

# **Girls on the Run 5k Celebration**



## **Integrated Marketing Campaign—Event**

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## I. Executive Summary

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### Description of Event

Girls on the Run Magee-Womens Hospital of UPMC is a non-profit organization that created an after school program focusing on female empowerment by teaching 3rd, 4th, and 5th grade girls how to adopt a healthy lifestyle that increases self-esteem and sense of accomplishment. At the end of the program, all participants run in a 5k race to celebrate their individual growth. Members of the community can also register for this 5k Celebration, with all proceeds going towards scholarships for the Girls on the Run program. Through a variety of advertising strategies and events over a 45-day period, we are hoping to increase runner registration in this year's 5k Celebration, which will be held on Sunday, May 19th.

### Campaign Objectives

- 1 Increase awareness of 5k Celebration 
- 2 Increase engagement with former 5k Celebration participants 
- 3 Increase participation among women involved with local running clubs 

### Campaign Activities and Schedule

**April 5:** Social Media Campaign, Registered Runner Facebook Page, Training Calendar, Flyers and Yard Signs

**April 8:** Eat'n Park Cookies, Girls on the Run Alumni Emails

**April 12:** Girls on the Run Alumni T-shirt Reveal

**April 19:** Tote Bag Competition

**May 1:** Video Contest

**May 5:** Bubba Show Radio Ads

**May 12:** Adidas Raffle

### Conclusion

We believe that our 45-day marketing campaign for the Girls on the Run 5k Celebration will grow participation by approximately 30%, greatly boosting the fundraising ability of this event and allowing more girls to be part of this excellent program. We estimate the cost of acquisition of these additional participants at \$17.69 with an ROI of 126%.

### Campaign Target Market

#### Primary

Mothers ages 35-45 who have daughters in elementary school and receive an annual income exceeding \$50,000

#### Secondary

Former participants in the Girls on the Run 5k Celebration who receive an annual income exceeding \$50,000

#### Tertiary

Women ages 18-29 who are active participants of local running clubs and receive an annual income exceeding \$50,000

### Budget

Event	Cost Breakdown	Expenses	Revenue
Social Media Campaign	Instagram/Facebook ads targeted towards our primary market	\$3500	\$0
Registered Runner Facebook Page	No expenses	\$0	\$0
Training Calendar	No expenses	\$0	\$0
Flyers and Yard Signs	100 flyers x \$2 each 25 yard signs x \$50 each	\$1450	\$0
Eat'n Park Cookies	11 locations x 500 labels x \$0.50 each	\$2750	\$0
Girls on the Run Alumni Emails	No expenses	\$0	\$0
Girls on the Run Alumni T-shirt Reveal	100 T-shirts x \$10 each *T-shirts will be sold for \$20	\$1000	\$2000
Tote Bag Competition	5 club members x \$25 (split cost with sponsor Thirty One)	\$125	\$0
Video Contest	No expenses	\$0	\$0
Bubba Show Radio Ads	No expenses	\$0	\$0
Adidas Raffle	5 raffle items x \$50 each	\$250	\$0
Totals		\$9075	\$2000
Net Expense		\$7075	

### Key Metrics

Grow participation in 5k Celebration by 30% (400 runners)

Re-engage 150 Girls on the Run alumni

Get participation from at least 3 local running clubs



## II. Description of the Event, Product, or Service

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Girls on the Run Magee-Womens Hospital of UPMC is a non-profit organization founded in 2000 that promotes self-empowerment in 3rd, 4th, and 5th grade girls in the Pittsburgh community. The organization created an after-school program where volunteer coaches teach girls through a variety of activities how to adopt healthy physical and mental habits to effectively approach challenges and set goals for themselves. With over 1500 girls and 200 volunteers involved in the program annually, Girls on the Run Magee-Womens Hospital of UPMC has made a significant impact on the Pittsburgh community. According to independent studies, 98% of girls who participated in Girls on the Run claim that they would recommend the program, 94% of parents/guardians claim that Girls on the Run was a valuable experience for their daughter(s), and 96% of schools claim that they would offer the program again.<sup>1</sup>

At the end of the program, all participants run in a celebratory 5k that honors their growth as individuals, which will be held on Sunday, May 19th this year at the Waterfront in Homestead, Pennsylvania at 9:00am. In addition to Girls on the Run participants, all members of the community are welcome to register for the race for \$40.<sup>2</sup> These funds go towards scholarships for girls who require financial assistance in order to take part in the program.<sup>3</sup> The focus of our 45-day campaign



<sup>1</sup> Girls on the Run, Girls on the Run Magee-Womens Hospital of UPMC, last modified 2023, accessed January 20, 2024.

<sup>2</sup> Girls on the Run, Girls on the Run Magee-Womens Hospital of UPMC.

<sup>3</sup> Girls on the Run, Girls on the Run Magee-Womens Hospital of UPMC.





is to increase community runner registration as a way to ensure that each and every girl can participate in a life-changing learning experience. To do this, we will use a variety of advertising strategies and events that spread awareness about the Girls on the Run 5k Celebration this May and get people excited for the upcoming event.

### III. Campaign Objectives



- **Increase awareness of the 5k Celebration:** By making more non-participants of the Girls on the Run program aware of the 5k Celebration, we give more people in the community a chance to come together to show their support of the importance of female empowerment being taught to young girls while simultaneously making the event more successful in terms of fundraising and morale.



- **Increase engagement with former 5k Celebration participants:** We believe that the most likely participants of this year's 5k will be those runners who have participated in the past and know the benefits of the Girls on the Run program. We feel that this group of Girls on the Run alumni has been largely forgotten, so our goal is to re-engage them through email by inviting them to participate in this year's race.



- **Increase participation among women involved with local running clubs:** According to Pew Research Center, women between the ages of 18 and 29 are the strongest supporters of feminism.<sup>4</sup> Therefore, we believe that these women already involved in running clubs would be most likely to want to participate in a 5k that is centered on female empowerment.

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<sup>4</sup> Amanda Barrosa, "61% of U.S. women say 'feminist' describes them well; many see feminism as empowering, polarizing," Pew Research Center, last modified July 7, 2020, accessed January 20, 2024.



#### IV. Campaign Target Market

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Primary Market	Secondary Market	Tertiary Market
<b>Demographic:</b> Mothers ages 35-45 who have daughters in elementary school and receive an annual income exceeding \$50,000	<b>Demographic:</b> Former participants in the Girls on the Run 5k Celebration who receive an annual income exceeding \$50,000	<b>Demographic:</b> Women ages 18-29 who are active participants of local running clubs and receive an annual income exceeding \$50,000
<b>Psychographic:</b> Mothers who want a fun and healthy way to enjoy time with their daughters while also supporting female empowerment	<b>Psychographic:</b> Former race participants who enjoy running and want to continue to support Girls on the Run.	<b>Psychographic:</b> Women in running clubs who want to do a 5k at a beautiful location while embracing feminism
<b>Geographic:</b> Within a 20 mile radius of the Waterfront, Homestead, PA (5k location)	<b>Geographic:</b> Within a 20 mile radius of the Waterfront, Homestead, PA (5k location)	<b>Geographic:</b> Within a 20 mile radius of the Waterfront, Homestead, PA (5k location)

**Primary Market:** Since 3rd, 4th, and 5th grade girls involved in Girls on the Run are the predominant participants of the 5k Celebration, we are targeting parents with daughters in this age range as our primary market. We hope that by doing this, we not only give these parents an opportunity to teach their daughters about the importance of female empowerment, but also open their eyes to a program that their daughters could take part in in the future. Additionally, since the registration fee is \$40 per person, we are specifically advertising to parents with an annual income level exceeding \$50,000.



**Secondary Market:** For our secondary market, we are targeting Pittsburgh community members who have formerly participated in the Girls on the Run 5k Celebration, whether they are a middle school student or an elderly adult. By doing this, we hope we can form a Girls on the Run alumni community at the 5k Celebration. We also hope we can give former supporters of Girls on the Run another chance to support the program, and encourage them to sign up their daughters if they have families of their own. Like our primary market, we are specifically advertising to those with an annual income level exceeding \$50,000 since the race registration fee is \$40.

**Tertiary Market:** We are targeting women between the ages of 18 and 29 who are active participants in running clubs as our tertiary market in order to maximize our chances of increasing participation in this year's Girls on the Run 5k Celebration, as Pew Research Center states that women in this age group are the strongest supporters of feminism.<sup>5</sup> Furthermore, we hope that by encouraging female members of running clubs to register for the Girls on the Run 5k Celebration, we give them an opportunity to meet and bond with other women who share their passion for running. Like our primary and secondary markets, we are specifically advertising to running club members with an annual income level exceeding \$50,000 since the race registration fee is \$40.

#### V. Campaign Activities and Schedule

Our 45-day marketing campaign called "Dash for a Difference" will last from Friday, April 5, 2024 to Sunday, May 19, 2024.

~ April 5, 2024 ~

**Social Media Campaign:** We will launch our social media campaign on Instagram and Facebook, with ads targeted towards our primary market. By launching this campaign across these two

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<sup>5</sup> Barrosa, "61% of U.S.," Pew Research Center.



platforms, we increase our outreach to the community. We will post about the 5k Celebration, ways to register for the race, and all of our other campaign activities. Also, a historic female accomplishment will be posted each day as a way to help promote the 5k's theme of feminism and get people excited about being a part of something that will allow more girls to reach their goals. Each post will be under #DashforaDifference2024.

**Registered Runner Facebook Page:** We will start a Facebook Page for all the registered runners to join if they choose to do so. This will be a way for the runners to talk and get to know each other. This will take away the intimidation of doing a 5k with strangers. They will know each other from this Facebook page and could meet up at the race and, possibly, run together. They can also share their progress with each other and get one another excited about participating in this event.

**Training Calendar:** We will start a TikTok account which will be the training calendar for the registered runners. Each day there will be a new video instructing registered runners on what running goal they should meet that day, such as a certain distance that they should run. The registered runners are then encouraged to stitch that video with a video of themselves completing this goal. We do not want people to not participate because they are intimidated by running a 5k. This training calendar will ensure that everyone feels prepared and can participate no matter their running experience.

**Flyers and Yard Signs:** Flyers and yard signs will be made for the "Dash for a Difference" campaign with information about the 5k Celebration. This will include the date, time, and QR codes to take the scanner to the registration site and social media campaign. These flyers and yard signs are intended to come into contact with our target markets. Therefore, we will place them in family-friendly areas, such as parks and recreation centers. We will also give them to local running clubs and email a





digital version to former Girls on the Run 5k Celebration runners. We feel it is also beneficial to place them in the stores of our sponsors who cater to an athletic clientele, such as Dick's Sporting Goods and Fleet Feet.

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**~ April 8, 2024 ~**

**Eat'n Park Cookies:** The Eat'n Park restaurant chain is a sponsor of the Girls on the Run 5k Celebration. For the "Dash for a Difference" campaign, we will have them make custom Girls on the Run cookies with the program's logo. These cookies will be given to the diners of the restaurant in a bag that has a label that has QR codes that take the scanner to the registration site of the 5k and social media campaign to get more information about the 5k.

**Girls on the Run Alumni Emails:** To make an effort to re-engage previous 5k Celebration participants with Girls on the Run, we will invite them via email to participate in this year's race using a distribution list from past registrations.

**~ April 12, 2024 ~**

**Girls on the Run Alumni T-shirt Reveal:** Since our secondary target market are former participants in the 5k Celebration, we plan to design a custom Girls on the Run Alumni T-shirt that they can wear at this year's race and reveal it on our social media accounts. Not only will these T-shirts be a way for us to get Girls on the Run alumni excited to be back supporting Girls on the Run, but also a way for us to make revenue as we plan to sell the T-shirts on race day.

**~ April 19, 2024 ~**

**Tote Bag Competition:** Women who are active participants in running clubs are our tertiary target market. To increase the participation from running clubs, we will have a tote bag competition. Thirty One is one of the sponsors of the 5k Celebration and makes a variety of bags including tote



bags. We will have Thirty One make a custom tote bag for whichever running club has the most participation in the 5k. This will lead to members of running clubs being encouraged to register and run in the 5k, ultimately increasing the success of this event.

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~ May 1, 2024 ~

**Video Contest:** We will hold a video submission contest to get people excited about the Girls on the Run 5k Celebration and continue spreading awareness about the event. To enter the contest, contestants will have to submit a video answering the question: "Why are you dashing for a difference?" As part of our social media campaign, the top videos will be selected and posted, hopefully inspiring more and more people to dash for a difference.

~ May 5, 2024 ~

**Bubba Show Radio Ads:** Bubba Show is a Pittsburgh radio show on Star Pittsburgh 100.7 FM hosted by Mark "Bubba" Snider and Melanie Taylor from 5:00am to 10:00am Mondays through Fridays. Every week, they allow listeners to call in and make 15-second promotions. Two weeks prior to the 5k Celebration, we will call in to promote the event with the goal of reaching listeners from all over the Pittsburgh area who may not be familiar with the 5k race.

~ May 12, 2024 ~

**Adidas Raffle:** We will partner with Adidas, one of the sponsors of the 5k Celebration, to host five raffles one week leading up to the race to encourage registration. People who register for the race will be automatically entered in the raffles to win a custom Adidas item in the Girls on the Run colors: pink and green. Monday through Friday the week prior to the 5k, we will first post what mystery Adidas item is being given away, and then we will post the winner, who can pick up their item on race day!



## VI. Budget

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Event	Cost Breakdown	Expenses	Revenue
Social Media Campaign	Instagram/Facebook ads targeted towards our primary market	\$3500	\$0
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Video Contest	No expenses	\$0	\$0
Bubba Show Radio Ads	No expenses	\$0	\$0
Adidas Raffle	5 raffle items x \$50 each	\$250	\$0
Totals		\$9075	\$2000
Net Expense		\$7075	

## VII. Key Metrics

The success of our “Dash for a Difference” campaign will be measured by how well we meet our campaign objectives, which we originally stated on page 3.



- **Increase awareness of the 5k Celebration:** At last year's Girls on the Run 5k Celebration, there were a total of 1300 runners.<sup>6</sup> We feel that our campaign will be successful if we are able to grow participation by 30% (or 400 runners).
- **Increase engagement with former 5k Celebration participants:** Over the last few years, we estimate that approximately 600 girls have aged out of the Girls on the Run program. We will consider our campaign to be successful if we are able to re-engage 150 of these alumni to participate in this year's 5k Celebration.
- **Increase participation among women involved in local running clubs:** We will measure the success of this campaign objective based on the number of running clubs that register for this year's 5k Celebration. We will consider this campaign objective to be fulfilled if we get participation from at least 3 local running clubs.

#### VIII. Bibliography

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<sup>6</sup> Meg St-Esprit, "16 things to do this weekend in Pittsburgh, including the Children's Theater Festival, GOTR's 5K and more," Kidsburgh, last modified May 16, 2023, accessed January 20, 2024.