



**FASHION FOR THE CURE
2025**

INTEGRATED MARKETING CAMPAIGN - EVENT

SYCAMORE HIGH SCHOOL

7400 CORNELL ROAD

CINCINNATI OHIO 45242

MARCH 11TH, 2025

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Executive Summary

FASHION FOR THE CURE (FFTC) IS 45-DAY-LONG CAMPAIGN DESIGNED TO ENGAGE THE COMMUNITY WHILE RAISING AWARENESS AND FINANCIAL SUPPORT FOR THE DRAGONFLY FOUNDATION, A NON-PROFIT ORGANIZATION DEDICATED TO ASSISTING PEDIATRIC CANCER PATIENTS AND THEIR FAMILIES. THE CAMPAIGN CULMINATES IN A HIGHLY ANTICIPATED FASHION SHOW, WHICH HAS BEEN HOSTED ANNUALLY AT SYCAMORE HIGH SCHOOL FOR THE PAST 19 YEARS.

GENERAL TARGET MARKET -

PRIMARY - STUDENTS/STAFF AT SHS
SECONDARY - FAMILIES OF STUDENTS/STAFF
TERTIARY - CINCINNATI RESIDENTS

PROMOTIONAL TACTICS -

FASHION SHOW, FUNDRAISERS,
BAKE SALES, BRAND PARTNER,
FLYERS, VIP/VIRTUAL TICKETS

CAMPAIGN OBJECTIVES -

RAISE \$80K AND AWARENESS FOR THE DRAGONFLY FOUNDATION, SUPPORT THE SYCAMORE FASHION PROGRAM AND INCREASE STUDENT AND STAFF PARTICIPATION

EXPONENTIAL GROWTH

AMOUNT RAISED, 2018: 25K

AMOUNT RAISED, 2019: 48K

-- COVID --

AMOUNT RAISED, 2022: 58K

AMOUNT RAISED, 2023: 70K

AMOUNT RAISED, 2024: 85K

STATEMENT OF BENEFITS

CAMPAIGN COSTS: \$840.69

TOTAL REVENUE: \$95K

NET REVENUE: \$84,306.77

ROI: 10,028.3%

ACTIVITIES BREAKDOWN

(IN-DEPTH BREAKDOWN
LOCATED ON PAGES 5 + 6)

1/4 - BRAND PARTNERSHIP

1/6 - CREWNECKS 4 A CAUSE

2/16 - DAY OF MIRACLES

2/16 - HAIRCUTS FOR A CURE

2/18 - TICKET SALES END

2/21 - FASHION SHOW

Event Description

OUR **45-DAY CAMPAIGN**, FASHION FOR THE CURE (**FFTC**), IS DEDICATED TO PROMOTING AND SUPPORTING THE **DRAGONFLY FOUNDATION**, A NONPROFIT ORGANIZATION THAT HAS BEEN MAKING A DIFFERENCE FOR THE PAST 15 YEARS. DRAGONFLY IS COMMITTED TO **ALLEVIATING THE FINANCIAL, PHYSICAL AND EMOTIONAL BURDENS FACED BY PEDIATRIC CANCER PATIENTS AND THEIR FAMILIES** - CHALLENGES NO CHILD OR FAMILY SHOULD HAVE TO ENDURE.

THE CAMPAIGN CULMINATES IN OUR HIGHLY ANTICIPATED **FASHION SHOW ON FEBRUARY 21ST** AT SYCAMORE HIGH SCHOOL, BRINGING TOGETHER THE SYCAMORE COMMUNITY IN A POWERFUL CELEBRATION OF SUPPORT AND AWARENESS. IN THE 45 DAYS LEADING UP TO THIS EVENT, WE WILL EXECUTE **A SERIES OF IMPACTFUL FUNDRAISERS** AND COMMUNITY-WIDE INITIATIVES ACROSS **MULTIPLE LOCATIONS** TO MAXIMIZE OUR OUTREACH AND ENGAGEMENT.

TO ENSURE THE SUCCESS OF FFTC, A **STRATEGIC AND DYNAMIC MARKETING APPROACH** IS ESSENTIAL, ALLOWING US TO REACH A BROAD AND DIVERSE AUDIENCE THROUGH COMPELLING AND ENGAGING PROMOTIONS. SIGNATURE EVENTS SUCH AS **"DAY OF MIRACLES"** AND **"HAIRCUTS FOR A CURE"** TAKE PLACE AT SYCAMORE HIGH SCHOOL, WHILE COMMUNITY-BASED FUNDRAISERS - INCLUDING **"EAT WINGS, RAISE FUNDS"** AND **"DO GOOD CHIPOTLE"** - EXTEND OUR REACH BEYOND THE SCHOOL, ENGAGING A WIDER NETWORK OF SUPPORTERS. THROUGH **CONSISTENT PROMOTION AND MEANINGFUL ACTIVITIES**, WE STRIVE TO MAXIMIZE AWARENESS, PARTICIPATION, AND IMPACT, ENSURING THE GREATEST POSSIBLE SUCCESS FOR THIS CAMPAIGN.

OTHER FUNDRAISERS

NEW THIS YEAR: CREWNECKS FOR A CAUSE

- LED BY STUDENTS
- LOTS OF COMMUNICATION
- APPEALING TO TARGET MARKET
- WORD-OF-MOUTH SPREADING
- NEW!!

BAKE SALES

- STUDENT LED
- LOTS OF LOCATIONS
- APPEALS TO ALL AUDIENCES
- LOW BUDGET
- EASY TO SET-UP

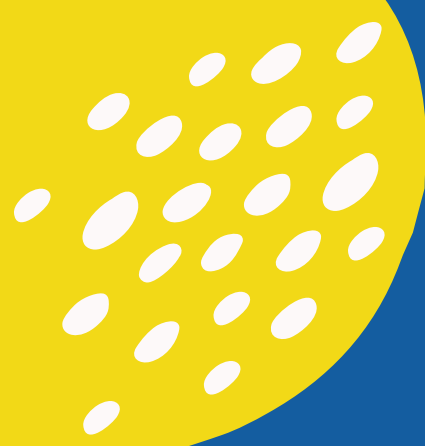
BRAND PARTNER

- SUPPORTING LOCAL BRAND
- MORE ADVERTISING
- TWO-WAY PROFITING

VIRTUAL/VIP TICKETS

- UPGRADES
- ALTERNATE OPTIONS
- MORE ACCESSIBLE
- STREAMING

Campaign Objectives



OBJECTIVE

OUR UP-FRONT OBJECTIVE IS TO SUCCESSFULLY PROMOTE OUR FASHION SHOW AND RAISE **\$80,000** FOR THE **DRAGONFLY FOUNDATION**.

OTHER OBJECTIVES INCLUDE, PROMOTION OF OUR **FASHION PROGRAM** THAT SUPPLIES US WITH A LARGE PORTION OF THE CLOTHES DISPLAYED AT THE FASHION SHOW. AS WELL AS, INCORPORATE MORE **OPPORTUNITIES TO SUPPORT THE CAUSE FOR THOSE OUTSIDE THE HIGH SCHOOL**. ONE STRATEGY WE WILL USE, IS TO IMPLEMENT **VIRTUAL TICKETS** TO THE FASHION SHOW WHICH ALLOWS US TO WIDELY EXPAND OUR AUDIENCE.

Campaign Target Market

EACH VARIATION OF PROMOTION IS DIRECTED AT A TARGET MARKET. THE BREAKDOWN OF THESE MARKETS IS SEEN BELOW.

PRIMARY MARKET

- OUR PRIMARY TARGET MARKET **DEMOGRAPHICALLY** IS STUDENTS AT SYCAMORE HIGH SCHOOL. OUR STUDENT BODY IS VERY SUPPORTIVE OF THIS CAMPAIGN AND EASY TO ACCESS DIRECTLY. THESE STUDENTS ALSO ALLOW US TO EXPAND OUR CAMPAIGN BY MEANS OF **WORD-OF-MOUTH ADVERTISING** TO FAMILY AND FRIENDS. OUR CAMPAIGN IS STRUCTURED SO THAT STUDENTS HAVE THE OPPORTUNITY TO SUPPORT OUR CAUSE IN MANY DIFFERENT WAYS THAT ARE APPEALING TO THIS SPECIFIC AGE GROUP AND OUR SCHOOL'S INTERESTS. EVENTS THAT BRING TOGETHER THE SCHOOL SUCH AS, "**FFTC VOLLEYBALL TOURNAMENT**" ARE ESPECIALLY EFFECTIVE BECAUSE OF THE COMPETITIVE NATURE AND RELATIONSHIPS OUR STUDENTS HAVE WITH ONE ANOTHER.

SECONDARY MARKET

- SECONDARILY, OUR TARGET MARKET CONSISTS OF **FAMILIES AND FRIENDS** OF SYCAMORE STUDENTS AND STAFF MEMBERS. AS THEY ARE ALSO, VERY INTERESTED IN SUPPORTING THE CAUSE, WE MUST CREATE EFFECTIVE CAMPAIGN OPPORTUNITIES THAT REACH PEOPLE WHO MAY NOT BE IN A LOUD SCHOOL ENVIRONMENT ALL DAY. TECHNIQUES WE USE INCLUDE "**VIP/VIRTUAL TICKETS**" AND "**DAY OF MIRACLES**". BOTH OF THESE EVENTS CAN BE ACCESSED ONLINE AND DO NOT REQUIRE ANY PHYSICAL PRESENCE OR PARTICIPATION. VIRTUALLY PROMOTING OUR EVENT ALSO ALLOWS FOR OUR **GEOGRAPHIC TARGET LOCATION** TO BE STRETCHED ANYWHERE IN THE OHIO AREA OR EVEN FARTHER.

Campaign Activities

+ Schedule



LINK TO TICKETS AND
TO DONATE!

JANUARY 6

BRAND PARTNERSHIP BEGINS

JANUARY 7

CREWNECKS FOR A CAUSE BEGINS

FEBRUARY 12-15

FFTC VOLLEYBALL TOURNAMENT

FEBRUARY 13

LAST CHANCE TO UPGRADE TICKETS

FEBRUARY 15-16

DAY OF MIRACLES

FEBRUARY 16

HAIRCUTS FOR THE CURE

FEBRUARY 16

LAST BAKE SALE AT BASKETBALL GAME

FEBRUARY 20

CAMPAIGN SPECIALTY TICKETS SALES END

FEBRUARY 23

DATE OF THE SHOW!

Campaign Activities

+ Schedule Cont'd

BRAND PARTNERSHIP - THIS YEAR WE PARTNERED WITH BFC DRESS CLUB AND MAINSTREAM BOUTIQUE. MODELS WHO ARE NOT WEARING STUDENT MADE OUTFITS WILL WEAR CLOTHING FROM ONE OF THESE TWO BRANDS. THIS PROVIDES US WITH GREAT TWO-WAY PROMOTION (DRAGONFLY KIDS WEAR T-SHIRTS WITH THEIR OWN DESIGN ON THEM, SYCAMORE STUDENTS MAKE THESE SHIRTS FOR THEM).

CREWNECKS FOR A CAUSE - NEW THIS YEAR, CREWNECKS FOR A CAUSE SELLS SPECIALIZED CREWNECKS WITH A BUTTERFLY PATCH ON THEM TO STUDENTS AND STAFF AT SYCAMORE HIGH SCHOOL. MANUFACTURING IS CHEAP AND THE COST IS 18 DOLLARS TO BUY ONE. NOT ONLY DO WE GET GREAT PROFIT BUT, IT IS VERY APPEALING TO OUR TARGET AUDIENCE, AS CLOTHES ARE SEEN AS AN EXTREMELY IMPORTANT PART OF LIFE.

FFTC VOLLEYBALL TOURNAMENT - THIS IS A VERY FUN EVENT THAT STUDENTS LOOK FORWARD TO EACH YEAR. WE ADVERTISE ON SOCIAL MEDIA TO CATCH THE EYE OF OUR TARGET AUDIENCE. THE EVENT IS HELD THROUGHOUT A WEEK IN OUR GYMNASIUM AND IT IS A 5-DOLLAR ENTRY FEE FOR EACH INDIVIDUAL THAT WANTS TO PARTICIPATE. STUDENTS FORM TEAMS OF 7-10 PEOPLE AND COMPETE AGAINST OTHER TEAMS IN THE SCHOOL ROUND-ROBIN STYLE, FOR A GRAND PRIZE OF DONUTS!

HAIRCUTS FOR THE CURE - A VERY SPECIAL ANNUAL PROMOTION TACTIC THAT SUPPORTS PEDIATRIC CANCER. TYPICALLY, WE HAVE 5-10 STUDENTS VOLUNTEER TO SHAVE AND DONATE THEIR HAIR TO THOSE WHO LOST THEIRS TO CANCER TREATMENT. THIS EVENT IS VERY EMOTIONAL AND TOUCHING TO ALL THAT WITNESS IT. THE EVENT IS ALSO STREAMED ON THE FFTC INSTAGRAM PAGE SO THAT FAMILY AND FRIENDS ARE ABLE TO WATCH FROM HOME.

DAY OF MIRACLES - A 24-HOUR LONG EXTREME PUSH FOR DONATIONS, HEAVILY ADVERTISED ON SOCIAL MEDIA. WE BROUGHT IN OVER 7,000 DOLLARS IN DONATIONS IN JUST ONE DAY. A CHALLENGE FOR EVERYONE TO DONATE JUST A DOLLAR TO RAISE AS MUCH MONEY AS POSSIBLE, IMAGINE HOW MUCH WE CAN RAISE IN 45 DAYS!

BAKE SALES - THE BAKE SALES ARE OUR LONGEST FUNDRAISER AS THEY STRETCH ALL THE WAY FROM HOME FOOTBALL GAMES TO BASKETBALL SEASON. THIS EVENT IS VERY SUCCESSFUL BECAUSE THE ATTENDANCE AT HIGH SCHOOL SPORTING EVENTS IS VERY LARGE AND HAS A WIDE VARIETY OF PEOPLE IN THE CINCINNATI AREA. IT IS GREAT FOR WORD-OF-MOUTH PROMOTION AND YUMMY TREATS!

VIRTUAL TICKETS - VIRTUAL TICKETS WAS OUR BEST IDEA OF THE CAMPAIGN YET. AS A PART OF TICKET SALES, WE OFFER A VIRTUAL OPTION SO THAT FAMILY OUT OF STATE OR THOSE WITH PRIOR OBLIGATIONS ARE STILL ABLE TO WATCH THEIR CHILD ON STAGE. THIS HAS SIGNIFICANTLY INCREASED OUR OVERALL TICKET SALES AND SAVES US LOTS OF SPACE IN THE AUDITORIUM.

VIP TICKETS - ALSO A NEW IMPLEMENTATION, ARE A GREAT WAY TO SHINE A SPECIAL LIGHT ON THOSE WHO ARE SUPER IMPORTANT TO OUR CAUSE. OUR MARKET FOR THESE TICKETS ARE THE FAMILIES OF OUR DRAGONFLY MODELS AS WELL AS, THE BENEFICIARIES FROM THE DRAGONFLY FOUNDATION. FAMILY MEMBERS OF STUDENTS MODELING ARE OUR SECONDARY MARKET FOR THESE TICKETS. TICKET PRICES ARE TYPICALLY 30 DOLLARS FOR A RESERVED VIP SEAT, COMPARED TO THE TYPICAL 15-20 DOLLAR SEAT.

FASHION SHOW - THE FASHION SHOW IS OUR FINAL EVENT OF THE CAMPAIGN AND OUR BIGGEST OF THEM ALL. THE FASHION SHOW CONSISTS OF STUDENTS AND DRAGONFLIES MODELING HAND MADE CLOTHES AS WELL AS CLOTHES FROM OUR BRAND PARTNER. A GREAT WAY TO BRING THE COMMUNITY TOGETHER AND SHOW THE DRAGONFLY FOUNDATION OUR LOVE.

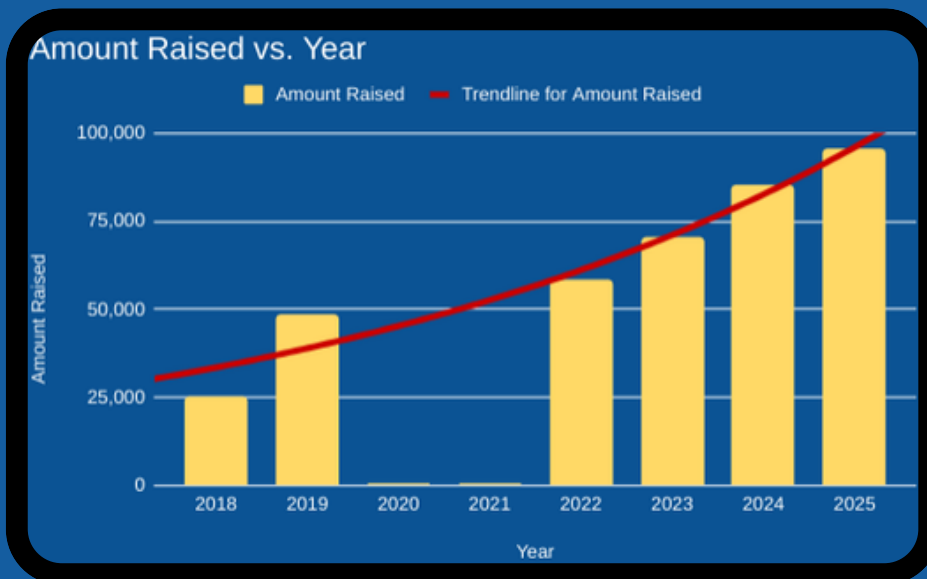
BUDGET

BAKE SALE BOOTHS/DECORATIONS	\$56.69 - DECORATIONS (TABLES AND OTHER MATERIALS REUSABLE FROM PRIOR YEARS)
CREWNECKS FOR A CAUSE	\$7/CREWNECK - 112 CREWNECKS SOLD - TOTAL COST = \$784
BRAND PARTNERSHIP/ADVERTISING	\$0 - FLYERS PRINTED AT SCHOOL
SCHOOL VISITS	\$0 - BUS AND DRIVER PROVIDED FOR SCHOOL EVENTS
TOTAL EXPENSES	\$840.69

DUE TO THE FACT THAT OUR EXPENSES ARE SO LOW, WE ARE ABLE TO GET AN EXTREMELY **HIGH RETURN ON OUR INVESTMENTS (ROI)**. THIS ALLOWS US TO CONTINUE OUR IMPACTFUL PROMOTION FOR YEARS. WE ARE ABLE TO **REUSE A LARGE QUANTITY OF OUR MATERIALS**, SINCE THEY ARE STORED AT THE SCHOOL YEAR-ROUND. THIS MAKES IT SUPER EASY AND EFFICIENT TO SET UP OUR PHYSICAL PROMOTION TACTICS. WE SPECIFICALLY CHOSE THIS STYLE OF MARKETING PLAN WITH FREQUENT, YET INEXPENSIVE ACTIVITIES BECAUSE IT KEEPS A LOT OF **FOCUS ON OUR CAUSE** AND IS MORE INTRIGUING TO STUDENTS BECAUSE THEY KNOW IT IS CHEAP OR NO COST AT ALL TO PARTICIPATE IN THE CAMPAIGN.

Key Metrics

OUR KEY METRICS ARE ESTABLISHED BASED ON **PRIOR YEARS** AND THE NEWLY IMPLEMENTED AND ENHANCED FUNDRAISING OBJECTIVES TO CREATE AN OBTAINABLE YET, SUBSTANTIAL GOAL. AS WE CONTINUE OUR **BOUNCE BACK FROM COVID-19** IT IS CRUCIAL THAT WE STRETCH OURSELVES TO NEW LEVELS OF CREATIVITY WHEN MANAGING OUR CAMPAIGN SO THAT WE CAN MAKE UP FOR ALL THE TIME WE HAVE LOST.



2018-2024

PREVIOUS AMOUNTS
RAISED VS. OUR
PROJECTION FOR THIS
YEAR

HOW WILL WE MEASURE CAMPAIGN SUCCESS?

MANAGING OUR CAMPAIGN SUCCESS WAS DIFFICULT IN THE PAST, BUT WITH THE INSTALLATION OF **QR CODES** WE ARE ABLE TO **STREAMLINE OUR DATA COLLECTION** AND HONE IN ON EACH SPECIFIC EVENT WE USE. NOT ONLY ARE WE ABLE TO SEE IF WE SUCCESSFULLY REACHED **OUR MONETARY GOAL**, BUT WE ARE ABLE TO SEE WHICH OF OUR MANY **FUNDRAISERS WAS MOST EFFECTIVE**, AS WELL AS SEEING WHAT WE CAN CHANGE TO MAKE NEXT YEAR EVEN MORE LUCRATIVE.


This Years' Event



FFTC
VOLLEYBALL
TOURNAMENT
FEBRUARY 12TH-15TH
DURING AVES BELL

MUST HAVE A MINIMUM OF 7 TO A
TEAM
\$5 PER PERSON

WINNERS GET
A PRIZE!!



CREWNECKS
FOR A CAUSE

all proceeds to The Dragonfly Foundation
order form at link in bio!

we are so proud of
@sycamorefftc
for raising over 85K for
@the_dragonfly_foundation!



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