



CAMPAIGN DATES	1st March to tournament date - 30th April/1st May 2022
PROGRAM DATES	Them Mandurah Volleyball Invitational Tournament
LEADER	Contact our Secretary - Adrienne De Angelis
OBJECTIVE	AUDIENCE
We want to achieve the maximum number of teams for our annual tournament.	We need to contact last year's teams as well as prospective teams from our regions and the Perth competitions.
KPI	
We are aiming for five to six teams in each of six possible grades so we can utilise all six courts!	

ATTRACT <i>(Turning strangers into prospects)</i>				
PLATFORM	CONTENT	DATE	ACTION YOU WANT THEM TO TAKE?	PERSON RESPONSIBLE
Flyers/email	Tournament details, e.g., grades, cost	1 March 2022	We want them to tell their players to get ready to nominate their teams!!	Secretary
Social media	Tournament details	1 March	We want to tell them about our tournament	Public Relations Officer
Club Website	Tournament details	1 March	We want to tell them about our tournament	Public Relations Officer



ENGAGE <i>(Turning prospects into customers)</i>				
PLATFORM	CONTENT	DATE	ACTION YOU WANT THEM TO TAKE?	PERSON RESPONSIBLE
<i>Email</i>	<i>Tournament details and nomination form</i>	<i>8 March</i>	We want them to go to our online form to nominate their team as well as VWA Portal to register players	Secretary
Social media	Tournament details and links to the nomination form	8 March	We want to tell them about our tournament and post links for team and player registrations	Public Relations Officer
<i>Club Website</i>	<i>Blog: things to do whilst you play and afterwards at night!</i>	15 April 2022	Make sure they book somewhere to stay close to dining and social areas	Public Relations Officer



DELIGHT <i>(Turning customers into promoters)</i>		
ACTIONS	DUE	COMPLETED
Send confirmation email to registrant with tournament information, and a link to our social media page to keep up with information about our tournament.	Immediately after they sign up for registrations	Secretary to confirm this has happened every week.