot TOOLS WEBSITE GRADER

English

## This site is OK

Not too shabby. Let's see how we can bump up that score a bit. See your scorecard below and take action now by creating a high-speed website with HubSpot CMS Free.

[Create a high-speed website](#)

Dragonheart Members Contact Us Donate My Account/Log In

WHO WE ARE OUR TEAMS LAKE CHAMPLAIN DRAGON BOAT FESTIVAL GET INVOLVED

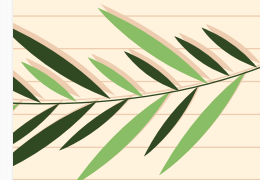
**FITNESS, TEAMWORK, COMMUNITY**

Join as a 2023 Dragonheart Vermont Member for only \$25

**PADDLE with us...**  
up to two nights a week through September 21st

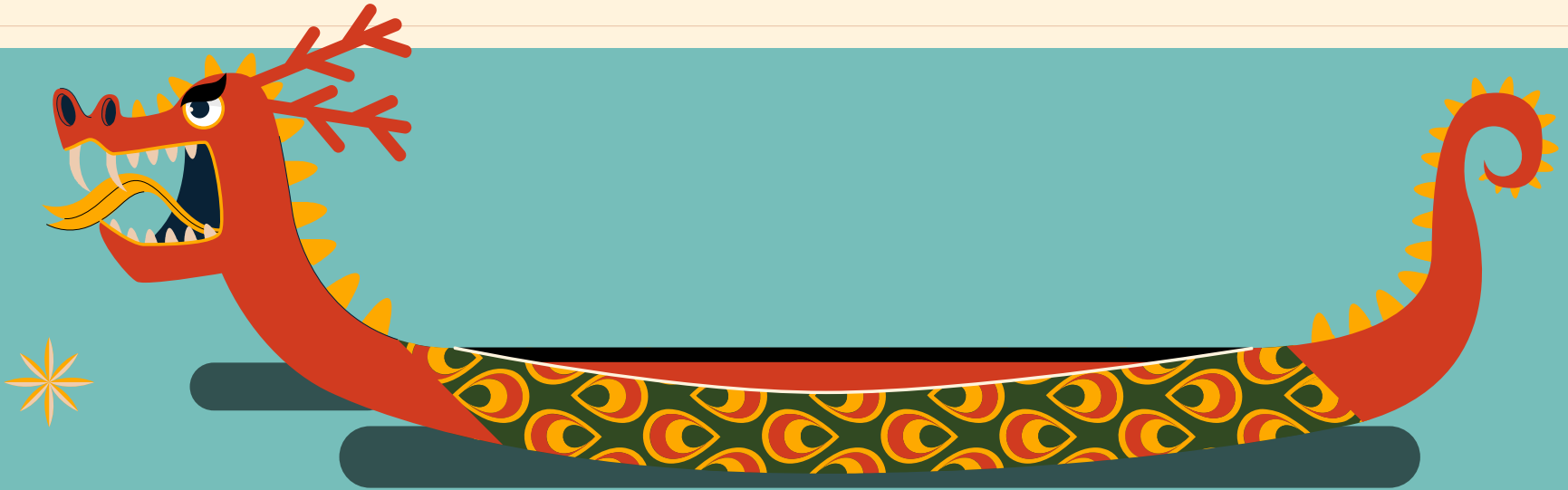
**RACE with us...**  
in Laconia, NH, September 22nd and 23rd (you pay additional race entry fees and travel costs)

**TRAIN with us...**  
during Session One of our Off-Season Training program:





# Earned Media



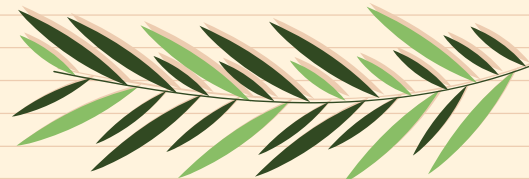


# List of DHVT's Earned Media from the Past 2 Years



**Burlington  
Free Press**

PART OF THE USA TODAY NETWORK







Local News Only Livestream Weather Sports Contact Us WYCI

## Vermont dragon boat racing teams secure spots in world championships

COURTESY: DRAGONHEART VERMONT



# Earned Media Examples



News in pursuit of truth

Donate

[Flooding in Vermont](#) [Government & Politics](#) [Economy](#) [Environment](#) [Education](#) [Health](#) [Public Safety](#)

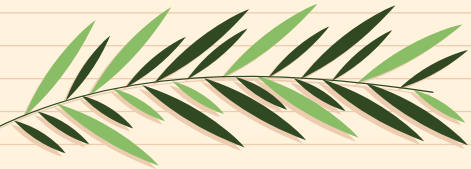
LIFE & CULTURE

## Dragonboat community looks to continue to prosper with new accessible docks [OBJ]

By Kathryn Field  
July 10, 2022, 11:11 am







dragonheart

WCAX  
continues to  
cover  
Dragonheart  
VT news  
throughout  
the years!

Showing 13 results for **dragonheart**



### Dragonheart Vermont win gold at National Championships

Jul 30, 2023



### Dragonheart Vermont inviting first time paddlers to join the sport

Jun 08, 2023



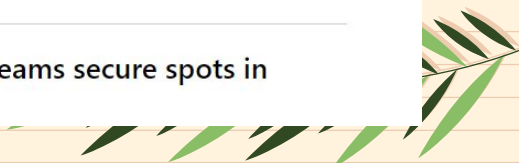
### Dragonheart Vermont takes to the lake for another season

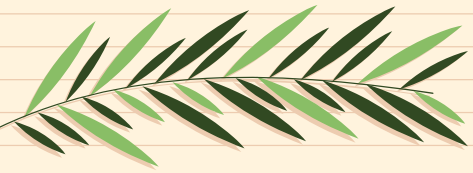
About 12 percent of women in the U.S. develop invasive breast cancer in their lifetimes. That's about one in every eight. In 2019, about 269,000 ...

May 20, 2019



### Vermont dragon boat racing teams secure spots in world championships

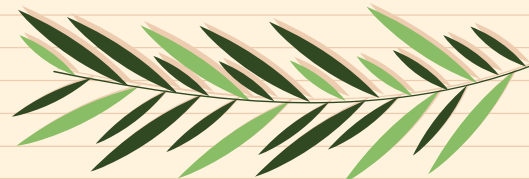




# Website & Earned Media Takeaways



- **Newsletter Signup Absent:** Currently, there is no apparent link or strategy for users to sign up for Dragonheart's newsletter. This means they might be missing out on a valuable channel for direct engagement with their audience.
- **Lack of Content Centralization:** Dragonheart lacks a centralized location for media mentions, blogs, or a newsroom on their own website. This could make it challenging for stakeholders to access and engage with their content.
- **Limited Backlink Strategy:** There is no indication of a strategic approach to backlinks from media posts or other sources, which can help improve website traffic and visibility.
- **Positive Engagement with local media, lots with WCAX 3:** On a positive note, Dragonheart has garnered significant coverage on WCAX 3's website with multiple articles and videos dedicated to their 2023 festival. This demonstrates their ability to secure media attention and highlights a potential avenue for future outreach and partnerships.



# Other Takeaways



- **Unified Look:** Website presents Dragonheart and the festival as a single entity at first glance.
- **User-Friendly:** Content is concise and navigation is straightforward for first-time visitors.
- **No newsroom:** Lack of a newsroom section for updates and announcements.
- **Missing Social Links:** No visible social media links on the website, only accessible through YouTube videos' backlinks.
- **Google Recognition:** Dragonheart is recognized on Google for its annual festival.
- **Limited Public Ratings:** Public ratings and reviews for Dragonheart are sparse on various review platforms.
- **Google Business Profile:** A few reviews can be found on Dragonheart's Google My Business profile, but the Google My Business is named “The Dragonheart Dock” so it is not intuitive
- **Review Encouragement:** The festival page and the organization's main page actively encourage users to leave reviews.
- **No Presence on Yelp:** Notably, Dragonheart does not have a presence or reviews on Yelp.





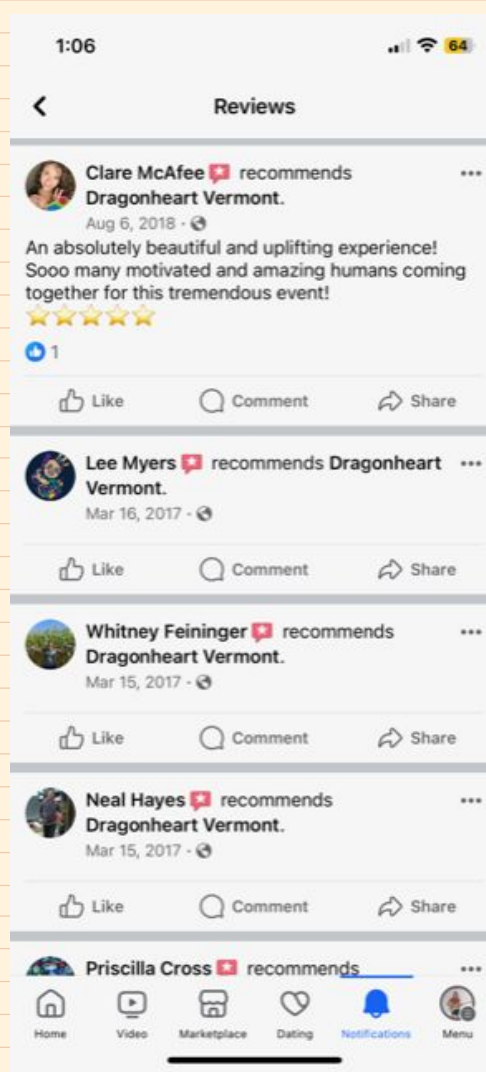
# Content Analysis & Communication Audit





# Facebook Reviews

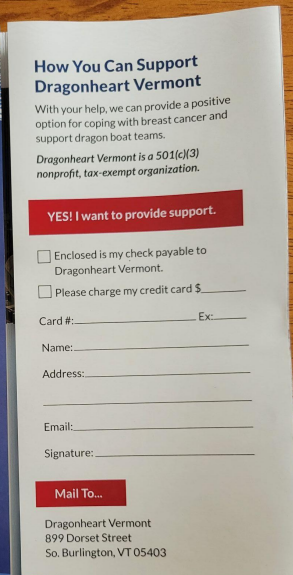
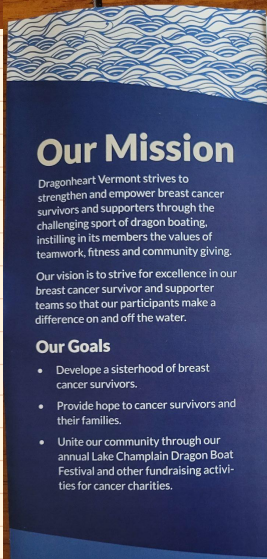
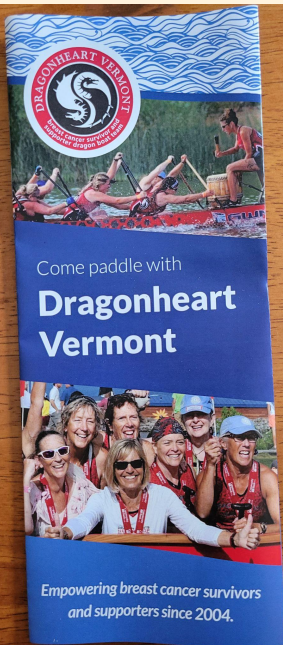
- Positive reviews on both DHVT's page and the Festival page
- Spam reviews on both pages bring star rating down, but still at 4.7/5 stars







# Brochure

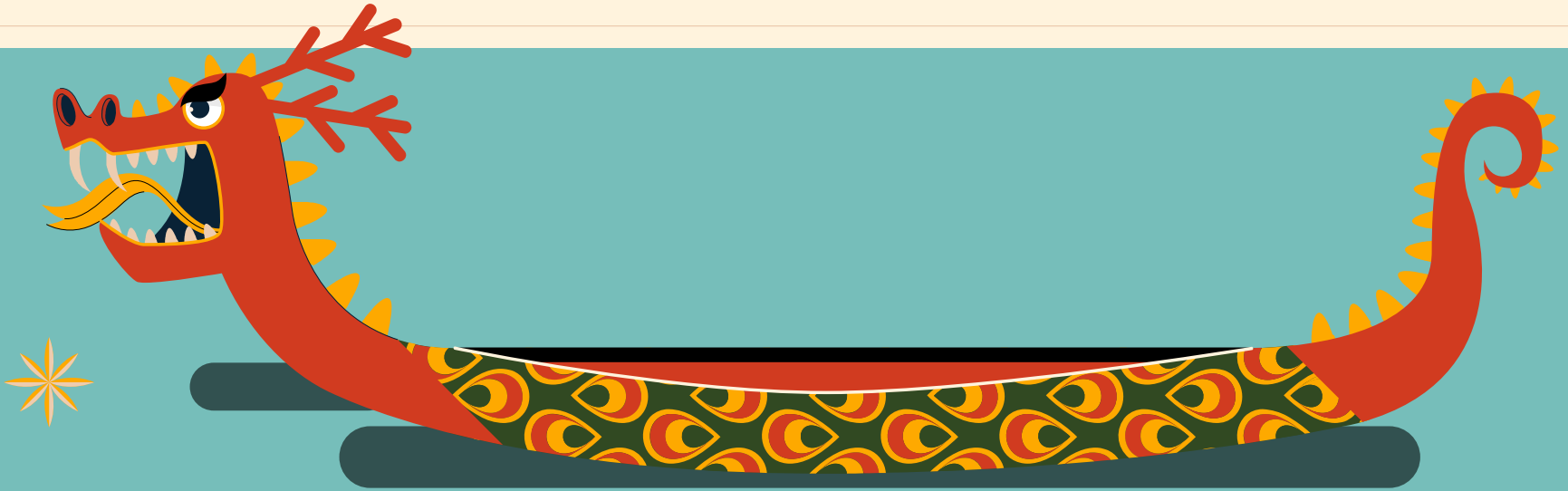




Festival Poster 2023



# Social Media







# Social Media Platforms Overview

DHVT's social media presence includes:

- Instagram: 777 followers
- YouTube: 61 subscribers (content from 10 years ago)
- TikTok: 13 followers
  - Facebook Pages:
    - Annual Festival: 3k followers
    - Business: 1.7k followers

Consistent Content Across Instagram, TikTok, and Facebook:

- Posts primarily consist of images
- Occasional graphic content shared on all platforms

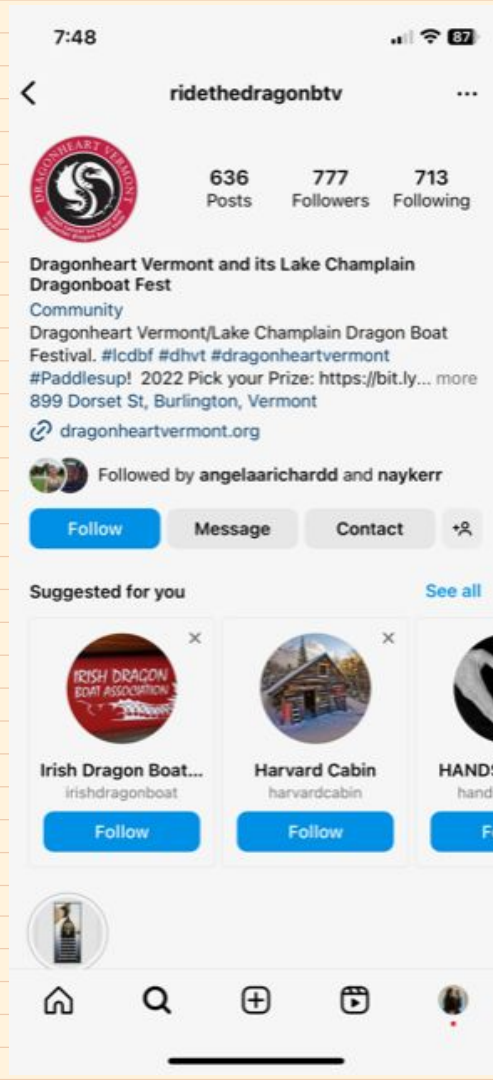
YouTube:

- Content is from 10 years ago





# Instagram: Combines the Organization & Festival






# You Tube & Tik Tok

7:49

Dragonheart Vermont




### Dragonheart Vermont

@dragonheartvermont  
61 subscribers • 65 videos  
Lake Champlain Dragon Boat Festival >  
dragonheartvermont.org and 1 more link

Subscribe

Home Videos Playlists Channels About



**Sisters take Gold**  
Dragonheart Vermont • 268 views • 10 years ago


Treasured Memories

Drink Silver ara

Home Shorts + Subscriptions Library

7:49

DragonheartVermont



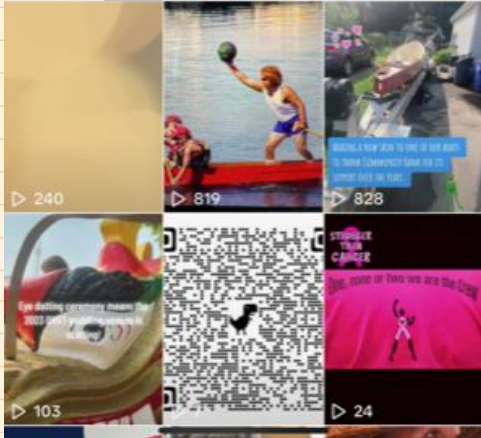
### @dragonheartvermont

11 Following 13 Followers 74 Likes

Follow Message

We help breast cancer survivors & supporters thrive through dragon boating.

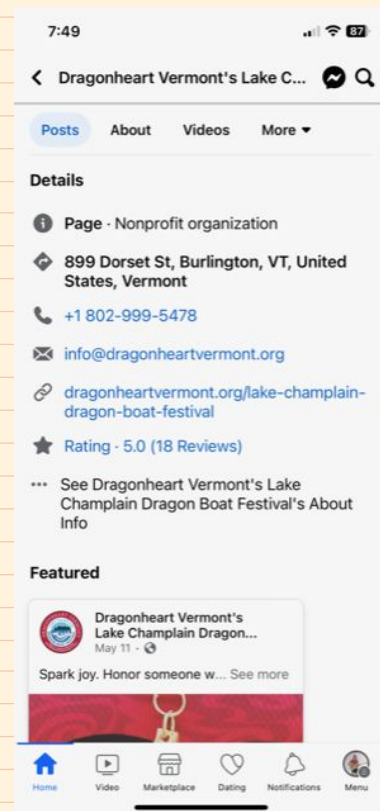
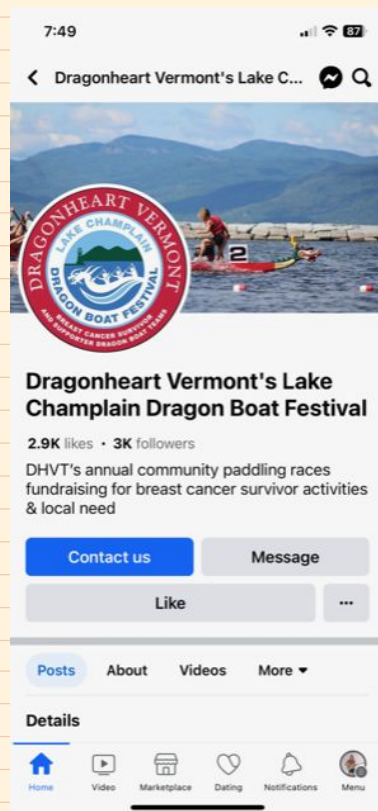
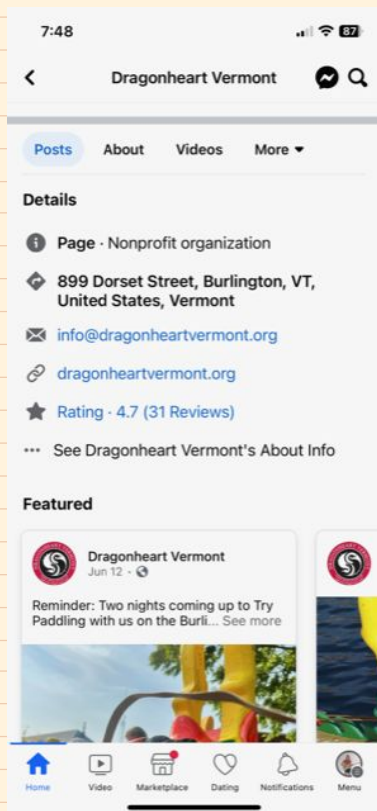
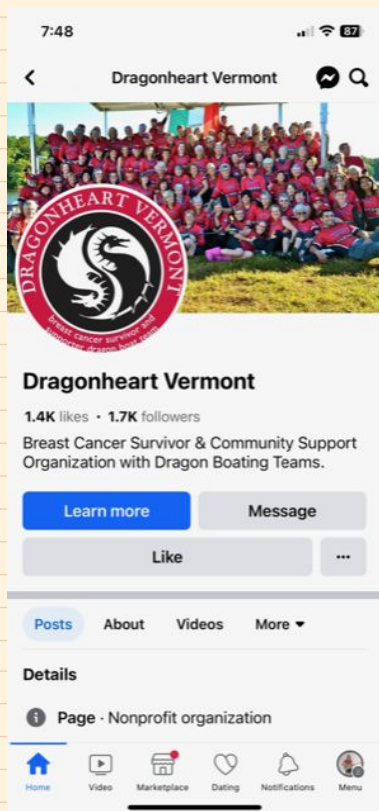
Email Add Yours

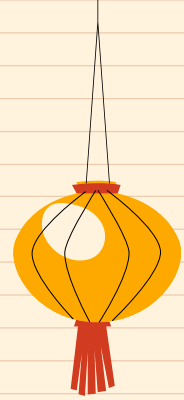


240 819 828 103 24



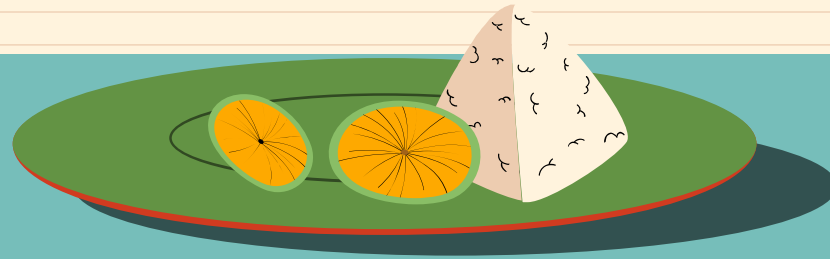
# Facebook Presence: Separate for the organization & festival





# Formal Primary Research

## Focus Group & Survey Results



# Focus Groups

1.

## Gen-Z & Millennials

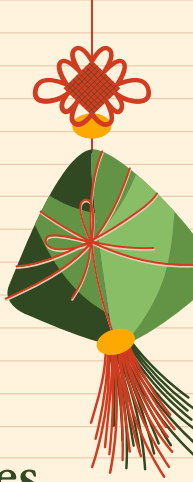
Individuals approximately ages  
15-25

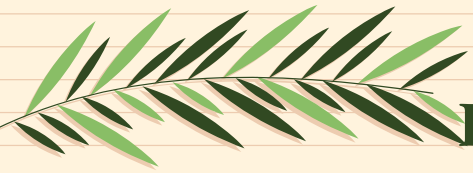


2.

## Local VT Businesses

Individuals who work at  
local Burlington-based  
businesses



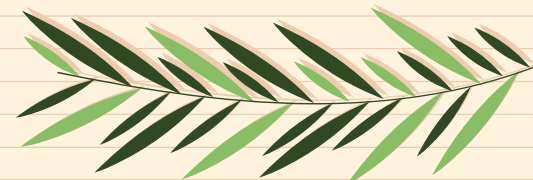


# Focus Group #1: Gen-Z & Millennials

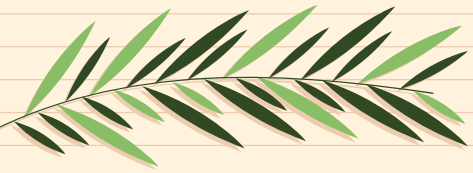


## Questions

- 1) Have you heard of Dragonheart VT?
- 2) Have you heard of the Dragon Boat Festival?
- 3) Are you familiar with dragon boating?
- 4) What do you think Dragonheart VT does?
- 5) Are you aware that DHVT puts on the Dragon Boat Festival?
- 6) Are you aware that DHVT has a competitive dragon boating team?
- 7) Are you involved with any nonprofits or community organizations?
- 8) How willing would you be to create a team that fundraises for DHVT and competes in the Dragon Boat Festival?
- 9) How do you feel about team building opportunities?
- 10) Have you been affected by DHVT? If so, how?





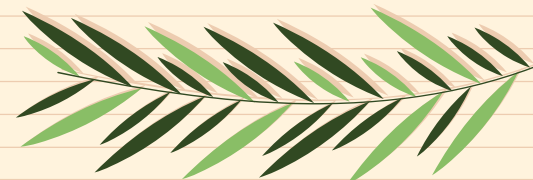


# Focus Group #2: Local VT Businesses

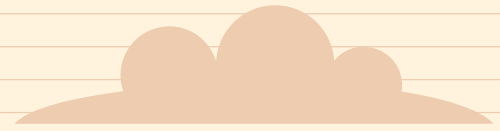
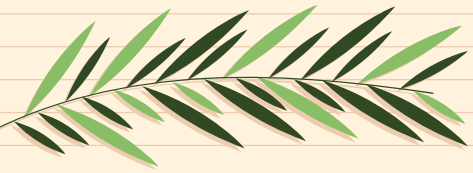
## Questions



- 1) Have you heard of Dragonheart VT?
- 2) Have you heard of the Dragon Boat Festival?
- 3) Are you familiar with dragon boating?
- 4) What do you think Dragonheart VT does?
- 5) Are you aware that DHVT puts on the Dragon Boat Festival?
- 6) Are you aware that DHVT has a competitive dragon boating team?
- 7) Are you aware that DHVT offers dragon boating as a team building exercise for local businesses and organizations?
- 8) Is your business/place of work involved with any nonprofits or community organizations?
- 9) How willing would your business be to create a team that fundraises for the organization and participates in the Dragon Boat Festival?
- 10) How useful do you feel dragonboating could be as a team bonding experience for your business/organization?
- 11) How do you feel about team building opportunities?
- 12) Have you been affected by DHVT? If so, how?

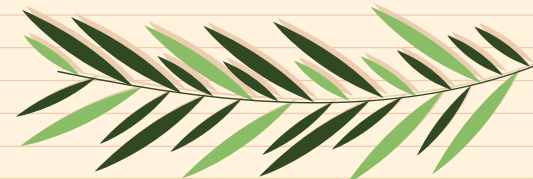


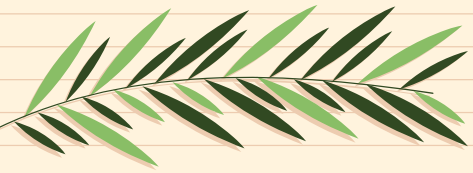




# Focus Group #1: Gen-Z & Millennials

Conversations with 3 Millennials and  
11 Gen-Zers (Total of 14 Focus Group  
Members)



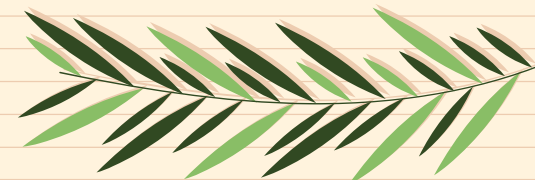


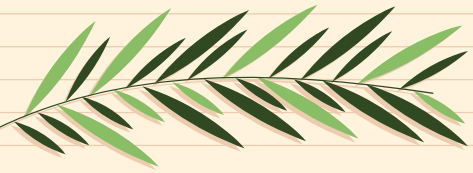
# Gen-Z Focus Group Results - Part 1



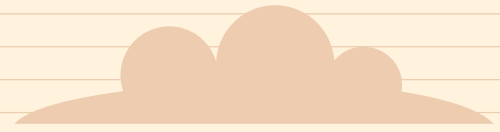
**\*Focus group  
of 3 Gen-Z-ers**

- Two participants had never heard of DHVT
- Three participants had not heard of the annual Dragon Boat Festival
- Two participants are interested in team building opportunities
- Three participants said they would not be interested in creating a team and participating in the dragon boat festival
- Three participants are not familiar with dragon boating





# Gen-Z Focus Group Results - Part 2



**\*Focus group  
of 8 Gen-Z-ers**

## **Participant Familiarity:**

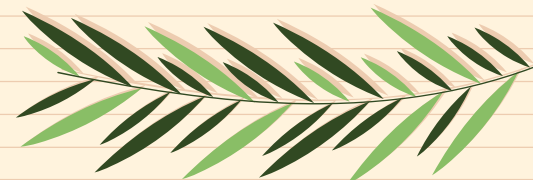
- Out of 8 participants, only 2 were familiar with Dragonheart, which is linked to the annual festival.
- A mere 2 participants were knowledgeable about paddle boating/dragon boating.

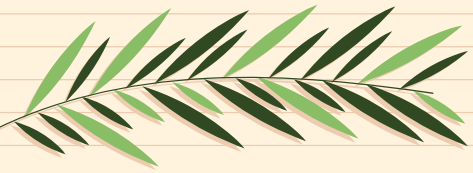
## **Interest in Dragonheart:**

- All participants displayed genuine interest in the team-building aspect of Dragonheart.
- They also expressed curiosity about the business aspects of Dragonheart.

## **Interest in Dragon Boating:**

- The majority of participants were enthusiastic and consistently raised questions about dragon boating, primarily from an exercise and fitness standpoint.

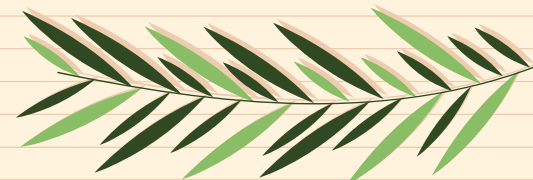


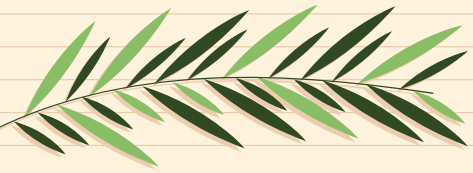


# Gen-Z Focus Group Takeaways



- Large lack of overall awareness about the organization within this age group
- There is an interest among Gen-Z in team building opportunities
- Most participants would not be interested in creating a team and participating in the dragon boat festival
  - Volunteering involvement is more likely
- Lack of awareness in dragon boating

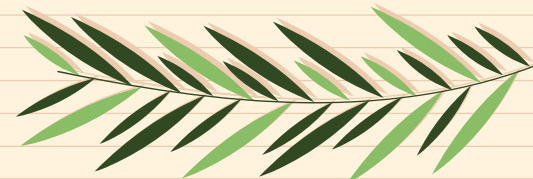


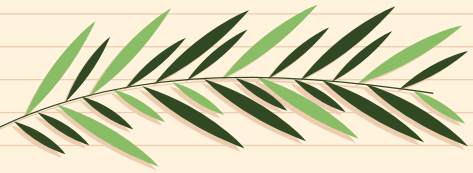


# Millennial Results

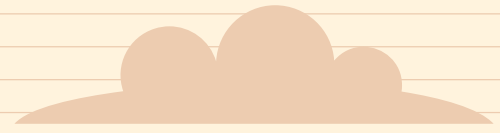


- Two out of three participants had never heard of DHVT
- All of the participants had not heard of the annual Dragon Boat Festival
- All of the participants are interested in team building opportunities
- One participant thinks that the org is a heart disease foundation, another thinks it is an infant daycare and the other participant that had heard of the org thought they were a canoeing club
- None of the participants are involved with any nonprofits or community organizations but all participants said they would be interested in volunteering in the Burlington area
- None of the participants said they would be interested in creating a team and participating in the dragon boat festival

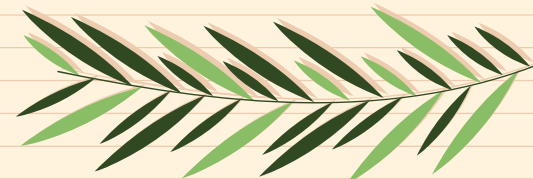




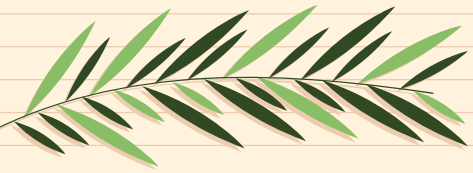
# Millennial Takeaways



- Lack of awareness about DHVT and the Dragon Boat Festival among millennials
- Strong interest in team building opportunities and volunteering
- Confused around what Dragonheart Vermont is and its mission
- Not interested in creating a team and participating in Dragon Boat Festival
  - Volunteering involvement is more likely



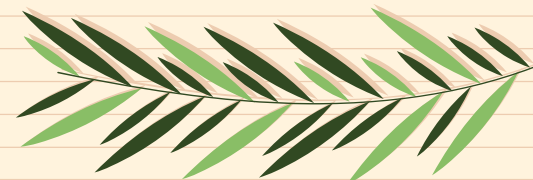


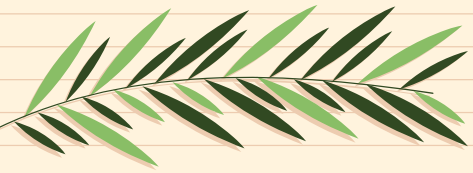


## Focus Group #2: Local Businesses



7 individuals working at local Burlington businesses



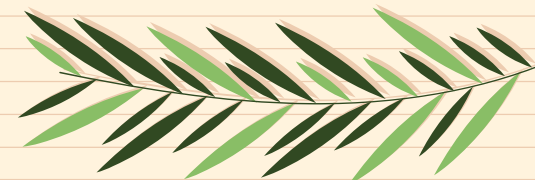


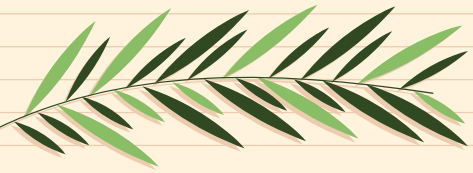
# Local Businesses Results



**\*Focus group of 7 people working at local VT businesses**

- Four out of seven had never heard of DHVT
- Three out of seven had not heard of the annual Dragon Boat Festival
- All of the businesses are interested in team building opportunities
- Five out of seven could see their business being interested in creating a team and participating in the festival
- Five out of seven of the businesses are involved with other volunteer opportunities or charities
- General consensus of wishing there were more diverse ways to be involved with the organization, perhaps through additional events, volunteer opportunities, or offerings

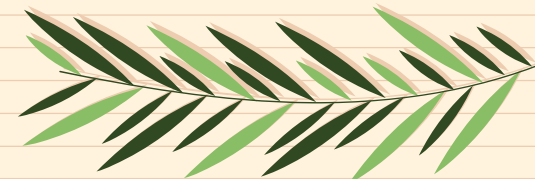




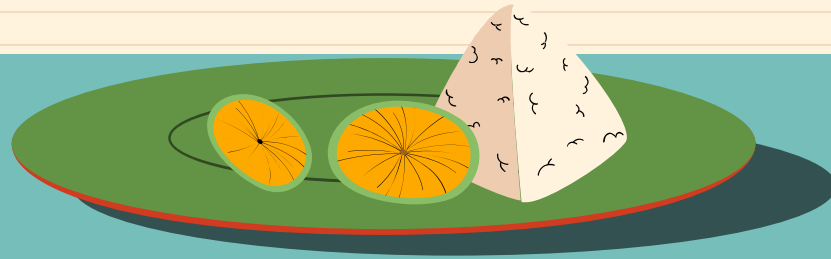
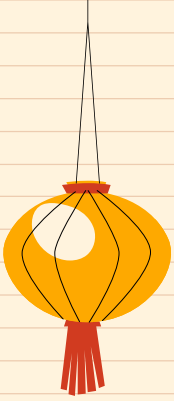
## Focus Group #2 Takeaways



- Lack of awareness among local businesses about DHVT as an organization and the Dragon Boat Festival
- Interest in team building as well as festival participation
- Many local businesses are already involved with volunteering/charity work, so they may be more likely to get involved with DHVT
- Opinions expressed by the focus group showcased a desire for DHVT to offer more events and volunteer opportunities for their businesses to get involved
  - Barrier expressed that paddling would not appeal to some people within the businesses because of athletic restrictions or preferences



# Informational Interviews





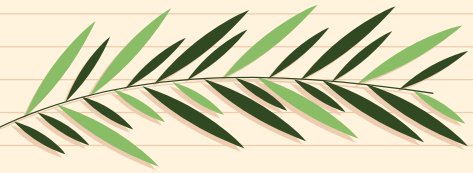
# One-on-One Interview with a Gen-Zer

## Questions

- 1) Have you heard of Dragonheart VT?
- 2) Have you heard of the Dragon Boat Festival?
- 3) Are you familiar with dragon boating?
- 4) What do you think Dragonheart VT does?
- 5) Are you aware that DHVT puts on the Dragon Boat Festival?
- 6) Are you aware that DHVT has a competitive dragon boating team?
- 7) Are you involved with any nonprofits or community organizations?
- 8) How willing would you be to create a team that fundraises for DHVT and competes in the Dragon Boat Festival?
- 9) How do you feel about team building opportunities?
- 10) Have you been affected by DHVT? If so, how?
- 11) What social media platform do you prefer to consume information on?
- 12) Have you seen DHVT social media posts in the past month?
- 13) If you have seen DHVT social media posts in the past month, what platforms did you see them on?

# Gen-Z One-on-One Interview Takeaways

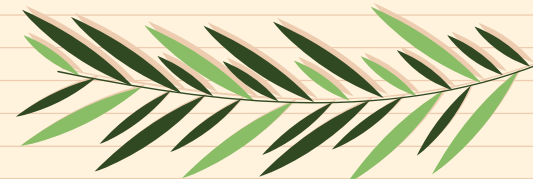
- Interviewee had never heard of DHVT or dragon boating
- They were not aware of the Dragon Boat Festival
- They think that DHVT is a heart transplant doctor
- They were not interested in creating a fundraising team and competing in the Dragon Boat Festival
- They were not interested in paddling or racing but would be interested in volunteering
- They had volunteered at a local 5k road race, volunteered at the Howard Center, and volunteered at UVM Medical Center event last year
- They are not actively involved in volunteering, interning or working at any nonprofits or local organizations
- Their preferred social media to consume information on is Instagram, Twitter, and Snapchat
- They had not seen any DHVT posts in the past month or six months



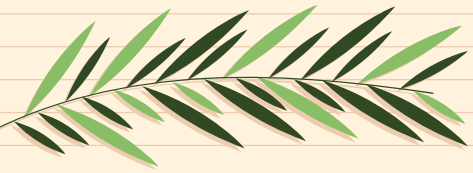
# Interview Questions for Current DHVT Members

## Questions

- 1) How did you hear about Dragonheart VT?
- 2) Were you familiar with dragon boating before becoming involved with Dragonheart?
- 3) In your own words, how would you describe what Dragonheart VT does?
- 4) Are you involved with any other nonprofits or VT community organizations?
- 5) What was your main reason for joining Dragonheart VT?
- 6) How do you think Dragonheart VT's public relations efforts could be improved?
- 7) How do you feel about team building opportunities?
- 8) Have you been affected by DHVT? If so, how?







# Takeaways from Current DHVT Members



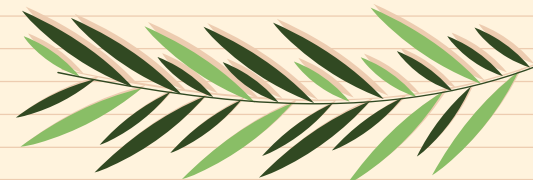
Interviewed Vicky and Shannon, two members of Dragonheart's Executive team

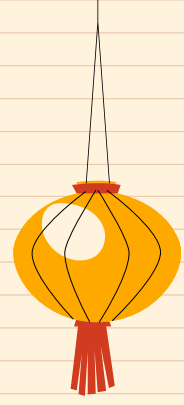
Vicky:

- Heard of DHVT by seeing banner for the festival and was then invited to join from daughter's high school science teacher who was a member and a fellow breast cancer survivor
- Was not aware of dragon boating before becoming involved with DHVT
- Describes DHVT as "the most amazing group as a breast cancer survivor where everyone has each other's back"
- Involved in many other VT nonprofits/charities
- Main reason for joining was community and being around other breast cancer survivors
- Not interested in the racing component of DHVT
- Thinks DHVT internal communications needs to be strengthened so more members get involved

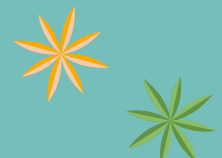
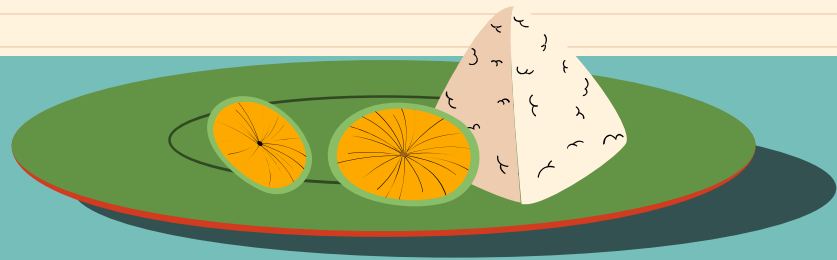
Shannon:

- Heard of DHVT initially from walking by docks coincidentally
- Was not aware of dragon boating before becoming involved with DHVT
- Describes DHVT as "a group organized around supporting health and recovery of breast cancer survivors that also gives back to the greater Vermont community in other ways"
- Not involved with other Vermont nonprofits/charities
- Main reason for joining DHVT was that she wanted to meet new people, loved paddling, and liked that DHVT helps the community
- Thinks DHVT's website needs an update with easier to find information
- Thinks DHVT needs to strengthen relationships with local media to gain more awareness for the organization






# DHVT Awareness Survey





# Survey Questions




- Are you aware that the Dragon Boat Festival in Burlington is a fundraising event hosted by DHVT?
  - How have you found out about Dragonheart events they have offered in the past?
  - Are you aware that DHVT is celebrating their 20th anniversary?
  - Are you aware that non-breast cancer survivors can join DHVT and paddle in the annual Dragon Boat Festival?
  - If you were to join this organization, would you be more interested in supporting DHVT through volunteering, racing, or weekly paddling?
  - How involved are you with other local nonprofits/charities?
  - In what way are you involved with other local nonprofits/charities?
  - What other local nonprofits/charities are you involved in?
  - Out of the following involvement options, which do you feel you would have an interest in pursuing?
- 



# Survey Questions



- What other local nonprofits/charities are you involved in?
  - Out of the following involvement options, which do you feel you would have an interest in pursuing?
  - How familiar are you with Dragonheart VT?
  - How familiar are you with dragon boating?
  - What aspects of Dragonheart VT are you aware of?
  - What social media platform do you prefer to consume information on?
  - Have you seen DHVT social media posts in the past month?
  - If you have seen DHVT social media posts in the past month, what platforms did you see them on?
  - Have you visited DHVT's website in the past 6 months?
  - How did you discover Dragonheart?
- 

# Survey Questions: Demographics

What is your gender identity? \*

- Female
- Male
- Non-Binary
- Other
- Prefer Not to Say

What is your age range? \*

- 0-14
- 15-25
- 26-37
- 38-50
- 51-64
- 65+

# Survey Questions: Demographics

Are you currently living in VT? \*

Yes

No

If you are living in VT, what town in VT do you live in?

Short answer text

---

# The Awareness Survey

Questions

Responses

101

Settings

## Awareness Survey for Dragonheart VT

This brief 20 question survey is intended to gauge how much awareness and what type of awareness surrounds Dragonheart VT (DHVT) in an effort to improve the organization's outreach efforts within the Vermont community and beyond. Designed by Communication students at Champlain College for a Senior-Level Public Relations Campaign Development course, this survey will act as a useful learning tool for both the organization and Champlain College students. All data from this survey is anonymous and will be used to support the students' work in creating an awareness campaign for DHVT.

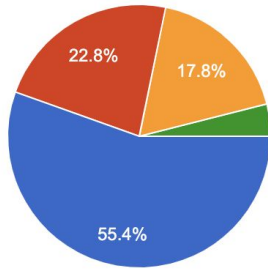
For the most authentic results, please answer all the questions honestly and to the best of your ability. Thank you! - Abbey, Mila, and Wes



# Survey Results

How familiar are you with Dragonheart VT?

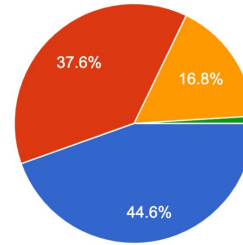
101 responses



- Unfamiliar
- Slightly familiar
- Familiar
- Very familiar

How familiar are you with dragon boating?

101 responses

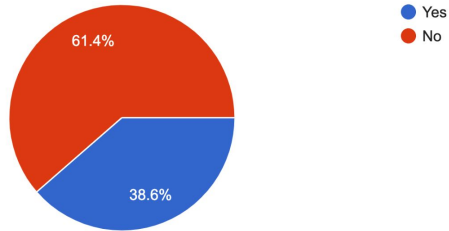


- Unfamiliar
- Slightly familiar
- Familiar
- Very familiar

# Survey Key Results

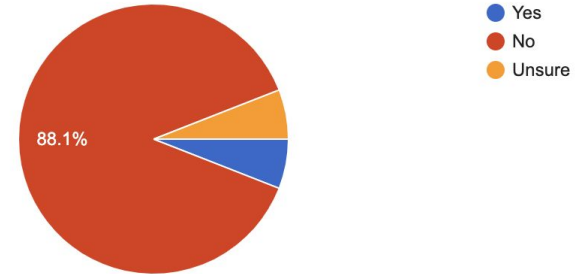
Are you aware that the Dragon Boat Festival in Burlington is a fundraising event hosted by DHVT?

101 responses



Have you seen DHVT social media posts in the past month?

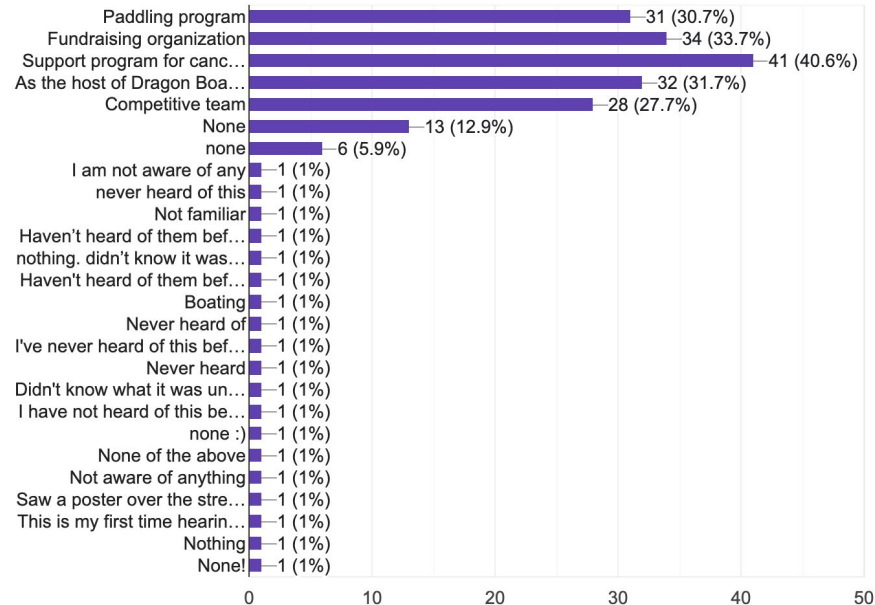
101 responses



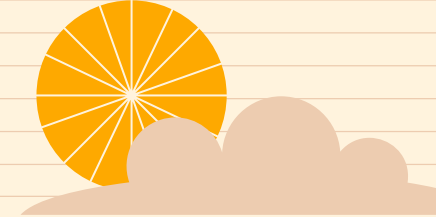
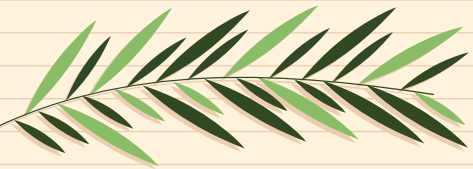
# Survey Results

What aspects of Dragonheart VT are you aware of?

101 responses



- 31 out of 101 participants are aware of the paddling program
- 34 out of 101 are aware DHVT is a fundraising organization
- 41 out of 101 are aware that DHVT has a support system for cancer survivors
- 32 people know DHVT as the host of the Dragon Boat Festival
- 37 people said they are aware of no aspects of DHVT

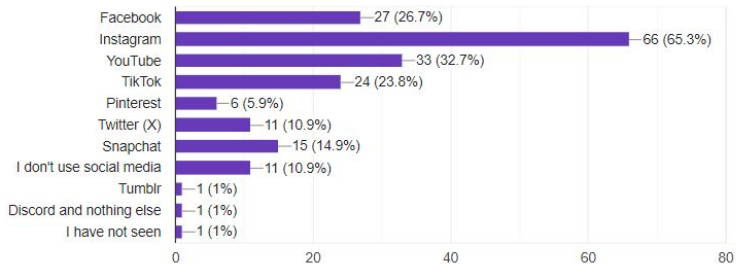


# Survey Results

What social media platform do you prefer to consume information on?

[Copy](#)

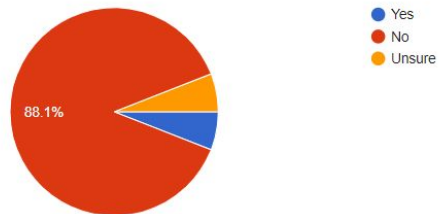
101 responses



Have you seen DHVT social media posts in the past month?

[Copy](#)

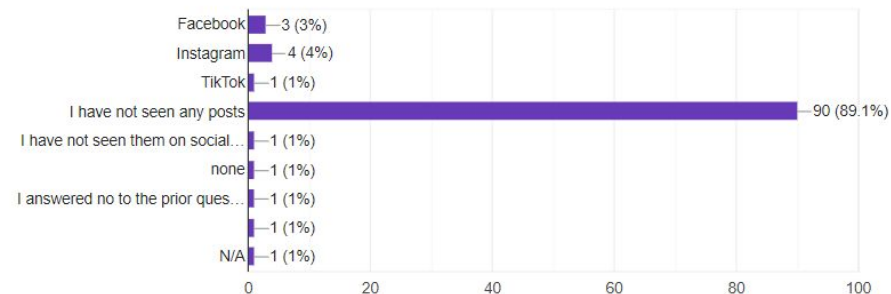
101 responses

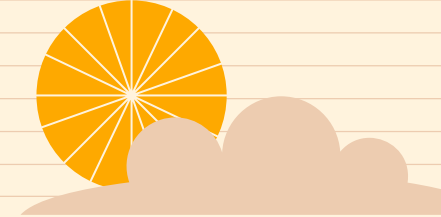
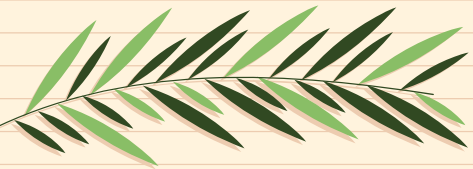


If you have seen DHVT social media posts in the past month, what platforms did you see them on?

[Copy](#)

101 responses



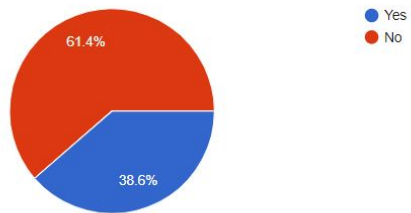


# Survey Results

Are you aware that the Dragon Boat Festival in Burlington is a fundraising event hosted by DHVT?



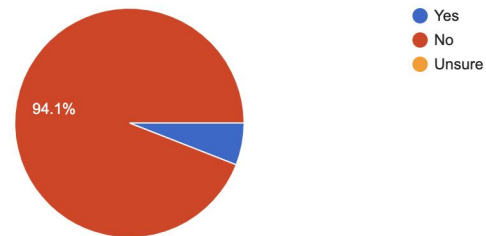
101 responses



Have you visited DHVT's website in the past 6 months?



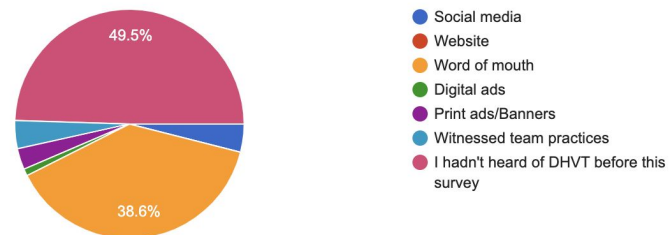
101 responses



How did you discover Dragonheart?



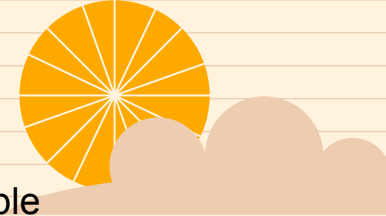
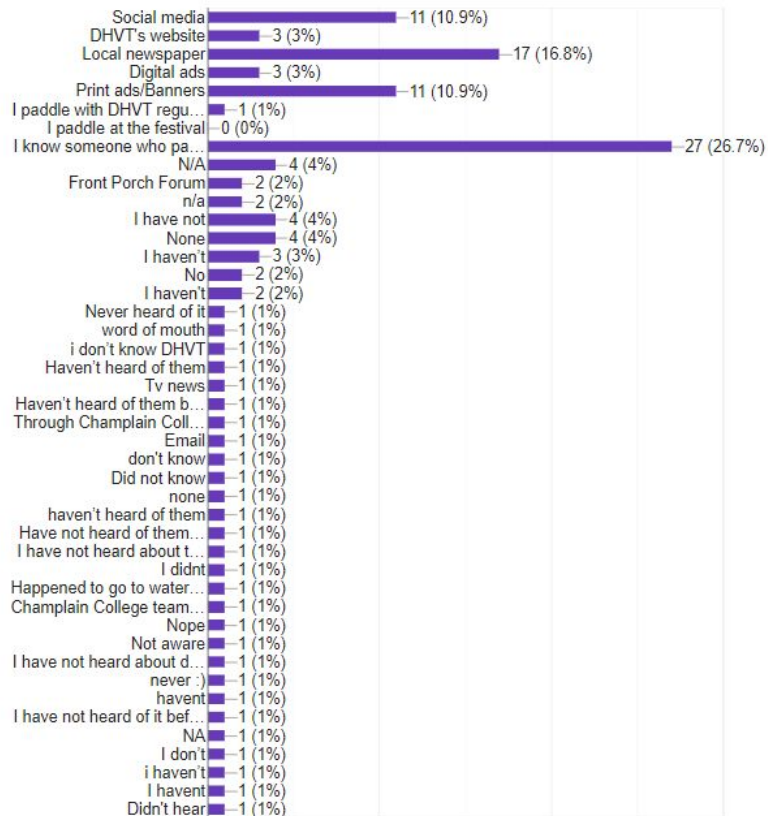
101 responses



How have you found out about Dragonheart events they have offered in the past?

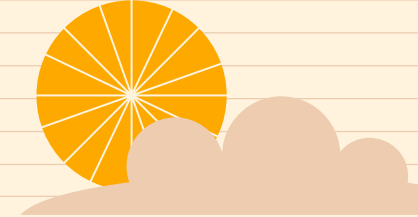
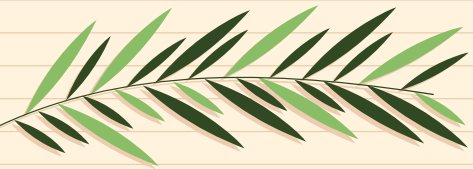


101 responses



- The majority of people found out about past DHVT events from someone they know who paddles, the local newspaper, social media, and print ads/banners
- 44/101 participants had not heard of any events offered in the past



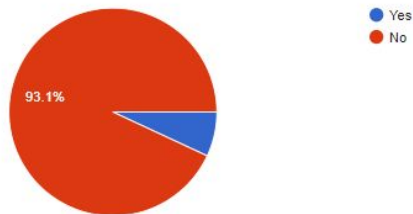


# Survey Results

Are you aware that DHVT is celebrating their 20th anniversary?

Copy

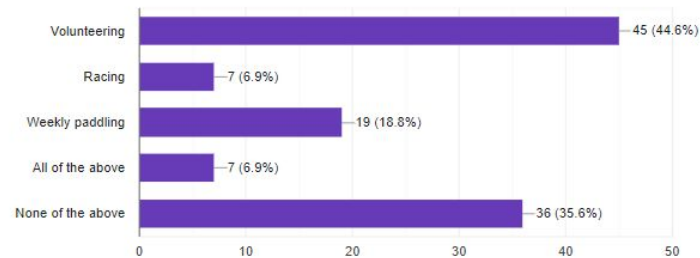
101 responses



If you were to join this organization, would you be more interested in supporting DHVT through volunteering, racing, or weekly paddling?

Copy

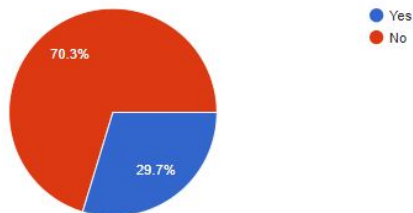
101 responses



Are you aware that non-breast cancer survivors can join DHVT and paddle in the annual Dragon Boat Festival?

Copy

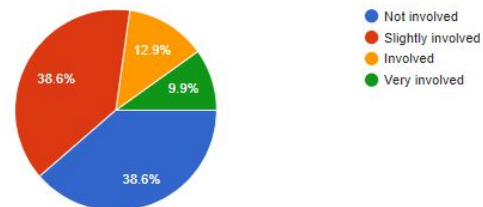
101 responses

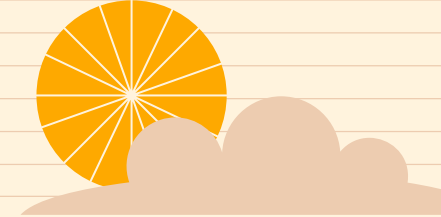
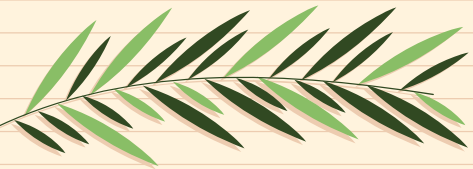


How involved are you with other local nonprofits/charities?

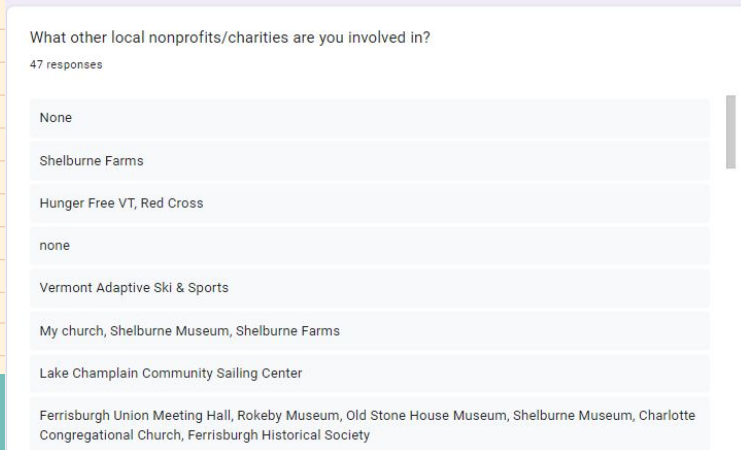
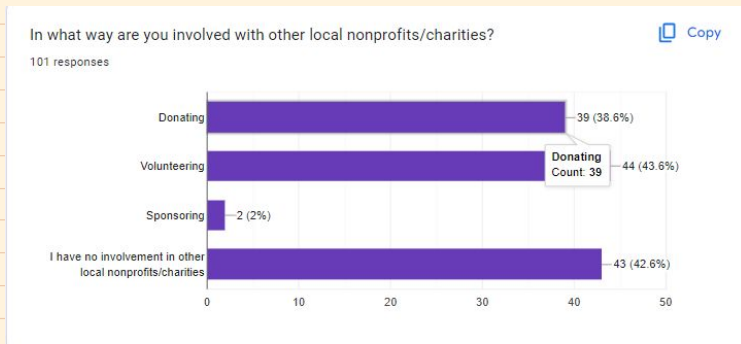
Copy

101 responses

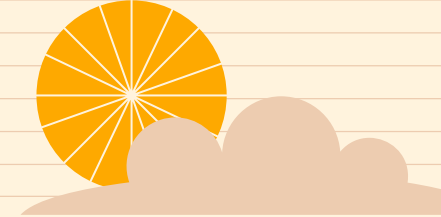
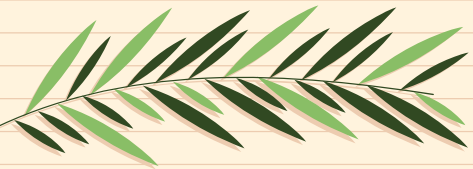




# Survey Results



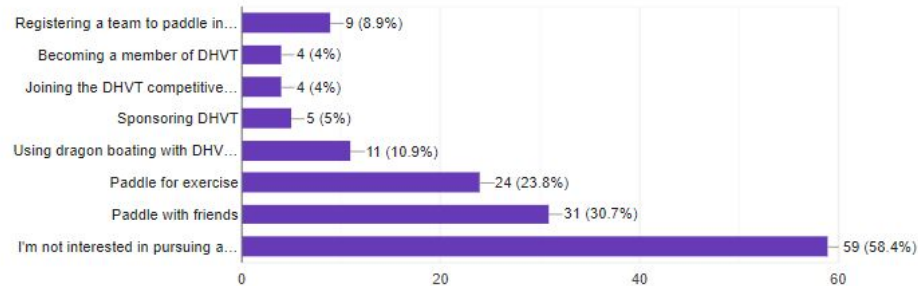
- Large percentage not involved in any local nonprofits or charities
- For those involved in other nonprofits/charities, there is a wide range of different organizations with which participants are involved



# Survey Results

Out of the following involvement options, which do you feel you would have an interest in pursuing? [Copy](#)

101 responses

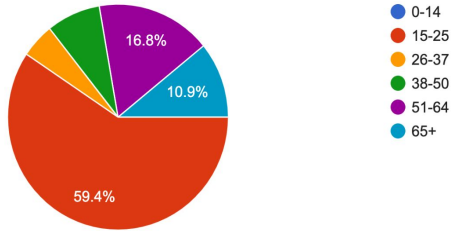


- Large percentage not interested in being involved
- Most of those who are interested would get involved by paddling with friends or paddling for exercise

# Demographic Survey Results

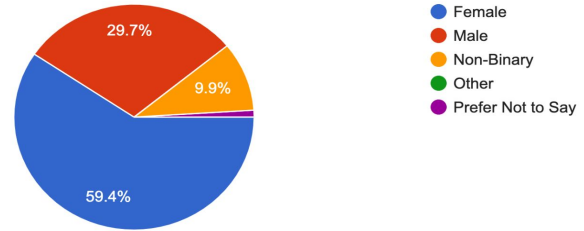
What is your age range?

101 responses



What is your gender identity?

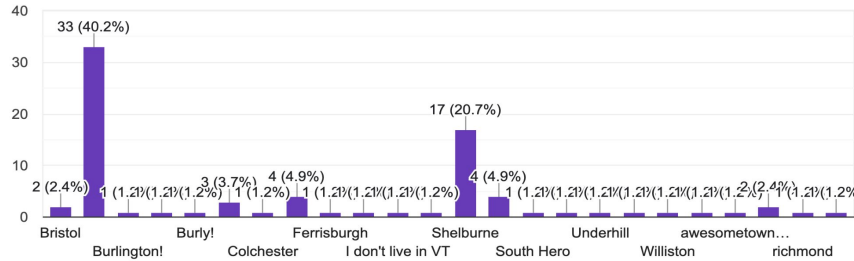
101 responses



# Demographic Survey Results

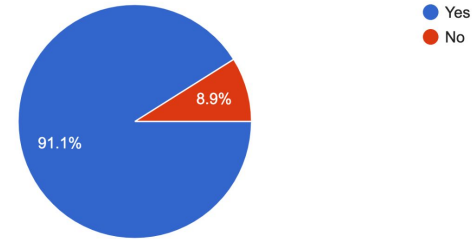
If you are living in VT, what town in VT do you live in?

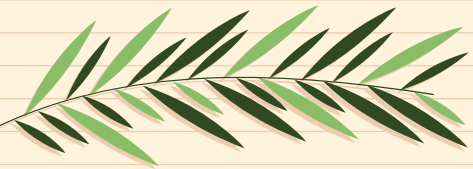
82 responses



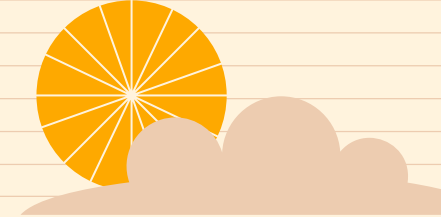
Are you currently living in VT?

101 responses



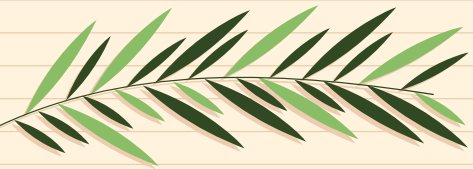


# Survey Key Takeaways

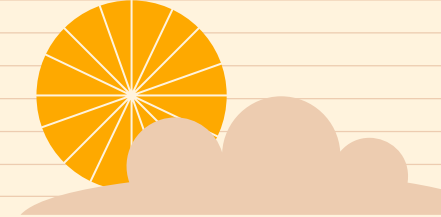


- An overwhelming amount of participants had **not** seen any DHVT social posts in the past month.
- The majority of participants are **not** aware that non-breast cancer survivors can join DHVT and participate in the annual festival.
- Many participants said that they would be most interested in **volunteering** rather than racing or paddling well about 36% said they would be interested in **none** of the above if they joined DHVT
- The majority of participants said they would **not** be interested in any of the involvement options listed

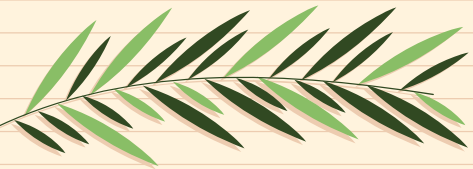




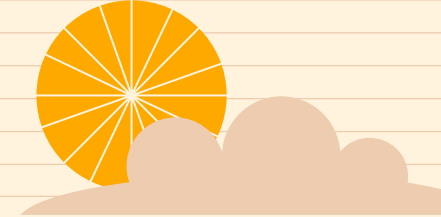
# Survey Key Takeaways



- There is an overall lack of awareness for DHVT in Chittenden County and across Vermont
- DHVT as an organization is not appealing to the majority of our survey participants
- DHVT's involvement offerings are not appealing to the majority of our participants
- The majority of Gen-Z and Millennial participants have not been engaged with DHVT social media posts in the past month and past six months.
- DHVT needs a more robust digital presence that is engaging and appealing to a younger audience



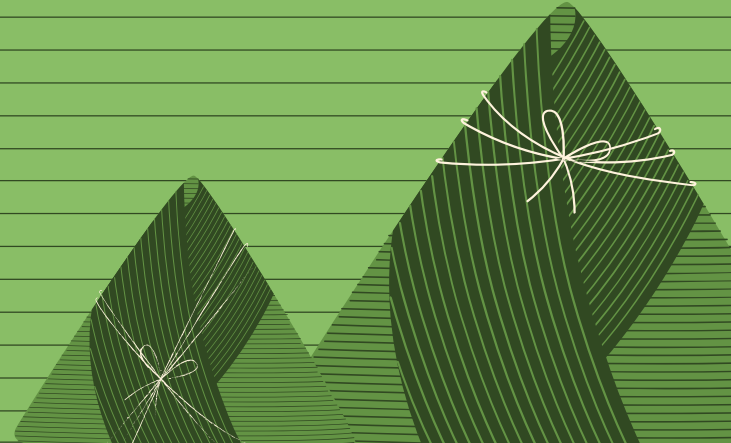
# Demographic Survey Key Takeaways



- DHVT has their target audiences geographical location correct
- The majority of participants are from Vermont
- The majority of participants are living in Burlington or Shelburne
- There are more female participants than all other gender identities



# Audience Analysis





# Target Audiences for Awareness Campaign

## Primary:

- 1) Gen-Z & Millennials, ages 15-35
- 2) Local VT Businesses/Organizations

**Secondary:** Volunteers, breast cancer survivors, festival attendees, sponsors

## **Geographic Location of Audiences**

- General: Vermont, Chittenden County
- Specific: Burlington, Winooski, Essex, Williston, Colchester



# Key Publics & Opinion Leaders/Influencers

## Key Publics:

- Volunteers
- Paddlers
- Gen-Z & Millennials
- Local VT businesses

## Opinion Leaders/Influencers:

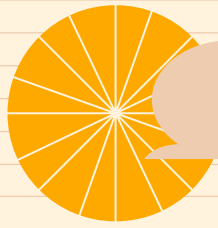
- Linda and John Dyer, founders of DHVT
- Neil from the internal exec team
- Similar local businesses/orgs such as The Sailing Center or Local Motion



# Spokespeople

The main spokespeople that should be utilized for this campaign are....

- 1) Members of DHVT
  - a) Specifically, utilizing any Gen-Z & Millennial members
  - b) Executive Board
- 2) Local Businesses that have competed in the festival in previous years
  - a) Examples:



# Messaging

**Theme, Message, Slogan, Hashtags**







# Theme & Message

## Theme

*Community, Inspiration, Giving Back*

## Message

*Primary Message:* Dragonheart Vermont is an organization focused on teamwork, fitness, and community giving.

*Secondary Message:* Dragonheart stands strong to raise money for cancer research.





# Slogans

- Join the Movement. Be Part of Something Bigger. Paddle with Heart.
- DHVT - Where Strength, Unity, and Purpose Converge.
- Discover Your Inner Dragon, Join the Heart of the Team.
- Paddling strong against cancer's tide
- Paddling for a cause, Racing for a Cure
- Paddle with Heart, Create Waves of Change
- Paddling for Empowerment, Racing for Change
- Scales, Tails, and Paddles-Where Dreams Take Flight!
- Paddle with Passion, Ride the Dragon's Wave!
- Unleash Your Inner Dragon, One Paddle at a Time!
- Where Scales and Paddle Unite in ROARING harmony!
- Paddle with Heart into Community
- *Unleash Your Heart, Paddle with Purpose, (Strength in Unity, Power in Paddles), (One boat, one crew, one heartbeat),*





# Hashtags



#DragonheartVermont  
#DragonheartVT  
#DragonboatingVT  
#DragonheartfestivalVT  
#Dragonboatingforbreastcancer  
#DragonboatracingVermont  
#Dragonheartvtfestival2024  
#PaddleWithPurpose  
#DragonheartVermont  
#TeamworkFitnessCommunity  
#UnleashYourHeart  
#DHVTChampions

#Paddlewithheart  
#DHVT  
#Dragonboating  
#Lake Champlain  
#Supportpink  
#Breastcancersurvivors  
#Breastcancerawareness  
#StrengthInUnity  
#JoinTheHeart  
#DiscoverYourDragon  
#MakeWavesWithDHVT  
#PaddleForChange





# GOST Analysis

**Goals, Objectives, Strategies, Tactics**





# Goals

**Goal #1:** Increase engagement with digital and owned media

- Overarching Goal

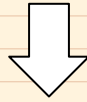
**Goal #2:** Increase awareness about Dragonheart VT among Gen-Z and Millennials

**Goal #3:** Increase awareness about Dragonheart VT among local businesses



# Goal #1

Increase engagement with digital and owned media



**Objectives:**

1. Increase the amount of social media engagement across active platforms (Instagram, Facebook, and Tik Tok) by 10% by the end of the next festival (August 6th, 2024).
  2. Increase the amount of owned media engagement by 10% by the end of the next festival (August 6th, 2024).
- 



## Goal #1 | Objective #1 | Strategy #1

### **Objective #1:**

Increase the amount of social media engagement across active platforms (Instagram, Facebook, and TikTok) by 10% by the end of the next festival (August 6th, 2024).

### **Strategy #1:**

Establish an overarching social media plan



## **Tactic #1:**

Post regularly across Instagram, Facebook, and TikTok throughout the entire year. Create a monthly content calendar to plan out and keep track of content ideas and a posting schedule. Post 3-4 times per week on Instagram and Facebook (utilizing all of the same content) and 1-2 times a week on TikTok (utilizing the same video content).

## **Tactic #2:**

Create 20th anniversary related content to be posted at least twice a month across social media platforms.

## **Tactic #3:**

Utilize Instagram and Facebook Stories to draw attention to feed posts, share others' content, and host contests.

## Tactic #4:

Engage with other accounts by following, liking, commenting, sharing, and reposting. Spend 15 minutes after posting content to engage with audiences on each platform.

- Example accounts on TikTok to engage with and follow
  - TikTok: @penndbc (Pennsylvania Dragon Boat Club), @helloworldburlington, @outdoorgearexchange, @steeldragonsnz (New Zealand Dragon Boat Team), @champlainedu, @middleburycollege, @secklowhundred (Dragon Boat Team in England), @pkzca.db.race (Portland Rose Festival Dragon Boat Race)

## Tactic #5:

Create evergreen content to utilize when in need of additional content

- Examples:
  - Photos of team practices, members, and events
  - Informational graphics
  - Certain video content

# Tactic #5 Collate

## Evergreen Content G

### Evergreen Content Guide

#### Purpose:

During the off-season, it is more difficult to imagine and facilitate new content ideas for Dragonheart VT. Evergreen content is not time-bound and can therefore be a great asset to utilize during the off-months. This guide will provide ideas for pillars of content that can be used for Dragonheart VT's evergreen content and can be used as a reference when making new content materials. These content ideas are intended to be a starting point to then create posts including appropriate photos, graphics, and short videos to be posted across DHVT's social media platforms.

#### Pillars of Content:

- Testimonials
  - Members
  - Sponsors
  - Festival Participants
- Fun Facts
  - About the organization's history
  - About the history of dragon boating
  - About DHVT members
- Instructional Content
  - How to paddle
  - Water safety
  - How to make a dragon boat team and what the different team roles on the boat are
- Location
  - Information on the history of Lake Champlain

- The waterfront
- Burlington, VT
- The state of Vermont
- Breast Cancer/Cancer
  - Any news with scientific findings
  - How DHVT donates to cancer charities
  - Highlights on the cancer charities that have partnered with DHVT
  - Quotes/testimonials from members who are survivors about their cancer journeys
- Reposts/Reshares of relevant content
  - Posts about the waterfront, local community, and Burlington area from Burlington accounts (ex: The Sailing Center, Local Motion, ECHO, City of Burlington)
  - Posts from dragon boating organizations (ex: teams listed as competitors such as Pittsburgh Hearts of Steel, Wellness Warriors, and Sail Beyond Cancer)
- Capitalize on National Days
  - January:
    - January 14th: Dress up your pet day
      - Have DHVT members send photos of their pets dressed up in DHVT merch
    - January 20th: Take a Walk Outdoors Day
      - Encourage people to take a walk out by the waterfront and enjoy the views of Lake Champlain
    - January 26th: Spouses Day
      - Highlight members that are spouses of breast cancer survivors on the team

#### Implementation:

As stated in Goal #1, Strategy #1, Tactic #1 for this awareness campaign, during the off-months, we recommend that DHVT posts 1-2 times per week on Instagram and TikTok (utilizing the same content for both) and 3 times a month on TikTok. With the same content during the off-months in addition to the other pillars of content, this tactic is achievable. Dragonheart VT can utilize content calendars to plan out evergreen content in advance for the off-months for best results and implementation.



## Goal #1 | Objective #2 | Strategy #1

### **Objective #2:**

Increase the amount of owned media engagement by 10% by the end of the next festival (August 6th, 2024).

### **Strategy #1:**

Utilize newsletter, blog, and SWAG

## **Tactic #1:**

Combine DHVT's 2 newsletters into one which highlights sections for external and internal audiences. Send out the newsletter at the start of every month. Feature a large "Sign Up for Our Newsletter" button on DHVT's website as well. Pillars of content include:

- Upcoming events
- Member updates
- Any earned media
- Promotional messaging for registering festival teams and getting businesses involved with dragon boating as a team building activity

## **Tactic #2:**

Create a monthly blog entitled, "Dragon Tales" to be published on DHVT's website. The blog will be posted at the start of every month and will be used to describe any DHVT updates or content more in detail, drawing upon information from the newsletter and social media.



# THANK YOU!

For your subscription!

Hello <personalization>,

We are thrilled to welcome you to the **Dragonheart Vermont (DHVT)** community, where the water's edge meets the heart of Burlington! We've set sail on a mission to create a wave of excitement, and we're delighted to have you on board.

Thank you for joining us on this epic journey, where we're all about paddling together toward something amazing. Your support means the world to us!

Be on the lookout for Dragon Tails, our adventurous newsletter where we pack all the latest updates, events, participation opportunities, and all the dragon magic happening in our vibrant Burlington community.

With scales and laughter,  
The DHVT Crew 🐉

Let's dive into our recent Dragon Tail!



RECENT NEWS    UPCOMING EVENTS    MEMBERSHIP    OUR SOCIALS



## WE'RE ROARING INTO OUR 20TH ANNIVERSARY

That's right, we're turning 20! It's been two decades of passion, unity, and community spirit. What started as a small group has transformed into a dynamic dragon boat community that's embraced by people from all walks of life.

## NEW YEAR, NEW US!

Get ready to ride the waves of 2023 with us! We've had a roaring good time, and it's time to share the highlights with you.

OUR 2023 HIGHLIGHTS

## 2024: WHAT'S IN STORE?

Hold onto your paddles because we're gearing up for an extraordinary year in 2024! We've got a calendar full of exciting events, and we can't wait to share all the details with you.

CHECK OUT WHAT WE GOT PLANNED!



# Tactic #2 Collate

# News

## THE HISTORY OF DHVT

Let's honor our past filled with passion, unity, and unforgettable moments. Join us as we paddle through history and celebrate the legacy that shaped our present.

A DIVE INTO THE PAST



## HEARTFELT QUOTE OF THE MONTH

"To be kind to all, to like many and love a few, to be needed and wanted by those we love, is certainly the nearest we can come to happiness." —Mary Stuart

## STAY CONNECTED AND STAY TUNED!

WE'RE THRILLED TO HAVE YOU ON THIS INCREDIBLE JOURNEY! LET'S MAKE WAVES, CREATE MEMORIES, AND CELEBRATE UNITY AND COMMUNITY SPIRIT TOGETHER IN 2024! 🐉

WITH SCALES AND LAUGHTER,  
THE DHVT CREW 🐉



### **Tactic #3:**

Create an internal contest for existing DHVT members where the top 3 existing members to recruit new members receive gift cards to a local restaurant. Include this information in the section for internal audiences in the newsletter and include information about the contest in the weekly blog.

### **Tactic #4:**

Utilize all existing SWAG remaining with DHVT logos to give out at events, tabling days, and contests to increase brand awareness. Also, executive members of DHVT should have car magnets with the Dragonheart VT logo on their cars. Additional ideas for SWAG can also showcase the 20th anniversary and include items such as mugs, t-shirts, hats, stickers, tote bags, and environmentally friendly water bottles.





## Goal #1 | Objective #2 | Strategy #2

### **Objective #2:**

Increase the amount of owned media engagement by 10% by the end of the next festival (August 6th, 2024).

### **Strategy #2:**

DHVT website

### **Tactic #1:**

Include a newsroom section on website to highlight any earned media

### **Tactic #2:**

Add elements to homepage such as links to all social media accounts and visual video components

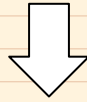
### **Tactic #3:**

Rebrand design and text choices to highlight the 20th anniversary

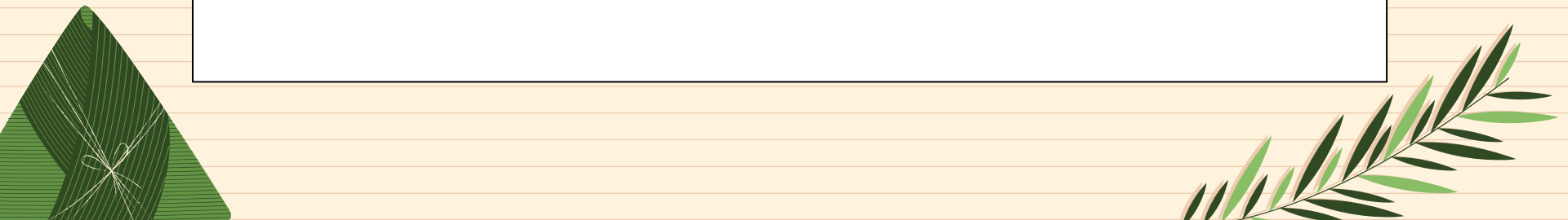


# Goal #2

Increase awareness about Dragonheart VT among Gen-Z and Millennials



**Objectives:**

1. Increase the number of Gen-Z and Millennial members of Dragonheart VT that by 10% by the end of the next festival (August 6th, 2024).
  2. Increase the number of Gen-Z & Millennial teams competing in the festival by 20% by the end of the next festival (August 6th, 2024).
- 



## Goal #2 | Objective #1 | Strategy #1

### **Objective #1:**

Increase the number of Gen-Z and Millennial members of Dragonheart VT that by 10% by the end of the next festival (August 6th, 2024).

### **Strategy #1:**

Utilize social media

## **Tactic #1:**

Create a short social media video series (4 videos) on “Why DHVT Needs You” to be used for Facebook Reels, Instagram Reels, and Tik Tok series detailing the benefits that nonprofits get from young involvement and the benefits that young people can get from them. Post one video a month from April to July.

## **Tactic #2:**

To enhance our interactive approach, we're launching an Instagram Stories contest for the first three Gen-Z/Millennial teams registering for the festival. These teams will receive free SWAG and \$100 towards their fundraising goals. We're building anticipation with two social media graphics—one for the Instagram feed and another for Stories. Keep an eye out for the pre-contest Instagram feed graphic a week before the launch.

Additionally, we're adding excitement to the festival with a March contest called the "Anything But a Paddle" challenge. Teams are invited to showcase their creativity by using unconventional paddling tools. Capture your team in action with unique "paddle" and submit it on Instagram using the hashtag #paddlingwithheart.

### **Tactic #3:**

Have Gen-Z/Millennial DHVT members host a “behind the scenes” video series (7 videos) of what it’s like to be a Gen-Z/Millennial member of DHVT. Post one video a month in 2024 (January through July) leading up to the festival. Find different Gen-Z/Millennial members that would be willing to be spokespeople in the video, introducing themselves and showing what they do in a day with DHVT.

## Tactic #3 Collateral:

# Video Script for Behind The Scenes Video with Gen-Z/ Millennial DHVT Members

### Video Script for Behind the Scenes with Gen-Z/Millennial DHVT Members Video Series

VIDEO	AUDIO
Close up video on Gen-Z member, Caroline	—SOT— Hi, my name is Caroline. I'm 20 years old and I got involved at Dragonheart Vermont through the Dragon Boat Festival and fell in love with the sport and the community. Today I'll be taking you behind the scenes to see what it's like to be a young member of the Dragonheart VT team.
Clip of people paddling dragon boat out on water	—nat sound—
Caroline at the dock	—SOT— Dragon boating is a unique sport with a team of over 20 people involved. One of my favorite parts of practices is being able to meet all of the different members and work as a team.
Footage of team assembling into boats and beginning to paddle	
Phone video content taken by Caroline while she is in the dragon boat	—SOT— Now we're out on the water and ready to go! Everyone say hello (*DHVT team in boat enthusiastically says hello to the video*)
Close up shot of paddling technique	
Caroline at the dock	—SOT— After we practice, we make sure to put all of the equipment back in the shed and stay hydrated after such a workout
B-roll of the shed set-up where equipment is hung, members hanging up equipment	
B-roll of members mingling after practice	
Caroline in front of DHVT logo on shed	—SOT— Dragonheart VT is looking for more young members like you! Don't hesitate to reach out if you're interested in getting involved and we hope you had fun tagging along with us today. Bye!
Fade to black	—fade audio—



## **Tactic #4:**

Create a “20” social media campaign surrounding the 20th anniversary that details DHVT’s offer of a 20% discount on membership to any new members who are in their 20’s for the entire 2024 year. Create social media graphic posts and stories to be used as evergreen content. Create 6 variations of 20th anniversary, 20% discount instagram posts and 6 variations of 20th anniversary, 20% discount stories. Post one graphic post and one instagram story a month, reusing posts one time.



## Goal #2 | Objective #1 | Strategy #2

### Objective #1:

Increase the number of Gen-Z and Millennial members of Dragonheart VT that by 10% by the end of the next festival (August 6th, 2024).

### Strategy #2:

Host events

## **Tactic #1:**

Host a Dragon Boat Open Day in partnership with Champlain College's Champ 101 program to try out dragon boating, meet members, learn about the organization's mission, and encourage membership. Reach out to Champlain's Student Engagement team to set up a date September 2024 at the start of the academic year.

## **Tactic #2:**

Partner with Burlington Young Professionals to host an event at the waterfront which includes paddling sessions, light beverages, music, and an informal networking opportunity

**Tactic #2 Collateral:**Run of show for BYP  
Event, “Paddle and  
Network”

PRE-EVENT TIME	AGENDA/ACTIVITY	WHO	CONTACT INFO
November 1st	Pitch collaboration and event idea to Amelia Cayer of Burlington Young Professionals through email or LinkedIn	Neal Hayes	-Neal: (802) 597-3432
November 10th	Follow-Up with BYP over if necessary (call and email)	Neal Hayes	-Neal: (802) 597-3432,
November 20th	Send out press release about the event to media contacts, specifically Seven Days	Vicky	-Vicky: (212) 656-8878
November 21st	Call Top Hat Entertainment to secure a DJ for the event	Shannon	-Shannon: (212) 214-4657
May 1st	Include BYP event in the internal newsletter for May and highlight the need for DHVT volunteers to be there and help out. Send to members.	Vicky	-Vicky: (212) 656-8878
May 24th at 10 AM	Prep for Event. Ensure light snacks and beverages and extension cord for DJ set up are down by the waterfront and placed in shed ready to go tomorrow morning. Snacks include cookies and granola bars and refreshments include soda and lemonade.	Volunteer Team: Fiona, Sarah, Laura  Exec Team: Neal, Vicky, Shannon	-Fiona: (717) 989-4765 -Sarah: (212) 333-7545 -Laura: (323) 458-9878  -Neal: (802) 597-3432 -Vicky: (212) 656-8878 -Shannon: (212)

## Tactic #2 Collateral:

### “Paddle and Network” Event pitch to Seven Days and media list

#### Seven Days:

- 1) Dan Bolles

Assistant Arts Editor & Editor of “What’s Good,” the annual city guide to Burlington

[dan@sevendaysvt.com](mailto:dan@sevendaysvt.com)

- 2) Rachel Hellman

Covers Vermont Towns for Seven Days

[rhellman@sevendaysvt.com](mailto:rhellman@sevendaysvt.com)

#### Pitches

##### Pitch #1: Paddle & Network Event pitch to Seven Days reporter

Subject Line: Dragonheart Vermont’s dragon boating and networking event makes a splash

Hello \_\_\_\_\_,

Dragon boating *and* networking? You heard that right! [Dragonheart VT](#) and [Burlington Young Professionals](#) have partnered up and are ready to make a splash this summer. On June 2nd from 12-3 PM the organizations will come together to host their joint Paddle & Network event, taking place at the waterfront at the docks near the sailing center. With core values rooted in providing a sense of community, both organizations look forward to hosting a day that is the perfect mix of community camaraderie, professional networking, and paddling out on the water.

Would you be interested in sharing the following [press release](#) on *Seven Days* to spread awareness and bring attention to this unique community-driven event?

Thanks,

Abbey

# Tactic #2 Collateral:

## Dragonheart Vermont and Burlington Young Professionals Team Up for Paddle-ful Waterfront Event Paddle into Community, Network by the Water PRESS RELEASE



### ***Dragonheart Vermont and Burlington Young Professionals Team Up for Paddle-ful Waterfront Event***

*Paddle into Community, Network by the Water*

*Burlington, Vermont – February 19, 2023* – Mark the calendars for an upcoming event on **April 27, 2024**, where Dragonheart Vermont (DHVT) collaborates with the Burlington Young Professionals to host a gathering at **20 Lake St Waterfront Park, Burlington, VT 05401**. The event is scheduled from **12:00 PM to 6:30 PM**, offering a day of adventure, affinity, and the scenic beauty of Burlington's waterfront—a unique blend of relaxation and excitement.

Neal Hayes, a representative of DHVT, expressed his enthusiasm for the collaboration, saying, "At Dragonheart Vermont, our mission is to unite and inspire through the sport of dragon boating. We are thrilled to partner with the Burlington Young Professionals to create an event that introduces professionals to our vibrant community and the values of teamwork, resilience, and purpose that we stand for."

Engage in the art of dragon boating through expertly guided paddling sessions, surrounded by the tranquility of Lake Champlain, and participating in a full-body workout. Live music and delectable refreshments set the stage for a laid-back and enjoyable atmosphere, creating the perfect backdrop forging new connections within the vibrant Burlington community.

Dive into the heart of the matter at our upcoming event! We're extending a warm welcome to those ready to paddle into the world of dragon boating, where meaningful connections flow like a steady stream. Join us in creating a ripple effect of unity, collaboration, and a spirit of giving back, all while navigating the waters of a warm and welcoming community.

Don't let this opportunity pass you by! To learn more, please visit [Dragonheart Vermont's website](#). Join us on April 27, 2024, for an extraordinary waterfront adventure that promises a day of unforgettable experiences!

For media inquiries, sponsorship opportunities, or additional information, please contact:

**CONTACT NAME**  
**CONTACT EMAIL**  
**CONTACT PHONE**

#### **About Dragonheart Vermont (DHVT):**

Dragonheart Vermont (DHVT), based in Burlington, Vermont, is a dynamic dragon boat organization dedicated to empowering breast cancer survivors and their supporters through the exhilarating sport of dragon boating. Beyond the waters, DHVT has evolved into a vibrant community focused on teamwork, fitness, and community giving, exemplifying the power of inclusivity and the heart of a dragon. Join us in embracing the spirit of unity, empowerment, and the unwavering heartbeat of a dragon.

**CONTACT NAME**  
**CONTACT EMAIL**  
**CONTACT PHONE**

#### **About Burlington Young Professionals (BYP)**

Burlington Young Professionals (BYP) empowers young professionals by providing them with the connections and resources to become active community leaders in Vermont. Their free and inclusive community resource ensures that anyone, regardless of employment status, income, affiliation, or age, can join and participate in their programs. Join BYP and be part of their mission to shape Vermont's future through professional growth and community engagement.

### **Tactic #3:**

Create a “20” themed celebration event on the specific date of DHVT’s 20th anniversary with free paddling, membership recruitment, food and music. Anyone who is in their 20s and signs up to be a member at the event receives free DHVT merchandise.



## Goal #2 | Objective #1 | Strategy #3

### Objective #1:

Increase the number of Gen-Z and Millennial members of Dragonheart VT by 10% by the end of the next festival (August 6th, 2024).

### Strategy #3:

One-on-Ones



## **Tactic #1:**

Host College Campus Recruitment Days where DHVT sets up recruitment tables on college campuses to introduce students to DHVT and encourages membership. Special discount on membership is given to college students.

## **Tactic #2:**

Create an Ambassador Program where DHVT Recruits Gen-Z and Millennial campus ambassadors to represent DHVT on college campuses. Share a flyer at the recruitment tables mentioned in tactic #1 about seeking ambassadors for the ambassador program. Ambassadors would spread awareness about the organization and its offerings by giving out DHVT stickers, sharing DHVT social media posts on their social media, and handing out flyers around campus.

## DHVT Ambassador Program Guide

### Overarching Goal

Acquire at least 5 students involved with DHVT to be DVHT Ambassadors to spread awareness among the Gen-Z and Millennial age groups about getting involved. Acquisition of Ambassadors will be through a brief application and interview process.

- The reason for this program is to increase the amount of young people participating in DHVT as an organization, as outlined in our awareness campaign's GOST.

### Pre-Planning

At the Tabling Events on campuses:

- Goal: acquire students interested in being members of DHVT or volunteers:
  - Detail all of DHVT's offerings
  - Membership discount to college students
  - Hand out materials to interested students and merchandise to those who sign up to be members at the table
    - Materials: DHVT brochure, festival fact sheet, membership fact sheet
    - Stickers, t-shirts, pens

At DHVT gatherings & practices:

- Observe which students are showing up and seem to be genuine and enthusiastic about being involved in the organization. Executive board members can check attendance of DHVT practices and events to help conclude active engagement.
  - Ask these individuals if they would be interested in being DHVT ambassadors
    - Highlight the benefit of having nonprofit work on a resume
    - The benefits of community service
    - Ambassador role can be tailored to their individual skills & interests

## DHVT Ambassador Role

Description:

Dragonheart VT is seeking students interested in being Ambassadors of their organization to spread awareness about Dragonheart VT to other students on college campuses. Main

responsibilities of this role include:

- Acting as a spokesperson for Dragonheart VT among the Gen-Z/Millennial age group and promoting other young people to join the organization
- Attending Dragonheart VT tabling events on college campuses
- Attending and volunteering at other DHVT events such as the Gen-Z/Millennial and 20th anniversary events
- Paddling with the Dragonheart Vermont team at least 3 times to gain first hand experience of the inner workings of the organization's dragon boat teams
- Assisting with creation of social media content that promotes Gen-Z/Millennial involvement
- Handing out stickers, brochures, and other materials to students on campus to spread awareness

Some benefits to this position include:

- Supporting a great cause and joining a tight-knit team
- Volunteer/nonprofit experience looks great on a resume
- Paddling out on the beautiful shores of Lake Champlain
- Exercise
- Getting further involved with the local community

# Tactic #2 Collator

## Ambassador Program

### Ambassador Program Implementation

- DHVT Executive Board connects with the Ambassadors to oversee
  - Conduct brief interviews with students to ensure they are good candidates. Interviews should take place in May so that Ambassadors can start in June.
  - Create an email group with all executive board members and ambassadors
    - Send out monthly email updates about all of the opportunities available to ambassadors to get involved
    - Ambassadors are required to attend at least 3 events (at least one deliverable (for example: create a flyer, create a Reel for DHVT's Instagram) - however, more is encouraged)
    - Provide ambassadors with materials to give out to other students on campus (stickers, brochures, fact sheets)

### **Tactic #3:**

Get a big inflatable dragon to show up on Church St. and college campuses (UVM, Champlain, St. Michael's College) with a DHVT member standing at the dragon and recruiting members by chatting with passerby and handing out flyers promoting DHVT membership.



## Goal #2 | Objective #2 | Strategy #1

### Objective #2:

Increase the number of Gen-Z & Millennial teams competing in the festival by 20% by the end of the next festival (August 6th, 2024).

### Strategy #1:

Utilize social media

## **Tactic #1:**

Create a social media video series (7 videos) highlighting past Gen-Z and Millennials that have competed in the festival. They can share their experiences and encourage other young people to compete. Post one a month on TikTok, Facebook Reels, and Instagram reels.

## **Tactic #2:**

Create an Instagram stories contest where the first 3 Gen-Z/Millennial teams to register for the festival get free SWAG and \$100 toward the team's fundraising goals. Create 2 social media graphics (1 for Instagram feed and one for stories) to promote the contest and provide information as to the day and time the contest will open. Post the Instagram feed graphic a week before the contest and continually post the Instagram story graphic for a week long leading up to the day of the contest.

## **Tactic #3:**

"20th Anniversary, 20 Reasons Why You Should Compete in The Festival" social media video where 20 DHVT members each give a reason why young people should make a team and participate in the 2024 festival. Post the video on the week of the 20th anniversary.



## Goal #2 | Objective #2 | Strategy #2

### **Objective #2:**

Increase the number of Gen-Z & Millennial teams competing in the festival by 20% by the end of the next festival (August 6th, 2024).

### **Strategy #2:**

Utilize traditional media

## **Tactic #1:**

Write a Press Release on DHVT's 20th Anniversary and how they are hosting numerous events to celebrate, including Gen-Z & Millennial events

# Tactic #1 Collateral:

## Press Releases



***Dragonheart Vermont Roars into its 20th Anniversary- A Celebration of Unity and Community in the Heart of Burlington***  
*Igniting Burlington's Community Spirit on Church Street*

*Burlington, VT – January 15, 2024* – Dragonheart Vermont (DHVT), a leading dragon boat organization rooted in Burlington, Vermont, joyfully unveils its 20th-anniversary event, A Celebration of Unity and Community. This momentous occasion commemorates two decades of evolution, transforming from a breast cancer survivor team into a dynamic community fervently embracing the essence of dragon boating, inclusivity, teamwork, and community support.

Join us for the 20th Anniversary Celebration on **April 6, 2024, from 8:00 AM to 5:00 PM**, unfolding along the iconic **Church Street in Burlington, Vermont**. Be part of this historic milestone as we celebrate unity, community spirit, and the incredible journey that has defined Dragonheart Vermont over the past 20 years. It's not just an event; it's a vibrant celebration of resilience, camaraderie, and the unyielding spirit that powers our community. Save the date and be part of this extraordinary celebration!

With 225 dedicated members spanning 10 unique teams, DHVT's influence extends beyond the water's edge, securing prestigious titles and remaining steadfast in its commitment to the Vermont community. This dedication is evident through events like the Lake Champlain Dragon Boat Festival, which benefits charitable causes.

Neal Hayes, DHVT's spokesperson, expressed, "Our 20th Anniversary, Celebration of Unity and Community, epitomizes our transformation from a breast cancer survivor team into a dragon boat community united by our dedication to teamwork, fitness, and community support."

Gear up as Dragonheart Vermont takes over Church Street for its 20th-anniversary celebration. This event promises a memorable experience with an enchanting inflated dragon gracing the sky, capturing the essence of our celebration. Explore your side at art & craft stations and delicious dishes from our community's culinary experts. And, see the grand reveal of Scorch The Dragon, our newest mascot, bringing an extra layer of fun to the event. Stay tuned for upcoming announcements as we unveil additional events, ensuring surprises for everyone. Mark your calendars for this special celebration!

For further information about Dragonheart Vermont and the celebration, please visit [Dragonheart Vermont's website](#). Celebrate 20 years of unity, community, and the spirit of dragon boating with us.

For media inquiries, sponsorship opportunities, or additional information, please contact:

**CONTACT NAME**  
**CONTACT EMAIL**  
**CONTACT PHONE**

### **About Dragonheart Vermont (DHVT):**

Dragonheart Vermont (DHVT), based in Burlington, Vermont, is a dynamic dragon boat organization dedicated to empowering breast cancer survivors and their supporters through exhilarating sport of dragon boating. Beyond the waters, DHVT has evolved into a vibrant community focused on teamwork, fitness, and community giving, exemplifying the power of inclusivity and the heart of a dragon. Join us in embracing the spirit of unity, empowerment, the unwavering heartbeat of a dragon.





**Annual Lake Champlain Dragon Boat Festival Returns to Burlington on August 6, 2024**  
Get Ready to Paddle, The 2024 Lake Champlain Dragon Boat Festival is Back to Make Waves!

*Burlington, Vermont – January 29, 2023* – Get ready to make a splash at the Lake Champlain Dragon Boat Festival on **August 6, 2024**. This highly anticipated event invites enthusiasts, athletes, and community members alike to join in the excitement at the picturesque Lake Champlain in Burlington, Vermont. Brace for heart-pounding dragon boat races, a lakeside celebration, and the vibrant spirit of community. Save the date for a day filled with camaraderie and thrills as participants paddle for a purpose at the Lake Champlain Dragon Boat Festival!

The Lake Champlain Dragon Boat Festival is a charity fundraiser with a noble cause – rallying the community in support of Dragonheart Vermont (DHVT), a non-profit breast cancer wellness organization. Each year, the festival also partners with a designated Pledge Partner, a local organization championing wellness and cancer-related causes. This reflects the power of local giving, as every dollar raised at the festival directly benefits the community.

At the 2024 Festival, prepare to immerse in the exhilarating thrill of the Lake Champlain Dragon Boat Festival—an exceptional celebration that transcends the ordinary and makes waves far beyond mere races! Indulge in a sensory journey savoring the refreshing variety of flavors stemming from the community's heart, meticulously presented by talented local vendors.

Feel the heartbeat of excitement resonating throughout the festival grounds with Dragonheart Vermont's captivating raffles, engaging arts and crafts activities, and many additional surprises awaiting discovery. Seize the moment, grab the sunscreen, secure the ideal spot, and turn the day into a memorable family-friendly extravaganza.

The annual festival isn't just an event; it's a living testament to the enduring spirit of a community that never ceases to ripple with life. Join the Lake Champlain Dragon Boat Festival for an extraordinary 2024 celebration that promises to make waves, create lasting memories, and leave a splash in every heart!

For further information about Dragonheart Vermont and the celebration, please visit [Dragonheart Vermont's website](#). Celebrate 20 years of unity, community, and the spirit of dragon boating with us.

For media inquiries, sponsorship opportunities, or additional information, please contact:

**CONTACT NAME**  
**CONTACT EMAIL**  
**CONTACT PHONE**

**About Dragonheart Vermont (DHVT):**

Dragonheart Vermont (DHVT), based in Burlington, Vermont, is a dynamic dragon boat organization dedicated to empowering breast cancer survivors and their supporters through the exhilarating sport of dragon boating. Beyond the waters, DHVT has evolved into a vibrant community focused on teamwork, fitness, and community giving, exemplifying the power of inclusivity and the heart of a dragon. Join us in embracing the spirit of unity, empowerment, and the unwavering heartbeat of a dragon.

## Tactic #1 Collateral:

20th Anniversary Press  
Release Pitch to local  
media

### Pitch #2: 20th Anniversary Announcement pitch

Subject Line: Dragonheart VT is Celebrating 20 years of support for breast cancer research

Hello \_\_\_\_\_,

Cheers to 20 years! [Dragonheart VT](#) is proud to announce that the organization will be celebrating its 20th anniversary in 2024. With two decades worth of commitment to raising money for breast cancer through the sport of dragon boating, Dragonheart VT has continually given back to the Burlington community through events (such as its annual Dragon Boat Festival), team membership, and local volunteering.

Would you be interested in sharing this [press release](#) on *Seven Days* about Dragonheart VT's 20-year legacy, core community values, and upcoming events in celebration of its anniversary?

Thanks,

Abbey

## **Tactic #2:**

Pitch to WCAX ,7 Days , and Burlington Free Press to do a news feature on DHVT's 20th anniversary and how they are looking to recruit more Gen-Z/Millennial teams to compete in the festival

## **Tactic #3:**

Ask the radio stations at Hall Communications to run a DHVT festival PSA and radio contest. The first Gen-Z/Millennial team to sign up on a specific date receives free DHVT merchandise and concert tickets

# Tactic #2

## Collateral:

### Burlington Free Press Feature

**Burlington Free Press**  
PART OF THE USA TODAY NETWORK



#### **Paddle into Community, Network by the Water: Dragonheart Vermont and Burlington Young Professionals Present an Unforgettable Waterfront Adventure**

By: [Elizabeth Murray](#)

In an electrifying interview, Neal Hayes, the passionate representative of Dragonheart Vermont (DHVT), eagerly shared his enthusiasm for the upcoming event on April 27, 2024, at the scenic 20 Lake St Waterfront Park in Burlington, Vermont. Hayes is thrilled about the collaboration with the Burlington Young Professionals and the captivating experience they are crafting for students.

At the heart of Dragonheart Vermont's mission is to unite students through the exhilarating sport of dragon boating. Hayes emphasizes that it's more than just a sport; it's a seamless blend of athleticism and community building. The shared experience, teamwork, and [the sense of unity](#) that arises from dragon boating make it truly special.

"In dragon boating, we discover a unique fusion of sport and community. It's not merely about paddling; it's about the shared experience, the teamwork, and the sense of unity that emerges from it. Our mission at Dragonheart Vermont is clear - to unite and inspire through the dynamic sport of dragon boating. It's a powerful avenue for bringing students together, fostering qualities like teamwork, resilience, and a deeper sense of purpose."

Hayes underscores that the collaboration with Burlington Young Professionals is a strategic partnership to introduce students to the vibrant dragon boating community and its core values. As we delve deeper into the essence of the event, Hayes expresses anticipation for the meticulously guided paddling sessions set against the tranquil backdrop of Lake Champlain. This event caters to students of all fitness levels, offering a unique opportunity to break away from academic stress and embrace adventure. Experienced dragon boat coaches will lead the paddling sessions, providing step-by-step guidance to ensure students get the most out of the

experience. Transitioning from the water to the shores, Hayes emphasizes the comprehensive experience awaiting student participants.

"The heart of our event lies on the water. The guided paddling sessions provide an immersive experience, a full-body workout set against the tranquil beauty of Lake Champlain. It's a chance for students to escape, connect with the water, and make memories that will last a lifetime."

The event promises live music, delightful refreshments, and networking opportunities with the Burlington community. Live music will infuse energy into the day, creating a vibrant atmosphere for cultivating new connections within the community. Students can unwind, socialize, and savor the delightful refreshments, fostering an ideal environment for networking and camaraderie. The collaboration with the Burlington Young Professionals extends the adventure beyond the dragon boats, injecting a dynamic blend of energy and professional networking. Students will have the opportunity to connect with professionals from various industries and gain insights into different career paths.

"I extend a warm invitation to all student adventure seekers, fitness enthusiasts, and those curious about dragon boating. Join us on April 27, 2024, for a day filled with camaraderie, the beauty of Burlington's waterfront, and the unifying spirit of Dragonheart Vermont. It's not just an event; it's the ultimate student escape into an adventure that awaits on the shores of Lake Champlain. Together, let's create memories and connections that will make your student years truly unforgettable!" exclaimed Hayes.

For further information and to secure your spot, please visit [Dragonheart Vermont's website](#).

# Tactic #3 Collateral:

## Hall Communications Radio PSAs & Pitch

### Radio PSAs for Giveaway to Acquire Gen-Z/Millennial Festival Teams

#### PSA Version #1:

Calling all Gen-Z and Millennial listeners! Dragonheart VT, host of Burlington's annual Dragon Boat Festival, wants young paddling competitors like you. Register a team of all individuals under the age of 35 by July 10th to compete in the Dragon Boat Festival and call into the station for the chance to win Dragonheart VT merchandise and festival raffle tickets. One lucky team will also win 4 Morgan Wallen concert tickets. The giveaway will run from July 1st through 25th. Winners announced on July 26th. Give back to the local community and paddle with heart!

#### PSA Version #2:

Are you under the age of 35 looking to make a splash this summer? Dragonheart VT, a dragon boating and breast cancer charity organization can help! Register a team of all Gen-Z and millennials to compete in Dragonheart VT's annual Dragon Boat Festival. Call into the station to be entered for the chance to win Dragonheart Vermont merchandise and festival raffle tickets. One lucky team will also win 4 concert tickets to see Morgan Wallen. Register your team now up until July 10th to be entered into the contest. Unleash your inner dragon and make waves of change today!

#### PSA Version #3:

Paddle with purpose for Dragonheart VT! Dragonheart Vermont is seeking Gen-Z and Millennial teams to compete in its annual Dragon Boat Festival taking place on August 6th to raise money for breast cancer charities. Register a team of all participants under the age of 35 and then call into the station to be entered for the chance to win Dragonheart Vermont merchandise and festival raffle tickets. One lucky team will win 4 Morgan Wallen concert tickets too! Contest ends July 10th. Paddle for a cause, race for a cure with Dragonheart VT!

### PSA Contact Information and Sample Pitch

#### Contact Information:

Dan Dubonnet

Chief Operating Officer and General Manager at Hall Communications

[ddubonnet@hallradio.net](mailto:ddubonnet@hallradio.net)

#### Sample Pitch:

Subject Line: Radio PSA Collaboration with Dragonheart Vermont

Hello Dan,

Dragonheart Vermont is seeking assistance with promoting Gen-Z & Millennial teams for the organization's annual Dragon Boat Festival. As Hall Communications has been an ongoing supporter of Dragonheart VT and its cause, would Hall Communications be interested in airing radio PSAs to help Dragonheart achieve this goal? Attached are sample PSAs.

Additionally, if interested, would it be possible for Hall to include concert tickets as giveaway items as indicated in the scripts? Dragonheart Vermont sincerely thanks you for your ongoing support and your consideration of this collaboration!

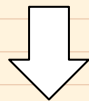
Best,

Abbey

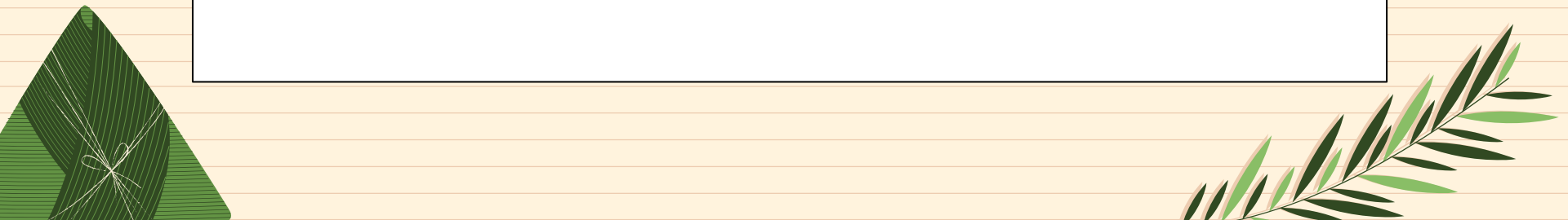


# Goal #3

Increase awareness about Dragonheart VT among local businesses



**Objectives:**

1. Obtain at least 5 new local businesses/organizations as competing teams in the festival by the end of the next festival (August 6th, 2024).
  2. Increase the amount of businesses/organizations using dragon boating at DHVT as a team building activity by 25% by the end of the next festival (August 6th, 2024).
- 



## Goal #3 | Objective #1 | Strategy #1

### **Objective #1:**

Obtain at least 5 new local businesses/organizations as competing teams in the festival by the end of the next festival (August 6th, 2024).

### **Strategy #1:**

Utilize social media

## **Tactic #1:**

Create a short (1-1 ½ min) social media video series to be posted on Instagram Reels, Facebook Reels, and TikTok highlighting past businesses that have competed in the festival. Ask members of the businesses how they would describe their festival experience and why others should get involved. Create 5 videos in the series, highlighting a different spokesperson in each video.



**Tactic #1:** Video Series on Experiences of Past Businesses

The Media Factory in Burlington Vermont will create a short (1-1 ½ min) social media video series to be posted as an Instagram Reel, Facebook Reel, and TikTok highlighting past businesses that have competed in the festival. Members of the businesses will be asked how they would describe their festival experience and why others should get involved.

Create 5 videos in the series, highlighting a different spokesperson in each video. This script could be used for the final video in the five-part series.

Visuals	Audio
Red backdrop, fade to white- Experiences from Previous Fundraising Teams	Narrator voice over
<b>00:06</b> A montage of previous teams paddling in the Dragon Boat Festival on Lake Champlain, accompanied by uplifting music.	Every year, teams from different businesses and organizations come together to paddle in the Annual Lake Champlain Dragon Boat Festival.
<b>00:12</b> A team member wearing a Dragonheart Vermont shirt speaks enthusiastically.	Being a part of the Dragon Boat Festival was an unforgettable experience!
<b>00:21</b> A diverse group of team members stand by the water with their dragon boat in the background.	We are a team of colleagues from M&T Bank, and we didn't know what to expect at first.
<b>00:30</b> Team members high-fiving and getting ready to board the dragon boat and compete in a race.	The atmosphere at the festival is amazing. You can feel the excitement in the air and on the water.
<b>00:43</b> Clips of teams paddling, synchronized and determined, with the crowd cheering from the shore.	The feeling of paddling in unison with your team, that's something truly special.

# Tactic #1 Collateral

<p><b>1:00</b></p> <p>Team members celebrate their race with laughter and smiles.</p>	<p>It's not just about the competition; it's about the camaraderie</p>
<p><b>1:12</b></p> <p>A team member holds up a trophy, beaming with pride.</p>	<p>Winning was amazing, but even if we didn't, we felt like winners</p>
<p>A close-up of team members huddled together.</p>	<p>We all showed up for a common cause, raising funds for breast cancer research.</p>
<p><b>1:37</b></p> <p>A child watches from the shore, holding a "Support Breast Cancer Research" sign.</p>	<p>The support from the community is heartwarming.</p>
<p><b>1:47</b></p> <p>The Annual Dragon Boat Festival is about more than just paddling; it's about unity, celebration, and making a difference.</p>	<p>Team members paddling with determination, a scenic view of Lake Champlain, and the festival's logo. Text on screen: "Join us for an unforgettable experience.</p>
<p><b>1:57</b></p> <p>Join us at the Annual Lake Champlain Dragon Boat Festival next August!</p>	<p>Fade to the festival's logo and event date.</p>

## **Tactic #2:**

Create one short (1-1 ½ min) social media video to be posted on Instagram Reels, Facebook Reels, and TikTok of DHVT members sharing the steps to how local businesses/orgs can create a team to compete in the festival and how their contributions support DHVT's mission.

Dragonheart Vermont Festival  
Promotion PSA Script

Visuals	Audio
Red backdrop, fade to white- Festival Promotion	Narrator voice over
<p style="text-align: center;"><b>00:06</b></p> <p>A photo of Lake Champlain on a sunny day with dragon boats on the water.</p>	Every year, the Dragonheart Vermont Dragon Boat Festival brings people together.
<p style="text-align: center;"><b>00:12</b></p> <p>Clips of past fundraising teams preparing for the festival, painting dragon boat paddles, and team members laughing together.</p>	Past fundraising teams have described their experiences as more than just a race.
<p style="text-align: center;"><b>00:21</b></p> <p>Clips of teams from different backgrounds and ages, wearing colorful DHVT shirts, and getting ready to board their dragon boats.</p>	It's a celebration of strength and hope.

Dragonheart Vermont Festival  
Promotion PSA Script

<p style="text-align: center;"><b>00:30</b></p> <p>Teams practice their synchronized paddling, improving their teamwork, and encouraging each other.</p>	<p>10 teams and about 200 members come together, building friendships and strengthening their team and the organization.</p>
<p style="text-align: center;"><b>00:43</b></p> <p>Clips of fundraising teams paddling vigorously in the dragon boats on Lake Champlain, the water splashing as they move forward.</p>	<p>On the water, they paddle with purpose and determination, raising awareness for breast cancer.</p>

Dragonheart Vermont Festival  
Promotion PSA Script

<p>1:00</p> <p>Clips of spectators cheering from the shoreline, families enjoying the festival, and participants waving from their boats.</p>	<p>From the shore, the community comes out in full support, creating a vibrant and inclusive atmosphere. Spectators, team members, and DHVT supporters cheer on the team's racing.</p>
<p>1:12</p> <p>Teams celebrate their accomplishments on the festival grounds, raising banners, and holding trophies.</p>	<p>The festival is a culmination of months and in some cases years of hard work, dedication, and annual fundraising.</p>
<p>A beautiful sunset over Lake Champlain, teams on the water with their dragon boats, and the festival's logo displayed.</p>	<p>Join Dragonheart Vermont and participate in the annual Lake Champlain Dragon Boat Festival. We are also looking for volunteers and supporters, all are welcome!</p>
<p>1:37</p> <p>The annual Lake Champlain Dragon Boat Festival is more than just a race. It's an unforgettable experience that brings Vermont communities together to raise money for an important cause.</p>	<p>Fade to the festival's logo, event date, and a call to action</p>
<p>1:47</p>	<p>Come be part of this incredible journey. Together, let's make a difference in the fight against breast cancer.</p>

### **Tactic #3:**

Create evergreen content for Instagram and Facebook Stories detailing facts about why local businesses getting involved and competing in the festival is important.

### **Tactic #4:**

Create “calling all local businesses” graphic post calling for teams to register for the festival and showcase on website.



## Goal #3 | Objective #1 | Strategy #2

### **Objective #1:**

Obtain at least 5 new local businesses/organizations as competing teams in the festival by the end of the next festival (August 6th, 2024).

### **Strategy #2:**

Utilize owned media



## **Tactic #1:**

Create a special business packet that is both digital and print that lists all of DHVT's offerings for businesses. Include fact sheets with lists of services and offerings, high res images of paddling, social media links/QR codes, videos of paddling events and teams competing, pre-existing team quotes, and contact information for DHVT.

## **Tactic #2:**

Create a page on DHVT's website that highlights testimonials from past local businesses that competed in the festival as well as details about how to create a festival team, how to fundraise, how much money you need to fundraise, where that money goes, and who/what the money benefits. Be sure to include time commitments, events details, and event/competition rules.

# **Dragonheart Vermont Fact Sheet**

## **About Dragonheart Vermont**

- **Name:** Dragonheart Vermont
- **Mission:** Dragonheart Vermont strives to strengthen and empower breast cancer survivors and supporters through the challenge sport of dragon boating, instilling in its members the values of teamwork, fitness, and community giving.

## **Our Story**

Dragonheart Vermont was founded in [Year] by a group of breast cancer survivors and supporters who were passionate about making a positive impact in the fight against breast cancer. Inspired by the strength and unity of dragon boat teams worldwide, they decided to form a team of their own. What began as a small group has become a vibrant and successful organization with a strong community presence.

## **Our Values**

**Empowerment:** We empower breast cancer survivors and supporters to regain their strength, confidence, and vitality through the sport of dragon boating.

Community: We foster a strong sense of community among our members and supporters, creating a care and support network extending beyond the boat.

Fundraising: We are committed to raising funds for breast cancer research, education, and survivorship support, ensuring that every dollar we raise goes toward making a difference.

### **Dragon Boating and Breast Cancer Awareness**

- Dragon boating is a dynamic, team-based water sport that promotes physical and emotional well-being.
- It provides breast cancer survivors an opportunity to regain physical strength, build self-confidence, and connect with others who share their experiences.
- The Dragonheart Vermont team competes in local and regional dragon boat festivals to raise awareness about breast cancer and the importance of early detection.
- Our dragon boat is a symbol of strength, unity, and hope for those affected by breast cancer.

## Impact and Achievements

- Since our inception, Dragonheart Vermont has raised over 1.1 million dollars for breast cancer-related needs over the past twenty years.
- We have brought together over 225 breast cancer survivors and supporters, providing them with a strong community of understanding and care.
- DHVT's dragon boat team has consistently placed well in various regional dragon boat festivals.

## Get Involved

Join Our Team: We welcome new members, both breast cancer survivors and supporters, to join our dragon boat team. No experience is necessary, and we provide training.

Donate: Support our cause by making a donation to Dragonheart Vermont. Your contribution will help us continue to make a difference in the fight against breast cancer.

Volunteer: We always appreciate volunteers who can help with tabling events, social media work, event planning, photography, videography, and fundraising efforts.

Follow Us: Stay up-to-date with our events and achievements by following us on social media and our website.

## Contact Information

- Address: 899 Dorset Street, South Burlington, VT 05403
- Phone: (802) 999-5478
- Email: [info@dragonheartvermont.org](mailto:info@dragonheartvermont.org)

# Dragonheart Vermont: General Backgrounder

## Introduction

Dragonheart Vermont is a Vermont-based nonprofit organization with a mission deeply rooted in empowerment, community, and the fight against breast cancer. Founded by a group of breast cancer survivors and supporters, our organization has been making a significant impact in the world of breast cancer research, education, and survivorship support through the unique and dynamic sport of dragon boating. This document provides a closer look at Dragonheart Vermont, its history, mission, and the incredible work it has accomplished.

## Our Founding Story

The dream of having a dragon boat team for breast cancer survivors here in Burlington began in 2004 with the hard work of founders Linda and John Dyer. In that first summer, the new team paddled in a borrowed boat (thank you, Peter Lew). After returning the boat, Dragonheart Vermont began to share its story with the hope of raising funds for our first dragon boat. Our families, friends, neighbors, and co-workers responded generously. Fletcher Allen Health Care Radiation Oncology Department, helped tremendously as we raised enough money to take delivery of TWO beautiful dragon boats by May of 2005.

## Mission and Core Values

At Dragonheart Vermont, our mission is to strengthen and empower breast cancer survivors and supporters through the challenging sport of dragon boating, instilling in its members the values of teamwork, fitness, and community giving. At Dragonheart Vermont, we empower breast cancer survivors and supporters by providing them with an opportunity to regain strength, confidence, and overall health through the sport of dragon boating. We create a sense of community, compassion, and support among our members, supporters, and volunteers and we fundraise for breast cancer research.

## The Power of the Sport

Dragon boating is an inclusive water sport that promotes fitness, teamwork, and mental well-being. For breast cancer survivors, dragon boating can represent a powerful stream to continued recovery and overall health. By participating in paddling activities, our members gain physical strength, build self-confidence, and connect with like-minded paddlers who have shared experiences and interests.

## Raising Awareness and Funds

Dragonheart Vermont uses dragon boat racing as an engaging team-building activity to raise money for breast cancer research. Our dragon boats are not just boats; they symbolize strength, unity, courage, and hope for those battling breast cancer. Participating and racing in both local and national dragon boat festivals and competitions, we have consistently been ranked as top-place competitors while never straying from our mission.

## Impact and Achievements

Throughout our journey, Dragonheart Vermont has achieved several significant milestones:

- Raised over X in funds for breast cancer research and our organization.
- Brought together a diverse community of more than 200 breast cancer survivors, supporters, and volunteers offering a network of compassion and fearlessness.
- Achieved multiple top placements for our dragon boat team racing in local and national dragon boat festivals and competitions.
- Remained an organization for two decades celebrating its 20-year anniversary in 2024.

## Getting Involved

Dragonheart Vermont welcomes individuals and organizations to join us in our mission. Would you or somebody you know be interested in getting involved?

Join Our Team: Become a part of Dragonheart Vermont and experience the power of fundraising with friends, family, and/or coworkers to fight breast cancer, dragon boating, and team-building activities on beautiful Lake Champlain.

Donate: Contribute to our cause by making a donation to support our ongoing efforts in the fight against a disease that claims the lives of about 43,000 individuals every year, breast cancer.

Volunteer: Offer your skills and time to assist in tabling events, social media work, event planning, photography, videography, and fundraising efforts.

Connect: Stay updated with our events, goals, achievements, and inspiring testimonials by connecting with us on Facebook, Instagram, and Twitter and visiting our website.



Dragonheart Vermont is thoughtful in its commitment to supporting breast cancer survivors and research to fight breast cancer. Each dragon boats race to beat breast cancer through hope, strength, and opportunity, ensuring that together, Dragonheart Vermont can paddle to a future free from breast cancer. We welcome anyone whether you are a local college student, in highschool, a breast cancer survivor, or someone is interested in team-building activities to come paddle with us on Lake Champlain this upcoming May.

### Contact Information

- Address: 899 Dorset Street, South Burlington, VT 05403
- Phone: (802) 999-5478
- Email: [info@dragonheartvermont.org](mailto:info@dragonheartvermont.org)
- Website: [dragonheartvermont.org](http://dragonheartvermont.org)
- Instagram: [ridethedragonbtv](https://www.instagram.com/ridethedragonbtv)

### **Tactic #3:**

Create a section of DHVT's newsletter to focus on asking new local businesses to create a team for the annual Dragon Boat Festival in 2024. The newsletter should offer information about DHVT, the festival, previous competing teams, and sponsors.

### **Tactic #4:**

Create a poster/flyer campaign with 20th Anniversary branding asking local businesses to help celebrate DHVT's 20th anniversary by creating a festival team. Send the flyers out via email to public-facing community spaces to hang on their public bulletin boards such as Hula, YMCA, Crunch Fitness, and the Community Sailing Center as some examples.



## Goal #3 | Objective #1 | Strategy #3

### Objective #1:

Obtain at least 5 new local businesses/organizations as competing teams in the festival by the end of the next festival (August 6th, 2024).

### Strategy #3:

Host events

### **Tactic #1:**

Partner with Hula to host an event where people who work at businesses at Hula try out paddling and are encouraged to create teams that would compete in the 2024 Dragon Boat Festival.

### **Tactic #2:**

Host a Fall-themed “Autumn Paddle” race where local businesses are encouraged to come together, paddle and eat/drink light Fall-inspired foods & beverages and celebrate the end of the paddling season. Food/Beverage can include fall-themed cookies and chips and apple cider.

### **Tactic #3:**

Fitness Competition event with Crunch Fitness vs. Planet Fitness learning to paddle and racing against each other. The event would encourage both businesses to also register teams for the festival.



## Goal #3 | Objective #1 | Strategy #4

### Objective #1:

Obtain at least 5 new local businesses/organizations as competing teams in the festival by the end of the next festival (August 6th, 2024).

### Strategy #4:

One-on-ones

### **Tactic #1:**

Contact Kelly Devine, Executive Director of the Burlington Business Association and ask her to include DHVT business packets into BBA's newsletter.

### **Tactic #2:**

Email the HR departments of local businesses to inquire if they would share information about registering company teams in the festival and highlighting the useful team-building aspects to competing. Attach a file to the business packets in the email.

# Tactic #2 Collateral:

## HR Department Pitch and Contact list

### Pitch #3: To HR Departments Detailing the Business Packet

Subject Line: Team Building Opportunities with Dragonheart Vermont

Hello \_\_\_\_,

Looking for new ways to get your business involved in the local community? Look no further! Dragonheart VT, a dragon boat organization committed to raising money for breast cancer research is seeking new connections with Burlington businesses. For 20 years, DHVT has offered local businesses invaluable experiences for internal team building as well as community involvement. The organization has created an informational packet (attached below) that lists all of the organization's offerings to businesses including its team-building opportunities.

Would your business be interested in sharing the packet internally within your organization, creating a company team to compete in the Dragon Boat Festival, or using dragon boating with DHVT as a team-building opportunity?

We look forward to hearing from you!

-Abbey

### HR Departments:

1) Katelyn Adams Olson

Director of HR at ECHO, Leahy Center for Lake Champlain

[Katelyn Adams Olson | LinkedIn](#)

2) Jack Budzinski

Senior Director of Human Resources at Outdoor Gear Exchange

[Jack Budzinski | LinkedIn](#)

3) Hallie Picard

People and Culture Manager at Fuse

[hpicard@fusemarketing.com](mailto:hpicard@fusemarketing.com)

4) Amelia Cayer

Program Coordinator & Burlington Young Professionals Manager

[\(3\) Amelia Cayer | LinkedIn](#)

5) Kelley Match

Human Resources Administrator at Nuharbor Security

[Kelley Match, SHRM-CP | LinkedIn](#)

6) Henry Groves

HR Generalist at Green Mountain Habitat for Humanity

[Henry Groves | LinkedIn](#)

7) Donna Austin-Hawley

Executive VP & Chief Human Resources Officer at Northfield Savings Bank V

[Donna Austin-Hawley | LinkedIn](#)

### **Tactic #3:**

Table at local sporting events such as Lake Monsters games and Golf tournaments to encourage team registration.  
Have print versions of business packets on hand for anyone interested in getting their place of work involved.





## Goal #3 | Objective #2 | Strategy #1

### **Objective #2:**

Increase the amount of businesses/organizations using dragon boating at DHVT as a team building activity by 25% by the end of the next festival (August 6th, 2024).

### **Strategy #1:**

Utilize social media

## **Tactic #1:**

Create a series of short but engaging stories for Instagram and Facebook that encapsulates what team-building opportunities are, their benefits, and how businesses can participate in this offering.

## **Tactic #2:**

Take video footage of a team using paddling with DHVT as a team building activity and compile footage into a short video for Instagram, Facebook, and TikTok.

## **Tactic #3:**

Create a live stream of a business using DHVT as a team building activity with the goal of it being an AMA/Q&A. This will be an opportunity for individuals not part of DHVT to ask questions about anything related to team-building opportunities and the organization itself. Longtime DHVT members can speak on the organization, share stories, offer advice, and field questions from interested individuals.

Visuals	Audio
Black Backdrop - How Businesses Create Festival Teams	Narrator voice over
<p style="text-align: center;"><b>00:06</b></p> DHVT banner with the text "Dragonheart Vermont Welcomes Everyone to Get Involved, we Fundraise to Fight Breast Cancer and Enjoy Team Building Activities on Lake Champlain. ”	<p>Are you passionate about making a positive impact in the fight against breast cancer?</p> <p>Do you enjoy fitness, team-building opportunities, or dragon boating?</p>
<p style="text-align: center;"><b>00:15</b></p> Enthusiastic employees or community members gather in a local business or organization's meeting room.	<p>You can take action right in your local community by creating a fundraising team!</p>
<p style="text-align: center;"><b>00:21</b></p> Team members brainstorm, sharing ideas on a whiteboard.	<p>Here's how you can get started in just a few easy steps.</p>

<p style="text-align: center;"><b>00:30</b></p> <p>Step 1: Assemble Your Team</p> <p>Include a variety of shots - one or two shots of team members'</p> <p>Include one or two shots that showcase skills that different team members have</p>	<p>Gather a group of dedicated individuals from your local business, organization, or community.</p>
<p style="text-align: center;"><b>00:43</b></p> <p>Step 2: Set a Clear Fundraising Goal</p> <p>Include a visual of team members wearing DHVT swag and talking about setting a fundraising goal.</p>	<p>Define a clear fundraising goal. How much do you want to raise for breast cancer research, education, and support?</p>

00:57

### Step 3: Create a Fundraising Plan

Include a visual of team members creating a fundraising goal on paper or on a computer. Make sure team members are wearing DHVT swag.

If this visual is of team members outlining the fundraising goal on paper you could have them use a DHVT-branded pen and branded pad of paper.

Although members can work together, Each team member will be responsible for raising a certain amount of the fundraising goal.

An example of how to raise money individually is to talk to your close friends and family about the organization that you just joined.

Be transparent and explain that you are part of a dragon boating team that raises money for breast cancer research. Ask them if they would consider donating to your team or volunteering at the festival.

<p style="text-align: center;"><b>1:15</b></p> <p>Step 4: Promote Your Cause</p> <p>Include a variety of shots of team members making individual team fundraising posters.</p>	<p>Get the word out! Utilize social media platforms, flyers, posters, and tabling events to raise awareness about your crew's fundraising team and DHVT.</p>
<p style="text-align: center;"><b>1:27</b></p> <p>Step 5: Teamwork</p> <p>Clips of the team working together, participating in paddling events, practicing on Lake Champlain, and celebrating achievements.</p>	<p>Remember, it's all about teamwork. Celebrate every milestone and keep pushing forward.</p>
<p style="text-align: center;"><b>1:37</b></p> <p>The fundraising team holding a check with the total amount raised.</p>	<p>Together, we can make a difference in breast cancer. Creating a fundraising team is the first step towards making a real impact in the fight against breast cancer.</p>
<p style="text-align: center;"><b>1:47</b></p> <p>Fade to the local business or organization's logo, contact information, and a call to action.</p>	<p>Get started today! Join us and be a part of something big! Together, let's create a world free from breast cancer.</p>



## Goal #3 | Objective #2 | Strategy #2

### Objective #2:

Increase the amount of businesses/organizations using dragon boating at DHVT as a team building activity by 25% by the end of the next festival (August 6th, 2024).

### Strategy #2:

One-on-ones

## **Tactic #1:**

Set up a tabling partnership at Hula where DHVT is there once a month to chat with businesses about all of DHVT's offerings, including team building activities.

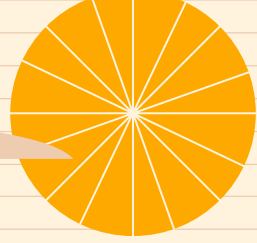
## **Tactic #2:**

Pitch through email to local businesses that have previously participated in DHVT's offerings about team building activities.

## **Tactic #3:**

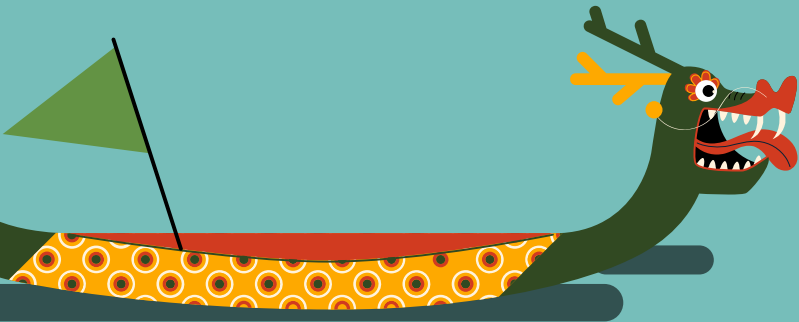
Go door-to-door on Church St and inquire about businesses being interested in team building activities with DHVT.





# Measurement

How to Gauge the Effectiveness and Success  
of Strategies



**Goal #1:** Increase engagement with digital and owned media

**Objective #1:** Increase the amount of social media engagement across active platforms (Instagram, Facebook, and TikTok) by 10% by the end of the next festival (August 6th, 2024).

Strategy #1: Establish an overarching social media plan

- Track the number of likes, comments, and shares across posts on TikTok, Facebook and Instagram.
- Analyze the engagement rate per post
- Monitor the increase in followers on Facebook, Instagram, and TikTok.
- Track the total number of unique visitors
- Identify spikes from specific content, platforms, and campaigns
- Evaluate the click-through-rate on stories and social posts
- Look at demographic data of your audience

**Goal #1:** Increase engagement with digital and owned media

**Objective #2:** Increase the amount of owned media engagement by 10% by the end of the next festival (August 6th, 2024).

### Strategy #1: Utilize newsletter and blog

- Measure the increase in newsletter open rates
- The increase in newsletter click-through rates
- The newsletter subscription growth rate
- Growth in blog readers/visitors
- Look at blog post views, comments, and shares
- Look at the time spent on each blog
- Utilize analytics tools on Instagram, Facebook and TikTok to see the click-through-rate from socials to blog/newsletter

### Strategy #2: DHVT website

- Total number of views and unique visitors on the website.
- Average time visitors spend on the website.
- Amount of visitors who close the website after viewing one page
- Social media engagement on social media platforms linked to website
- New subscribers to the newsletter from website
- Look at the increase in blog post engagement from website visitors

**Goal #2:** Increase awareness about Dragonheart VT among Gen-Z and Millennials

**Objective #1:** Increase the number of Gen-Z and Millennial members of Dragonheart VT by 10% by the end of the next festival (August 6th, 2024).

Strategy #1: Utilize social media

- **Engagement Metrics:** Track views, likes, comments, and shares for each video. Monitor engagement rate.
- **Follower Increase:** Measure growth in followers/subscribers on Facebook Reels, Instagram Reel, and TikTok. Track through platform analytics.
- **Influencer Impact:** Measure reach and engagement from earned media. Track campaign-related hashtag use by influencers and followers.
- Monitor individuals joining DHVT after watching the video series using unique codes or links.

Strategy #2: Host events

- Track amount of attendance and sign-ups after events
- **Engagement & Interest:** Assess interaction with promotional materials and inquiries from students.
- **Discount Utilization:** Monitor the number of students using special membership discounts.
- **Giveaway Impact:** Evaluate participation in giveaways and its effect on engagement.
- **Demographic Analysis:** Analyze demographics of sign-ups for targeting the right audience.

**Goal #2:** Increase awareness about Dragonheart VT among Gen-Z and Millennials

**Objective #1:** Increase the number of Gen-Z and Millennial members of Dragonheart VT by 10% by the end of the next festival (August 6th, 2024).

### Strategy #3: One-on-ones

- **College Recruitment Tabling Days:** Measure the number of sign-ups and email collection during tabling events.
- Assess the impact of giveaways on sign-up rates.
- **Ambassador Program:** Track the effectiveness of ambassadors by monitoring new sign-ups referred by them. Evaluate social media engagement generated by ambassadors.
- **Inflatable Dragon Promotion:** Monitor the number of sign-ups generated during and after inflatable dragon promotions. Track engagement on social media during the promotion.

**Goal #2:** Increase awareness about Dragonheart VT among Gen-Z and Millennials

**Objective #2:** Increase the number of Gen-Z & Millennial teams competing in the festival by 20% by the end of the next festival (August 6th, 2024).

### Strategy #1: Social media

- **Engagement Metrics:** Monitor comments, likes, and shares on TikTok. Track follower growth during and after the DHVT membership giveaway.
- **DHVT Membership Giveaway:** Track the number of entries for the DHVT membership giveaway on TikTok. Monitor the conversion rate of giveaway participants to actual members.

### Strategy #2: Traditional Media

- **Press Release Impact:** Measure the unique monthly visitors (UVM) of each earned media platform and the total amount of media hits. Track the increase in festival registrations following the press release.
- **News Features:** Evaluate the impact of the news feature on website visits and registrations. Monitor the increase in social media engagement following the feature.
- **Radio PSA and Contest:** Track the number of Gen-Z/Millennial teams registering after the radio PSA. Assess the number of contest participants and their engagement.

**Goal #3:** Increase awareness about Dragonheart VT among local businesses

**Objective #1:** Obtain at least 5 new local businesses/organizations as competing teams in the festival by the end of the next festival (August 6th, 2024).

### Strategy #1: Utilize social media

- Number of people who see DHVT's social media content using social media metrics and analytics on the platforms
- Number of posts encouraging local businesses/organizations to join as competing teams.
- Engagement on posts pertaining to competition teams, competing in the festival, and local business testimonials

### Strategy #2: Utilize Owned Media

- Look at where your visitors are coming from to see how effective your owned media is during visits to website, blog, and newsletter by using Google Analytics
- Measure engagement of posts related to inviting businesses to start a fundraising team to compete in the festival
- Keep an eye on an increase in followers and engagement

**Goal #3:** Increase awareness about Dragonheart VT among local businesses

**Objective #1:** Obtain at least 5 new local businesses/organizations as competing teams in the festival by the end of the next festival (August 6th, 2024).

### Strategy #3: Host events

- Number of new businesses registered for the festival through an event
- Track each event's attendance
- Look at owned media traffic during and right after event
- Look at social media impressions using social media analytics tools during and right after the event

### Strategy #4: One-on-ones

- Create a survey to get feedback about the one-on-ones and to see how many individuals would be interested in creating a competing team
- Utilize Salesforce or equivalent software to know who you have reached out to and who you have talked to about creating a competing team
- Look at how interested and engaged this individual is during the one-on-one



**Goal #3:** Increase awareness about Dragonheart VT among local businesses

**Objective #2:** Increase the amount of businesses/organizations using dragon boating at DHVT as a team building activity by 25% by the end of the next festival (August 6th, 2024).

### Strategy #1: Utilize social media

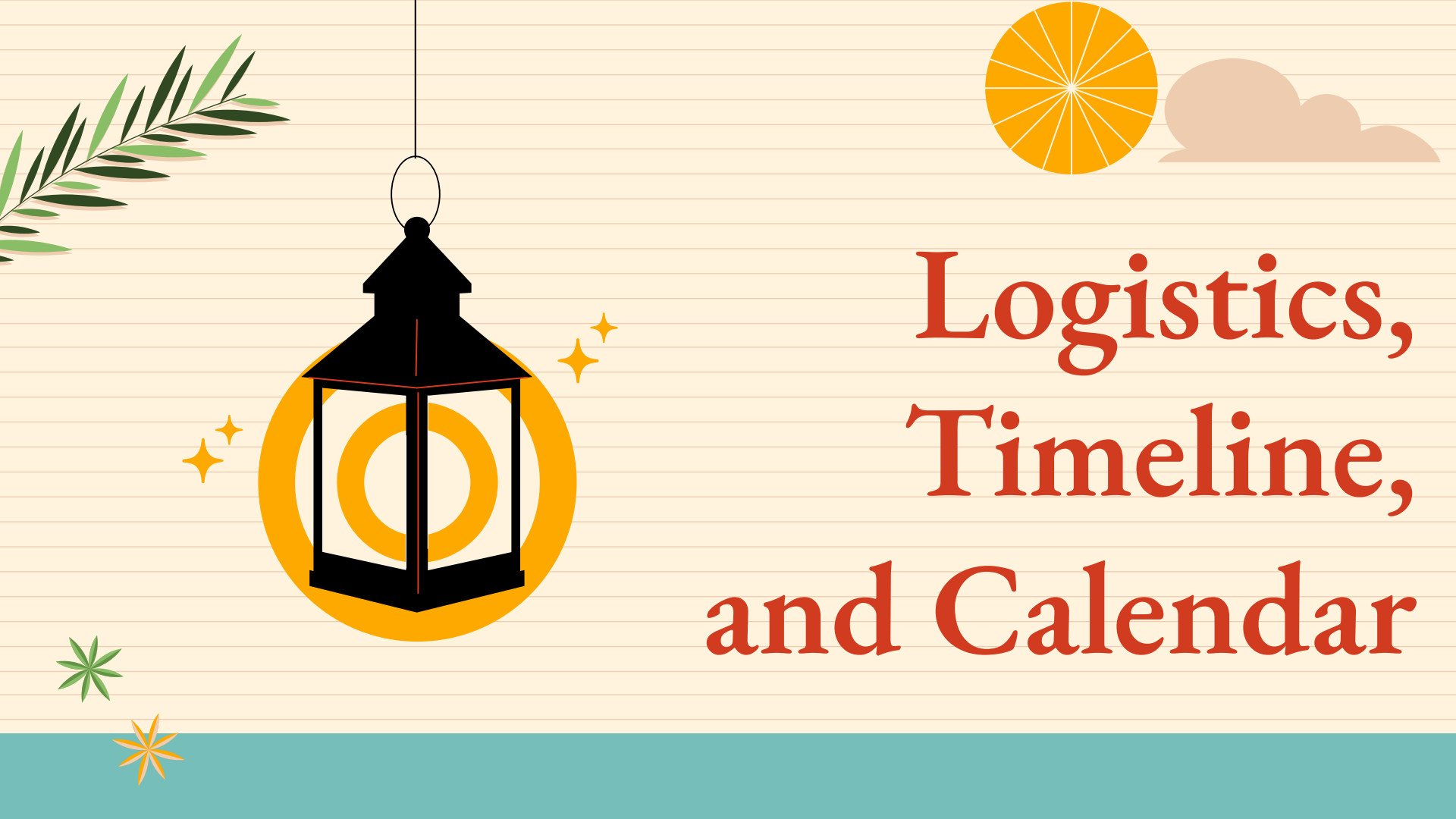
- Look at social media analytics on TikTok, Instagram and Facebook to understand engagement among local businesses
- Keep a list of local businesses that you have communicated with through all social platforms and each businesses interest level.
- Utilize Sprout Social or equivalent software to track conversions from social platforms to inquiries about team building activities

### Strategy #2 One-on-ones

- Create a survey to get feedback about the one-on-ones and to see how many individuals are interested using dragon boating as a team building activity
- Utilize salesforce or equivalent software to know who you have reached out to and who you have spoken with
- Determine the conversion rate

# Repeat Research

- Repeat the survey after campaign implementation
- Repeat focus group research
- Repeat informational interviews
- Repeat social media audit (re-evaluate how many followers on each platform and if this number has increased)
- Repeat SEO evaluations



# Logistics, Timeline, and Calendar

# General Overview

## **Social Media:**

- During paddling season, post 3-4 times on Instagram and Facebook and 1-2 times on TikTok
- During the off-season, 1-2 times on Instagram/Facebook and 3 times a month on TikTok
- Utilize evergreen content ideas, short videos, and 20th Anniversary content regularly

## **Newsletter:**

- Sent out regularly at start of every month

## **Blog:**

- Posted regularly at start of every month

## **Events:**

- Table at Hula each month
- Frequent campus tabling events
- Additional fun events for target audiences

## **Traditional Media:**

- Radio & TV features

# January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
	Send Out January Newsletter	Dragon Tales Monthly Blog	Instagram/Facebook Reel	TikTok Reel	20th Anniversary Content	
7	8	9	10	11	12	13
		Evergreen Content	Instagram/Facebook Reel	TikTok Reel		Table at Hula
14	15	16	17	18	19	20
			Instagram/Facebook Reel	TikTok Reel		
21	22	23	24	25	26	27
			Instagram/Facebook Reel		20th Anniversary Content	
28	29	30	31			
	Evergreen Content					

TikTok	Instagram/Facebook	Event	Newsletter	Blog	Traditional Media
--------	--------------------	-------	------------	------	-------------------

- During the off-season, post 1-2 times on Instagram and Facebook and 3 times a month on TikTok
- Send out monthly newsletter at start of month

- Send monthly blog of n
- Utilize evergreen content
- Manage evergreen traffic through off

# February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
				Send Out February Newsletter	Dragon Tales Monthly Blog	Evergreen Content
4	5	6	7	8	9	10
		Evergreen Content	Instagram/Facebook Reel	TikTok Reel		
11	12	13	14	15	16	17
			Instagram/Facebook Reel	TikTok Reel	20th Anniversary Content	Table at Hula
18	19	20	21	22	23	24
			Instagram/Facebook Reel	TikTok Reel	20th Anniversary Content	
25	26	27	28	29		
Evergreen Content				20th Anniversary Content		

TikTok	Instagram/Facebook	Event	Newsletter	Blog	Traditional Media
--------	--------------------	-------	------------	------	-------------------

- During the off-season, post 1-2 times on Instagram and Facebook and 3 times a month on TikTok
- Send out monthly newsletter at start of month

- Send monthly blog of n
- Utilize evergreen content
- Manage event traffic and takeoff

# March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
					Send Out April Newsletter	Dragon Tales Monthly Blog
3	4	5	6	7	8	9
		Evergreen Content	Instagram/Facebook Reel	TikTok Reel		Table at Hula
10	11	12	13	14	15	16
			Instagram/Facebook Reel	TikTok Reel	20th Anniversary Content	
17	18	19	20	21	22	23
		Evergreen Content	Instagram/Facebook Reel	TikTok Reel		
24	25	26	27	28	29	30
	20th Anniversary Content				Evergreen Content	

TikTok	Instagram/Facebook	Event	Newsletter	Blog	Traditional Media
--------	--------------------	-------	------------	------	-------------------

- During the off-season, post 1-2 times on Instagram and Facebook and 3 times a month on TikTok
- Send out monthly newsletter at start of month

- Send monthly blog of n
- Utilize evergreen content
- Manage evergreen traffic monthly tactics off

# April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
	Send Out April Newsletter	Dragon Tales Monthly Blog	Instagram/Facebook Reel	TikTok Reel	20th Anniversary Content	UVM Tabling Event
7	8	9	10	11	12	13
		Evergreen Content	Instagram/Facebook Reel	TikTok Reel	20th Anniversary Content	Table at Hula
14	15	16	17	18	19	20
Pitch to WCAX for a News Feature		Evergreen Content	Instagram/Facebook Reel	TikTok Reel	20th Anniversary Content	Champlain Tabling Event
21	22	23	24	25	26	27
		Evergreen Content	Instagram/Facebook Reel	TikTok Reel	20th Anniversary Content	
28	29	30				
20th Anniversary Content	Instagram/Facebook Reel	TikTok Reel				

TikTok	Instagram/Facebook	Event	Newsletter	Blog	Traditional Media
--------	--------------------	-------	------------	------	-------------------

- During paddling season, post 3-4 times a week on Instagram and Facebook and 1-2 times a week on TikTok
- Send out monthly newsletter at start of month

- Ser...
- mo...
- blo...
- of...
- Mo...
- and...
- Tra...
- Me...
- tact...
- star...
- plac...



# May

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
			Send Out May Newsletter	Dragon Tales Monthly Blog	St. Mike's Tabling Event	20th Anniversary Content
5	6	7	8	9	10	11
Pitch BYP Paddle Event	Evergreen Content	Instagram/Facebook Reel	TikTok Reel	Livestream of team-building activity		Table at Hula
12	13	14	15	16	17	18
	Evergreen Content	Instagram/Facebook Reel	TikTok Reel	20th Anniversary Content		Dragon Boat Open Day
19	20	21	22	23	24	25
Video on how businesses can create festival teams	Video on how businesses can create festival teams	Instagram/Facebook Reel	TikTok Reel	Team Building Activity Video		Gym Fitness Competition Event
26	27	28	29	30	31	
	Evergreen Content	Instagram/Facebook Reel	TikTok Reel	20th Anniversary Content		

TikTok	Instagram/Facebook	Event	Newsletter	Blog	Traditional Media
--------	--------------------	-------	------------	------	-------------------

- During paddling season, post 3-4 times a week on Instagram and Facebook and 1-2 times a week on TikTok
- Send out monthly newsletter at start of month

- Ser...
- mo...
- blo...
- of...
- Mo...
- and...
- Tra...
- Me...
- tact...
- star...
- plac...

# June

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
		Past Businesses in Festival Series (Vid 1)	Past Businesses in Festival Series (Vid 1)	Send Out June Newsletter	BYP Paddle Event	Dragon Tales Monthly Blog
4	5	6	7	8	9	10
	Pitch Radio PSA	Past Businesses in Festival Series (Vid 2)	Past Businesses in Festival Series (Vid 2)	20th Anniversary Content	Evergreen Content	
11	12	13	14	15	16	17
Golf Tournament Tabling	Send pitch for 20th Anniversary Event	Past Businesses in Festival Series (Vid 3)	Past Businesses in Festival Series (Vid 3)	20th Anniversary Content	Evergreen Content	Radio PSA to start running
18	19	20	21	22	23	24
		Past Businesses in Festival Series (Vid 4)	Past Businesses in Festival Series (Vid 4)	20th Anniversary Content	Evergreen Content	Table at Hula
25	26	27	28	29	30	
		Past Businesses in Festival Series (Vid 5)	Past Businesses in Festival Series (Vid 5)	20th Anniversary Content	Evergreen Content	

TikTok	Instagram/Facebook	Event	Newsletter	Blog	Traditional Media
--------	--------------------	-------	------------	------	-------------------

- During paddling season, post 3-4 times a week on Instagram and Facebook and 1-2 times a week on TikTok
- Send out monthly newsletter at start of month

- Ser mo blo of
- Mo and Tra Me tact star plac

# July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
	Send Out July Newsletter	Why DHVT Needs You Series (Video 1)	Why DHVT Needs You Series (Video 1)	Dragon Tales Monthly Blog	Behind the Scenes with Gen-Z/Millennials (Vid 1)	Announce Instagram Stories Contest on Stories
7	8	9	10	11	12	13
Lake Monsters Tabling		Why DHVT Needs You Series (Video 2)	Why DHVT Needs You Series (Video 2)		Behind the Scenes with Gen-Z/Millennials (Vid 2)	Day of Instagram Stories Contest - Post Content
14	15	16	17	18	19	20
Calling All Local Businesses Graphic Post		Why DHVT Needs You Series (Video 3)	Why DHVT Needs You Series (Video 3)		Behind the Scenes with Gen-Z/Millennials (Vid 3)	20th Anniversary Celebration Event
21	22	23	24	25	26	27
Evergreen Content		Why DHVT Needs You Series (Video 4)	Why DHVT Needs You Series (Video 4)	Radio Contest Winners Announced	Behind the Scenes with Gen-Z/Millennials (Vid 4)	Table at Hula
28	29	30	31			
20th Anniversary, 20 Reasons Why You Should Compete	20th Anniversary, 20 Reasons Why You Should Compete		Evergreen Content			

TikTok	Instagram/Facebook	Event	Newsletter	Blog	Traditional Media
--------	--------------------	-------	------------	------	-------------------

- During paddling season, post 3-4 times a week on Instagram and Facebook and 1-2 times a week on TikTok
- Send out monthly newsletter at start of month

- Ser...
- mo...
- blo...
- of...
- Mo...
- and...
- Tra...
- Me...
- tact...
- star...
- plac...

# August

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
				Send Out August Newsletter	Behind the Scenes with Gen-Z/Millennials (Vid 4)	Dragon Tales Monthly Blog
4	5	6	7	8	9	10
	Gen-Z Festival Participant (Vid 1)	Gen-Z Festival Participant (Vid 1)	20th Anniversary Social Media - Graphic or Reel	Evergreen Content		Contact Champlain to establish Paddle Event with Champ 101 in Sept
11	12	13	14	15	16	17
	Gen-Z Festival Participant (Vid 2)	Gen-Z Festival Participant (Vid 2)	20th Anniversary Social Media - Graphic or Reel	Evergreen Content	Table at Hula	
18	19	20	21	22	23	24
College Campus Tabling at Champlain	Gen-Z Festival Participant (Vid 3)	Reel on TikTok	20th Anniversary Social Media - Graphic or Reel	Evergreen Content		Lake Monsters Tabling
25	26	27	28	29	30	31
	Gen-Z Festival Participant (Vid 4)			Evergreen Content	College Campus Tabling at UVM	

TikTok	Instagram/Facebook	Event	Newsletter	Blog	Traditional Media
--------	--------------------	-------	------------	------	-------------------

- During paddling season, post 3-4 times a week on Instagram and Facebook and 1-2 times a week on TikTok
- Send out monthly newsletter at start of month

- Ser mo blo of
- Mo and Tra Me tact star plac



# Major Takeaways




- Engage with younger audiences (Gen-Z & Millennials) on existing platforms (TikTok, Instagram, and Facebook) to spread awareness
- Continue engaging with audiences year-round through the website, newsletter, social media, and events
- Engage with more local businesses and organizations in the community to get involved with DHVT's offerings
- Consistent use of one name and slogan across each platform for easy brand identification
- Keep on track with the logistics calendar for regular posting schedules

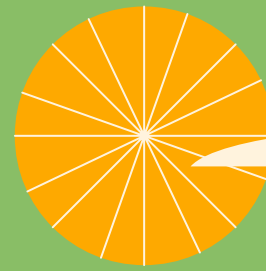


# Closing Statement

Dragonheart Vermont has the opportunity to engage with new audiences consisting of younger demographics and local businesses/organizations. By establishing thoughtful and consistent engagement across all of DHVT's platforms, brand awareness will increase which is necessary to the target audiences of this campaign. Dragonheart Vermont has the potential to be a recognizable legacy brand in Vermont that will continue to bring the local community together.



# Thanks!



CREDITS: This presentation template was created by Slidesgo, including icons by Flaticon, infographics & images by Freepik