



Design-a-thon 2024-2025

Recruitment Marketing Strategy

Summary and Objectives

Design-a-thon at UCI is affiliated with Design at UCI and is a large-scale event where teams work to design a prototype product within a few days. To ensure the success and smooth execution of this event, we aim to recruit a diverse leadership team with a variety of skills and experiences, targeting a specific number of members for each role.

Committee Roles and Responsibilities

As described here: [☰ Design-a-thon: Leadership Role Descriptions](#) .

Target Audience + Suggestions

Our ideal candidates are those who have had previous experience with leadership and event planning for similar scale events. I personally would also like to suggest reaching out to *any* connections in professional organizations to inquire about interest for the open positions. Having these organizations repost our marketing materials as well would be beneficial.

Potential Orgs

- VenusHacks (previous Chairs and committee members)
- Hack@UCI (previous Chairs and committee members)
- HRMA
- Marketing Association
- Undergraduate Business Association
- MAISS
- WICS
- Alpha Kappa Psi (Business Fraternity)
- Lambda Phi Nu (Business Fraternity)
- Theta Tau (Engineering/CS Fraternity)
- **+ ANY OTHER ORGS YOU SEE FIT**

Links

- [📄 DAUCI Design-a-thon Recruitment Roster](#)

Crafting The Message

Joining the Design-a-thon committee offers numerous benefits, including:

- Networking opportunities with industry professionals.
- Skill development in areas such as event planning and leadership.
- Making a meaningful impact on the design community.

Testimonials from past committee members highlight the positive experiences and personal growth they gained from their involvement, thus I would like to suggest having marketing material containing such testimonials as well as potentially having a Q&A session with previous committee members.

Key Platforms + Deliverables

We will utilize our existing social media platforms to reach a broader audience. Additionally, we will request to have our 2024–2025 Design at UCI board repost and interact with these posts to their personal social media as well to increase post engagement and outreach.

The following platforms are ranked from highest priority to lowest. Below each platform is a list of deliverables, each one denoted in ***bold italics***. These are ordered chronologically, specific dates will be outlined on the [📄 \[Designathon\] Leads Recruitment Marketing Chart](#) . Following each deliverable is a bullet point with a short description and a bullet point specifying stakeholders and needs.

In tandem with ALL of these platforms, our Linktree will be kept up to date with all relevant forms and documents.

1. Instagram/Discord/Linkedin

a. ***We're Recruiting!*** – Post

- i. **Description:** General Announcement; Advertise that DAUCI is recruiting leads for Design-a-thon. Include application link on graphic + list of positions. Simila ear to [this](#) post from Hack at UCI.
- ii. **Stakeholders:** n/a

b. ***Why should someone be a lead for Design-a-thon?*** – Post

- i. **Description:** Present testimonials from previous Design-a-thon directors and leads on why someone should apply to be a lead/their experiences. If possible, have testimonials for each position. Similar to [this](#) post from Hack (and the next few following it).
 - ii. **Stakeholders:**
 - 1. Jasmine Wu
- c. **Any Questions?** – Story Post
 - i. **Description:** Initial IG story post to gather questions regarding becoming a Design-a-thon lead. Just something pretty as opposed to just a black/solid color background and the poll sticker.
 - ii. **Stakeholders:** n/a
- d. **Design-a-thon Leads Q&A** – Story Header Post
 - i. **Description:** Post to denote the beginning of answers to the Q&A; doubles as highlight cover for our profile page.
 - ii. **Stakeholders:** n/a
- e. **X days left to apply** – Post
 - i. **Description:** Post to remind people to apply!
3 days → 1 day
 - ii. **Stakeholders:** n/a
- f. **Applications Extended** – Post
 - i. **Description:** Announcement of deadline extension to get last minute applicants!
 - ii. **Stakeholders:** n/a

2. Mailchimp/Email

- a. **Generic Design-a-thon Email Banner** – Email Banner
 - i. **Description:** Generic banner to differentiate Design-a-thon communications from normal DAUCI emails.
Current Banner for reference:



- ii. **Stakeholders:** n/a
- b. **General Announcement Email** – Mailchimp Email
 - i. **Description:** General Announcement; Advertise that DAUCI is recruiting leads for Design-a-thon. Include graphic and relevant links, and links to Linktree.

Include a note from the Design-a-thon Director. Content of this short note is up to the Director's discretion, but some general guidelines would include a greeting message of some sort, and some kind of "motivational" message about why we're recruiting/what we are looking for.

- ii. **Stakeholders:** Jasmine Wu, Emma Choi
- c. **Testimonials Email** – Mailchimp Email
 - i. Description: Using the graphics and testimonials collected for the previous Testimonials deliverable, create an email that gently reminds subscribers to consider applying to be a Design lead and showcase testimonials.
 - ii. Stakeholders: Emma Choi
- ~~d. **1 Day Left Email** – Mailchimp Email~~
 - ~~i. Description: Using the graphics and testimonials collected for the previous X days left deliverable, create an email that reminds subscribers that there is only 1 day left to apply to be a design lead.~~
 - ~~ii. Stakeholders: Emma Choi~~
- e. **Applications Extended Email** – Mailchimp Email
 - i. Description: Using the graphics and testimonials collected for the previous Applications Extended deliverable, create an email that announces to subscribers that applications have been extended and emphasize the new due date.
 - ii. Stakeholders: Emma Choi
- f. Followup Emails – Email

Announcement Etiquette

TBD

Comments

- 1 day to collect questions and have a previous director to film answers to questions
 - Post throughout the day
- Designathon Testimonial Email
- Hierarchy
 - Prioritization of posts where/when
- Plan Q&A dates
- Make + assign email chart to Jasmine