📍 Get Perk’d Rollout Plan – Alamo Colleges District

Target Launch Window: September 2025

Campuses: San Antonio College, St. Philip's College, Palo Alto College, Northwest Vista, Northeast Lakeview

# 🛠️ Phase 1 – Pre-Launch Setup (August 15–Sept 1)

• Identify 2–3 student ambassadors per campus   
• Finalize 10–15 merchant targets near each campus   
• Prepare QR Poster Kits and custom promo packs   
• Create unique onboarding pages for each campus   
• Set up deal zones by campus in the backend system

# 🧲 Phase 2 – Merchant Onboarding (Sept 1–10)

• Offer ‘3rd Month Free’ promo to early adopters   
• Launch business demos using Merchant Wizard   
• Track commitments with Partner Outreach CRM   
• Place window posters + counter signage in all new locations   
• Goal: 25+ active offers live by mid-month

# 🎉 Phase 3 – Campus Launch (Sept 11–20)

• Deploy ambassador teams to each campus   
• Use QR flyers, IG stories, tabling events, and confetti missions   
• Push daily engagement streaks and “Scan to Save” poster activations   
• Track signups per campus in Launch Dashboard   
• Goal: 750+ students onboarded by Sept 20

# 📈 Phase 4 – Post-Launch Growth (Sept 21+)

• Feature top merchants on home page weekly   
• Launch mini referral competitions by campus   
• Prepare for next school rollout (Texas State – October)   
• Franchise readiness dashboard for cross-campus view