**L8W1 -** Create Viral Awareness

**WARM-UP**

What is happening in the pictures in the PowerPoint slide? ***How*** do you know that’s what is going on?

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**ACTIVITY**

***Marketing tools:*** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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*(****Think about****: What is your [or your group’s] mission? What is the most effective way to connect with your target audience with your mission? Do you have a slogan / challenge that will motivate people?)*

**REFLECTION FOR ACTION**

Which people, organizations, and locations will make the most impact in marketing your project?

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| --- | --- |
| People, Organizations, and or Locations | How will you reach this target group? How often will you post on social media? |
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***Marketing Plan of Action:***

*I[we] will use* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** *(marketing tools)*

*to target* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *(People, Organizations, and/or locations) so that I[we] can* ***share the story*** *about* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *(intended impact of philanthropic goal).*

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**TODAY I COULD:**

* Think about the story that my project will tell about my philanthropic efforts.
* Upload my first marketing picture or video for my project on Facebook, Instagram, YouTube, or Twitter to @ottercares with the #projectheart