

Events and Marketing Manager Role Update

Amy Winslow

December 2018- January 2019

○ Upcoming Events

▪ Heart & Soul

- Focusing on gathering donations for Silent Auction, increasing Ticket Sales, and finalizing venue logistics
- Travel and hotel officially booked for Megan and Kris Bomgaars
- Afternoon 'Meet & Greet' being planned for Rise families with the Bomgaars on Thursday, February 14th from 1-2pm in LLL
 - **Press in the works for H&S**
 - Austin Woman Magazine is confirmed as lead media sponsor for event
 - Austin American Statesman, Austin Chronicle, Spectrum News, ABC have been contacted
 - Fox Morning News segment (live!) on Sunday 2/3

▪ Spirit Night at St. Elmo

- 20% of proceeds are going back to Rise
- Wednesday, 1/30 from 4-10pm
- BIG cake being served to Rise families at 5:30pm to celebrate 100th Day of School

▪ VIA 313 Spirit Night

- Monday, February 18th 5-9pm
- Guadalupe location
- 10% of sales being donated to Rise

▪ Kids Grass at St. Elmo Brewing Company

- Kid-friendly blue grass band
- Saturday, February 16th from 11:30am-1:30pm
- \$1 of every beer sold will be donated to Rise

▪ DSCAT + Rise Resource Fair

- Thursday, February 21st from 6-8pm
- Hosted at the Rise School
- Featuring 15+ vendors that serve families with children ages 0-8

▪ Amplify Austin

- 2/28-3/1
- Seeking one parent chair per classroom to lead classroom efforts to reach schoolwide goals (\$35,000 and 100% family participation)

▪ School-wide event coverage

- Red Day (December)

- Holiday Ball (December)
- Pajama Day (December)
- Snow Day (January)
- 100th Day of School (January)
- White Day (January)

○ **Website**

▪ **Staff page updated**

- Headshots with individual lightboxes highlighting educational experience and quote about inclusion and/or Rise

○ **Social Media**

▪ **Instagram**

- We surpassed 1000 followers!
- 5-10 weekly posts focusing on: events, enrollment, therapies, birthdays, etc.
- Special posts: *#motivationalmonday, #ToddlerTuesday, #WaddlerWednesday, #Risetipoftheweek, #TTVthursday, #friendshipfriday, etc*

▪ **Facebook**

- 5-10 weekly posts focusing on: events, enrollment, therapies, birthdays, etc.
- Creation of 'Rise ATX Family Network'- Rise parent activity has increased (events added to page, articles added to feed)