

Dream Like a Bulldog Campaign Ideas Outline

Overarching Elements:

Dream Wall: get boards from senior class officers if sizes work for storage space → chalk boards, can paint words like “Dream Wall” or “What’s Your Butler Dream?” on them

- **Physical:** have one somewhere on campus: <http://www.bargainhoot.com/2011/02/28/our-new-dry-erase-board-its-so-much-fun-and-easy-to-make/> <http://lifelife.com/cover-a-wall-with-a-giant-whiteboard-for-under-15-1587162959>
 - Robertson lobby for prospective students on tours → write on dream wall after prompting from tour guide → have examples or board partially filled out to make it more comfortable for prospective students
 - Could print photos of the dream walls or have a new graphic about “dreaming like a bulldog” to hang on the fences around Schwitzer construction.
 - Use Dream Wall at Homecoming tent for alumni engagement → “How did your Butler dream come true?”
- Possibly create banners on light poles in dream theme
- **Virtual:** have a Dream Wall picture (or allow dreams to be posted) on the landing page:
 - fill with some dream stories before launching → alumni, some current students, and feature Trip’s dream
 - Potentially accessible from: butler.edu page, social media links, admissions personal pages (could have customized stories so that they match the new student’s major)
 - Set up like Mount Mary’s:
 - Commercial video playing behind “Dream Like a Bulldog” graphic
 - Have Trip’s dream as spotlight story - if possible, have a different one for each relevant college depending on which the student was admitted into
 - Could include Butler 20/20 section - show off new buildings, what Butler 20/20 means, how it is changing campus/campus life
 - Alternative: Bulldogs in action section, show off student work and current student initiatives/programs → Faculty/student ratio, college details

Dream Stories:

- alumni
- current students
- faculty
- publish on landing page and send out link thru social media/email/mailed items
 - in order to garner more stories, show what stories we already have
- garner tips for stories from social media and use of hashtag
- also have form available with link sent out for any other submissions

Trip & Campus Social Media:

- Feature Trip's story → include some faculty stories as well to feature how committed and qualified the faculty is to attract new students and build Butler's reputation
- Have campus accounts push the campaign hashtag
 - before hashtag and launch of campaign proper, have these accounts tweet things about dreams:
 - Twitter:
 - @ButlerBlue3
 - @ButlerBookstore
 - @DrPangansclass
 - @butlercollegian
 - @butlerkibble
 - @ButlerPuLSE
 - @ButlerSGA
 - @ButlerUpolice
 - @BUDawgPound
 - @butlerHRC
 - @LevesterJohnson
 - @butleru
 - Instagram:
 - levesterj
 - butler_collegian
 - butlerblue3
 - butleru
 - butlermbb
 - butlerathletics
- Some faculty have their own accounts → can use these to promote student and colleague stories

Specific Audiences:

Prospective/Admitted Student Engagement:

- Tour guide scripts and “Dream Wall” in Robertson
- High school visit materials/ application promotion - “Do you have what it takes to dream like a Bulldog?”
- For admitted students:
 - admission packet materials - theme for admissions packet “Welcome to Your Dream School”
 - “Make Butler your dream school”
 - Link to personal page - share stories on personal admission page
 - Filter for social media → same concept as Facebook’s “Pray for Paris” filter (keep personal profile pic with filter placed over it)
 - admission day engagement:
 - Piece in packet received by admitted students → small sheet or flyer with a basic theme message, hashtag, link to landing page
 - Small piece of swag with theme or hashtag on it- laptop decal, notebook, water bottle, key ring, lanyard, etc.

Current Student/Faculty Engagement

- Use of hashtag: #DreamLikeABulldog
- Promote landing page link and story submission on campus with posters, social media, tables outside starbucks, booths at block party or other special events → try to have a great presence during Welcome Week
- Dream walls can be periodically moved into specific colleges for more personalized and specific engagement (“What’s your business dream?” “What’s your dream communications career?”) + easier access
- social media engagement with tweets after commercial is shown at basketball games
 - “Did you dare to dream like a Bulldog? Share your story with us with #DreamLikeAbUlldog”
 - “Did you have what it takes to dream like a Bulldog? Share your story with us using #DawgsDream”
 - “Did your dreams come true at Butler? Share your story with us using #DawgsDream”
 - “Is Butler your dream school? Share your dream and story with us using #DawgsDream” → send all to Stephanie, share hashtag with Tom
 - Tagboard → instead of landing page
- commencement activities:
 - set up photo sites around campus for graduation day:
 - Holcomb Gardens - by pond and carillon
 - In front of Hinkle
 - in front of observatory
 - in front of Robertson
 - In front of pharmacy building
 - by Bulldog statue

- by BU sign

cut-out designs for graduation photo ops around campus:



- Social media → Share your future dreams or how Butler made your dreams come true with #DreamLikeABulldog
- Congratulations to the Class of 2016! We are proud of you for making your dreams come true. #DreamLikeABulldog
- Check out the photo ops around campus: Take a picture holding a shield and share it with us using #DreamLikeABulldog
- Congratulations to the Class of 2016! Where are your dreams taking you next? Tell us using #DreamLikeABulldog
- Caps and gowns are looking sharp on commencement day - share your graduation pictures with us using #DreamLikeABulldog
- Use the shields by Hinkle, Holcomb Pond, the Pharmacy Building, and the Bulldog statue for awesome graduation pics! #DreamLikeABulldog
- Keep an eye out for shields around campus today. Use them for a great photo op and be sure to tag your pics with #DreamLikeABulldog
- Tell the world that you dared to dream like a bulldog - and succeeded! Check out the shields around campus for photo ops #DreamLikeABulldog
- Bulldogs never settle, and never stop achieving their dreams! We put shields around campus to use in your commencement photos

- Congratulations to the Class of 2016! We are proud of you for achieving your dreams. Share your graduation pics using #DreamLikeABulldog
- Share how you've achieved your dreams (and your pics with the shields around campus) using #DreamLikeABulldog

Ideas for future student engagement with students/commencement:

- Get Trip/Hink/ L.J./ other well-known campus figures/organizations involved (possibly Dawg Pound shirts)

Alumni Engagement

- dream wall in Hinkle for basketball games/ by alumni tents during Homecoming
- hashtag for younger alumni: to garner stories and form for older alumni
 - promote possible book/magazine/compilation of stories to garner stories
- Follow up with "Never Settle" alumni
 - Contact alumni office to help with this
- Ask why Butler was their dream school/ how Butler helped their dreams come true
 - Have something at alumni tents during homecoming tailgate
- could specifically ask how their college in particular helped their dreams come true
- Advertise link to landing page through newsletters, emails, Butler magazine, small pieces of swag
 - Have diverse stories on landing page → young and old alumni as well as current students and faculty
- Follow TV spot with tweets using hashtag (see Olympics social media sheet)
- Tent at Homecoming tailgate - to get alumni to tell stories
 - Film people telling stories on Hinkle basketball court → incentive for people to tell stories and nice setting for video
- Try to focus engagement with alumni at basketball games and Homecoming, but maintain throughout year → may get enough stories and engagement during these peaks to help flesh out rest of the year if mailers, emails, or social media don't garner a lot from older alumni