Hack for RVA — Campaign Roadmap

1 — Launch & Open Registration · 80 days out
Jan 6–12

WHAT HAPPENS
- →First pitch at RVA JS Meetup (Jan 6)
- →Campus blitz at VCU + UVA (Jan 10)
- →City Council public comment (Jan 12)
- →Foundation partners locked (AI Ready RVA, CoStar, Science Museum)
- →Registration system goes live

ANNOUNCE (JAN 10)
- 📣 "Hack for RVA is official"
- 📣 "Registration is open"
- 📣 Founding partner logos

2 — Activate Community + Lock Core Team · 73 days out
Jan 13–19

WHAT HAPPENS
- →Beers & Bugs sticky note session — problem extraction (Jan 13)
- →RVA Tech C-Suite pitch to Nick Serfass (Jan 15)
- →RVA Code & Coffee — recruit squad leaders (Jan 17)
- →Core team finalized (7 leads confirmed)

ANNOUNCE (JAN 17)
- 📣 Core team spotlight
- 📣 Individual LinkedIn posts from each leader
- 📣 Email drip #1 to signups

3 — Build the Network: Pillars + Academia + Leadership · 59 days out
Jan 20–31

WHAT HAPPENS
- →21 pillar stakeholders confirmed (3 per track)
- →27 leadership sub-roles staffed
- ⚠️K-12 bus requests submitted (Jan 30 — HARD)
- →VCU + UR partnerships confirmed
- →Challenge brief drafting in parallel

ANNOUNCE (JAN 30–31)
- 📣 Academia partners announcement
- 📣 "7 Pillars. 21 Leaders."
- 📣 Leadership crew introduction

4 — Complete the Ecosystem: Challenges + Satellites + Prize Pool · 41 days out
Feb 3–14

WHAT HAPPENS
- →RVA JS return visit — momentum update (Feb 3)
- →CyberVA recruitment — security pros (Feb 12)
- →7 challenge briefs finalized + published
- →15+ satellite locations locked
- →$17K prize pool secured
- →150+ volunteers recruited

ANNOUNCE (FEB 7 + FEB 14)
- 📣 "Hack anywhere" — 15 venues
- 📣 Challenge reveal + data packages
- 📣 "$17,000 in prizes"
- 📣 Volunteer appreciation post

5 — Platforms Ready + Media Push · 18 days out
Feb 17–Mar 9

WHAT HAPPENS
- →Devpost + Discord + GitHub configured (Feb 21)
- ⚠️Insurance bound $1M/$2M (Mar 1 — HARD)
- →Op-ed publishes in RTD/Richmond Mag (Mar 7–14)
- →City Council return visit (Mar 9)
- →Volunteer training sessions

ANNOUNCE (FEB 21 + MAR 7)
- 📣 "Platforms ready" + registration push
- 📣 Op-ed shared across channels
- 📣 Press outreach (local TV, RVA Mag)

🎉 Final Push → Event · 17 → 0 days
Mar 10–29

WHAT HAPPENS
- ⚠️Permission slips collected (Mar 15 — HARD)
- →Post-spring break campus blitz (Mar 16)
- →Museum District Town Hall (Mar 20)
- ⚠️Background checks complete (Mar 20 — HARD)
- →**Mar 27:** Kickoff @ Science Museum
- →**Mar 28:** Hacking @ 15+ locations
- →**Mar 29:** Finals & Awards

ANNOUNCE
- 📣 "1 week until Hack for RVA" (Mar 20)
- 📣 Daily countdown posts
- 📣 Live event coverage
- 📣 Winner announcements (Mar 29)

TARGET METRICS
300+	30+	$17K	150+	15+
PARTICIPANTS	TEAMS	PRIZES	VOLUNTEERS	VENUES

Core Team: Ford Prior (Chief Hacker) • Crystal Harvey (Ops Director) • Michael Kolbe (City Liaison) • Sinclair Jenks (Marketing) • Heather Lyne (Entrepreneurship) • Will Melton (Sponsorships)

HARD DEADLINES
- **Jan 10** — Registration live
- **Feb 11** — VCU minors registration
- **Mar 1** — Insurance bound
- **Mar 20** — Background checks
- **Jan 30** — K-12 bus requests
- **Feb 14** — Prize pool secured
- **Mar 15** — Permission slips
- **Mar 25** — Registration closes