

## Community Team Action Plan 3.0

**Goal:** To generate excitement and energy around the events of the Senior Games for those in the Greater Cleveland area.

**Objective:** Get 5,000 people to create a buzz around the games so they will spread the word and attend themselves. Target people of all ages and all demographics with the wide variety of activities and free events at the Senior Games.

### Target Audience:

**General:** People of Greater Cleveland and their families

**Specifics:** Senior housing activity planners

Assisted living activity planners

Red Hat Society

University Continuing Education Programs

Senior Citizen Resource Center

Elmcroft of Sagamore Hills

Cleveland Department of Aging

Day camps for children

**Cleveland Recreation Centers and Pools** – Camp Forbes

Central, Clark, Collinwood, Cory, Cudell Recreation, Earle B. Turner, Estabrook, Fairfax, Glenville, Gunning, Halloran, Hamilton, Kenneth L. Johnson, John F. Kennedy, EJ Kovacic, Lonnie Burten, Michael Zone, Stella Walsh, Sterling, Thurgood Marshall, Zelma George

**Suburb Recreation Centers (JCC)**

**YMCAs in the Greater Cleveland area**

**Athletes and former athletes, college and high school level**

**Work places downtown** – Key Tower, BP Building, Jones Day, City Hall, Tower City, Horse Shoe...

### Strategies:

Spread the word about the Senior Games and what they are through creative publications and presence on social media sites.

Tagline: **10,000 athletes are running/racing/swarming to CLE. Do you know WHY?**

Make sure people know dates and times of events through flyers, social media posts, etc.

- Social Media buzz: Facebook contest (fill in the lyrics, trivia, etc.), contest winners carry torch in opening ceremony or other prizes
- Post flyers on business boards (i.e. coffee shops): shoe print with event details – see next page for design sketch

Contact senior community centers and day camps activity planners.

- Include information about other fun attractions surrounding the Games that will suit a wide range of ages/interests. *Talk to Destinations group.*

Research decade and trends of the Boomers' generation. (i.e. incorporate music lyrics for flyers/tweets/posts to play up the fun energy. Tweet examples:

Stayin' Alive in Cleveland #SeniorGamesCLE Opening Ceremonies just 1 month from today!

C'mon Boomers Light Your Fire #SeniorGamesCLE Lighting of the Torch is 7/19 at 8pm! Just TWO WEEKS from today!

Summer's here and the time is right, for Dancin' in the Street #SeniorGamesCLE. Opening Ceremonies are TODAY!

Stop in the Name of the Games #SeniorGamesCLE Family Day is 7/20! Kids are welcome to play a game of "Red Light, Green Light."

I Heard it Through the Grapevine Explore Cleveland day is 7/22 #SeniorGamesCLE Check out the new Convention Center for some great events!

Start Me Up at the #SeniorGamesCLE. Come to The George Finnie Stadium at Baldwin Wallace for Track and Field fun 7/23-7/30

"Runaway to Cleveland. Senior Games 2013."

"Rock n' Roll Your Way to CLE for the 2013 Senior Games."

"There'll be dancing in the street. Senior Games 2013."

"You Oughta Know by Now. 2013 Senior Games in CLE."

**Tactics:** Social media, e-mail, flyers, word of mouth, billboards, Cool Cleveland, Cleveland.com, The Plain Dealer, Sun News, etc., company newsletters

**Barriers:** People going on summer vacation  
Getting people to care about the event and committing  
Timing – too far in advanced for people to plan for yet  
College student may leave Cleveland for the summer break  
Too many people – limited parking space  
Weather – too hot or raining

See attached materials for flyers and postcards.

# Specific Audience Strategy

## Working Adults

The reason we are targeting this particular audience is because they are already going to be in the downtown area and around other locations where the Senior Games will take place. They also have families and friends that they can bring to the events if they are looking for something to do after work.

## Strategies:

Increase awareness about the Senior Games and their daily activities.

Create lunch room chatter about attending the events.

Get people to attend the games after work.

Have people working in downtown area meet with their family to come to the Games.

## Tactics:

### Flyers:

- Ask volunteers to pass out flyers outside of Tower City, and other office locations around downtown such as 200 Public Square, Key Tower, The Hanna Building etc.
- Leave flyers in the Starbucks of 200 Public Square, Hanna Building, Society Tower, West 6th Street, Cleveland Clinic, and University Circle promoting the Senior Games and the events.
- Leave flyers in the lunch rooms of offices downtown.

### Advertising Through Sponsors:

Both locations will have the first side of the postcard to be used as advertisement and a QR code for the list of events.

- See if RTA, because they are a sponsor, will allow advertising inside the Rapid Cars and Buses for a discounted rate or for free. People commuting downtown via transportation will see these on their way to and from work.
- Advertise at Cleveland Hopkins International Airport - it is run by the City of Cleveland and this will be a two in one advertising target. It will target both working executives of Cleveland and those who will be coming into the city.

### Newsletters:

- Contact companies such as KeyBank, RTA, Sherwin Williams, Quickin Loans, Jones Day, to be specific and give them event information to put in their employee newsletter.
- Add list of events to Cleveland area sponsors of the event.

### Post Cards:

- Contact the Downtown Cleveland Alliance who is already promoting the Senior Games on their website. Obtain a list of areas of downtown businesses to send the list of event post cards to.
- Also send post cards to those residents living at the locations listed under the Living tab on the DCA website
  - <http://www.downtowncleveland.com/living/residential-properties.aspx>

### Twitter Campaign:

- Start tweeting from the Senior Games twitter account basic information about the event and the activities surrounding them. June 4 will mark the start of the bi-weekly "Countdown Tweets" that will continue until the Games. One month before the Opening Ceremony on June 19, tweet a contest tweet with Senior Games apparel prizes. Continue countdown tweets leading up to the event. Two weeks before the event (July 3-10), the twitter blitz will generate buzz from tweets every other day. The week leading up to the event will feature daily tweets incorporating the song titles, musical theme, and special events. Tweet a thank you tweet at the end of the games to cap the event.
- Encourage live tweeting from people who attend the Games with a photo contest ending on the last day, August 1.