

Events and Marketing Manager Role Update

Amy Winslow
November 2019

- **Recent Event Support**
 - 'Second Saturday' Playdate Launch
 - Created in response to the popularity of the Summer Playdate series
 - Families host a playdate (locations and times chosen by them) on the 2nd Saturday of every month
 - Feedback from alumni families and new families that this is building stronger connections amongst families
 - **Travel the Vine 2019**
 - Great success!
 - Positive feedback from volunteers, guests, and vendors
 - Sharing follow up posts with professional pictures on social media
- **Upcoming Events**
 - **Heart & Soul**
 - Thursday, February 13th, 2020
 - Downtown Central Public Library (space confirmed)
 - 'Tea Party' atmosphere
 - Next steps: send out save-the-dates/invites, begin approaching potential sponsors, reach out to auction item donors, begin planning décor and program
 - **Amplify Austin**
 - March 5-6, 2020
 - Goal and plan potentially changing this year, depending on Roots & Wings
 - **Sip & Swing for Rise**
 - Sunday, March 8th, 2020
 - Top Golf (space confirmed)
 - **Dan Burck Memorial Golf Tournament**
 - Monday, March 9th, 2020
 - UT Golf Club (space confirmed!)
- **Website**
 - In the process of working with Liz Cherry and team to begin building out new website- launch date goal of August 2020
- **Social Media**
 - Instagram
 - Continued growth in followers, comments, and shares

- 'Instagram Takeover Days' began in October
- 10+ weekly posts focusing on classrooms, events, enrollment, therapies, birthdays, etc.
- Facebook
 - Shared 2019 'Impact video' featuring Bomely and Hoglund families
 - Has received over 700 view and multiple 'shares' from a number of Rise family and staff members
 - 'Rise ATX Family Network' (closed group for current, past, and future Rise families and staff) continues to grow and be a safe and helpful platform for families to connect and share resources
 - 5-10 weekly posts focusing on: events, enrollment, therapies, birthdays, etc.