



2016 Teens Track Marketing Emails

Hi Jane,

I'm part of the team at [Big Bad Con](#), a non-profit RPG and larp convention in the East Bay. I'm hoping that you can pass along some information to the students of DeAnza High's Gaming Club about our convention, which is coming up on Oct 14-16 in Walnut Creek.

This year we are especially excited to launch [Big Bad Teens](#). Big Bad Con will be featuring [RPGs, larps, and workshops](#) specifically for young players ages 13-17. We're thrilled to be providing this new track of age-appropriate events for young gamers, in an inclusive and welcoming environment.

We would love for you to spread the word to your students, and we hope that some will attend our convention in October. [Weekend and one-day badges](#) are available online and game registration is open now ([more info here](#)). Gamers ages 13-17 can attend with their parent or guardian or bring a signed consent form to attend on their own.

With your permission, I can also send you some fliers to pass out at your club's next meeting. (I've attached a PDF as a sample.)

If you have any questions, please contact me at ktwelves@gmail.com or 510-672-5256. I'd be happy to talk to you more about the convention and how we can improve our outreach to young gamers in the Bay Area.

Thank you so much and have a great day,

Karen Twelves

Big Bad Teens Marketing Project Proposal

Summary: Promote Big Bad Teens games track via Bay Area high school gaming clubs and library gaming events

Target

- High school teachers and sponsors of gaming clubs
- Student heads of gaming clubs
- Library gaming event organizers

Goal

- Short term: Make direct contact and mail hard-copy of fliers to be distributed at next club meeting/event
- Long term: 12 pre-con badge sales, 5-10 walk-in attendees

Research & Planning

- Compile database of Bay Area (San Francisco and East Bay) high schools and libraries
 - School/Library name
 - Address
 - General number
 - Name of club/event night
 - Contact name(s) and email(s)
 - Any additional information

Content Creation

- Initial email: template to be customized with for recipient
 - Include PDF attachment of flier
 - Include links to main website, teen games, badge registration, other information of interest
 - Non-profit convention providing inclusive space for diverse gaming community
 - RPGs, panels, workshops, and larps for gamers ages 13-17
 - Priority online game registration for teens
- Follow-up email: customized for recipient to answer questions and provide more information
 - Details of BBC's charity work
 - Ask for additional contacts who may be interested

Schedule

Sept 23-26: Research schools and compile database

Sept 27: Create template email

Sept 28: Send emails

Sept 29-onwards: Email discourse as needed

Considerations

- Clubs are usually created 4-5 weeks into the school year (mid/late Sept), not much time between contacting schools and when online badge registration closes (Oct 5).
- Game signups have already opened; however most teen games remain unfilled.

Fees

- Full-color, double-sided printing of fliers (sized 8.5x5.5): start with 50 pages and print more on demand
- Postage to mail fliers