



COMMUNICATION PLAN

B-ON-FIRE: Theatre B's sizzling summer fundraiser

PURPOSE

An evening event to shine a light on Theatre B's mission, spark genuine curiosity for the upcoming season, make new connections with patrons, neighbors and the community and raise money to support Theatre B's mission, artists and audience.

MARKETING STRATEGY

MARKETING AND COMMUNICATION GOALS

- Gain attendees and donations for B-ON-FIRE!
 - Share tickets link, QR code
 - Share ways to make donations
 - Share key messages
- Convey the mission of Theatre B.
- Empower donors to buy tickets, make donations to support Theatre B's mission, artists and audience

AUDIENCES

- Previous donors and sponsors
- Previous Partners of Theatre B productions
- Patrons of Theatre B productions
- Neighborhood community outreach

MEASURES OF SUCCESS

- Number of tickets sold, attendance
- Number of donations: new donors, sponsorships, donor growth (increased giving)

MARKETING AND COMMUNICATION TACTICS

Email Save the Date – Distribution among previous donors and sponsors

Word of Mouth – Board and Ensemble invites sponsors to consider matching gifts for the event, promotes the event, shares mission of Theatre B

Mailed/Email Invitation – printed or emailed

Community Posters - displayed where patrons are found

Social Media – share the invitation to attend, introduce band, tease sneak-peek, how to make a donation, tickets, mission of Theatre B, stories of impact

Community Calendars – key messages for ticket sales

Press Release – Outline season, share the invitation to attend, introduce band, tease sneak-peek, why make a donation, tickets, mission of Theatre B

Radio Interviews – Board or Ensemble members share the mission of Theatre B and invitation to the fundraiser



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KEY MESSAGES

MISSION-BASED KEY MESSAGES

Theatre B holds the circle, shares the stories, and ignites conversations that transform us all.

KEY CONTENT

Tagline: B-ON-FIRE: Theatre B's sizzling summer fundraiser

Date: Thursday, August 1, 2022

Time: 6:00 PM to 9:00 PM

Location: Theatre B, 215 10th Street N, Moorhead

Tickets: [\[insert weblink\]](#), Scan the QR Code to purchase tickets

\$75 V.I.P. Tickets: A special gift, food and beverage, season sneak-peek admission, outdoor concert with [BAND], and community conversation (\$00 is tax-deductible)

\$45 Tickets: A special gift, season sneak-peek admission, outdoor concert with [BAND] and community conversation. (\$00 is tax-deductible)

\$25 Sneak Peak Tickets:

Free: Outdoor concert with [BAND] and community conversation. Food truck and beverage tickets are available for purchase.

Food/Beverage/Raffle Tickets: \$15 for 5 tickets

Full Meal: 5 tickets, ala carte 2-3 tickets

Beer: 2 tickets, Wine: 3 tickets, Water/Soda: 1 ticket

Raffle: 1 ticket

Hashtag: #B-On-Fire

ABOUT B-ON-FIRE

We're fired up to showcase our 20th season! Join us for B-ON-FIRE, a sizzling summer fundraiser to support the courageous and transformative work of Theatre B. Gather round the fire-pits, enjoy music from the [BAND], and delicious food from popular food trucks, and a special sneak-peek of the 20th season. Enjoy a fun summer gathering with food, fire circles, music and more.

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INCLEMENT WEATHER POLICY

B-ON-FIRE is Theatre B's only fundraising event. In case of inclement weather, we may cancel the outdoor activities. If you purchase advance tickets, we invite you to attend the Sneak-Peek Season Preview at your designated time. The remainder of your ticket purchase will be considered a donation, and we will provide you with a receipt that may be used for tax deduction purposes. Thank you for your understanding and support!

HOW TO PROMOTE B-ON-FIRE: Theatre B's sizzling summer fundraiser

Instructions to Event Sponsors, Friends of Theatre B

Social Media

Suggested dates to share:

[INSERT Copy], #B-On-Fire, Links, Images (sized accordingly)...

Newsletter Article

[INSERT Copy] Links, Images (sized accordingly)...

Community Calendar Blurb

[INSERT Copy], Links, Images (sized accordingly)...

COMMUNICATIONS CALENDAR			
Week	Channel	Message	Image
12 Weeks	Community Calendars	CALENDARS: <i>TV/RADIO</i> NPR, Valley News Live, KVRR, KFGO, WDAY, MAGAZINES: Area Woman, On the Minds of Moms, Fargo Monthly, FargoUnderground,	Logo
10 Weeks	Tickets & Donations Sites Live Save the date email		
9 Weeks	Community Posters		
8 Weeks	Mail Invitations Email invitation		
8 Weeks	Social Media Campaign Starts		
7 Weeks			



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6 Weeks			
5 Weeks			
4 Weeks	Email Invitation		
3 Weeks			
2 Weeks	Email Invitation reminder		
2 Weeks	Radio Interviews		
2 weeks	Press Release		
1 week			
2 days	Email ticket holders	If necessary inclement communicate weather plan, thanks, what to expect, instructions to attend	
Post	Social Media Thanks		
Post	Email Thanks		
Post	Mailed Thanks		

CREATIVE ASSETS

PRINT & VISUAL ASSETS

- Event Logo
- Band Image
- 2021 Event select images
- Sponsor Logos
- Ticket Sales QRcode
- Donation QRcode

SOCIAL MEDIA

- FB Featured image: 1200 x 628 pixels
- FB Square: 2048 x 2048 pixels
- FB Event Cover Photo: 1000 x 524 pixels; ratio 1.91:1
- Twitter: 800 x 418 pixels
- LinkedIn: 7680 x 4320 pixels
- Newsletter Image
- *Other*

PRE-EVENT PRINT, IMAGES, POSTERS:

- 11x17" Community Poster – all key content

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- 8.5x11" Poster – all key content
- Invitation flyer/postcard 5x7" – 2 sided - all key content
- Donor card
- Invitation
- Envelope

EVENT-DAY PRINT IMAGES, POSTERS:

- 2'x3' Raffle poster/s
- 2'x3' Menus
- 2'x3' Event Signs: Welcome, Sponsors, Donation QRCode, Food Ticket Sales, Bar Service
- 5x7" Table Tents: Program details, Donation QR Code