

PRODUCTION BOOK

HA
GIANG
WARM
CLOTHES



FB.COM/IGOCLUB



[HTTPS://WWW.INSTAGRAM.
COM/P/BZGYGWZNFVB/](https://www.instagram.com/p/BZGYGWZNFVB/)

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EXECUTIVE SUMMARY

Realizing the children's difficulties in Ha Giang, the fundraising campaign "Ha Giang Warm Clothes" was established to provide warm clothes and universal education for poor children in Tat Nga commune, Meo Vac district, Ha Giang province. The project was organized by members of XANH-CHIN group and the community club iGo - FPT University Hanoi. Through communication activities and side events (Raising 3,000 books project, Blood Donation 2020, Music Night "Light up the dreams"), the campaign has spread to the community in general and get real values in particular.

The total amount collected after this campaign is: 173.495.550 VND. Although the amount is not too large, this has contributed to help the children of Tat Nga commune to have a fuller life.

Keyword: Fundraising campaign, Owned media, Paid media, Earned media, OOH media (Out of home), PR Booking, Stakeholder, Editorial.

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CHAPTER I

INTRODUCTION



CHAPTER I: INTRODUCTION

1.1. Context

Vietnam has 53 ethnic minorities with more than 14 million people, mainly in the Northwest, Central Highlands, South West and Central Central Coast, accounting for three quarters of the total area of the country.

However, Vietnam is facing many challenges, including the socio-economic situation in ethnic minority and mountainous areas have not yet developed, people in many places are living in poor condition and still have a lot of difficulties. Ha Giang is in the north mountain of Vietnam where most people are ethnic minorities and cannot read and write fluently. Region approaches health care services among ethnic minorities and it is still having many difficulties (People's Daily, 2019).

After researching and making actual pre-dispatch trips, we recorded the situation of Meo Vac district, Ha Giang province. Meo Vac is currently one of the 7 poorest districts of Ha Giang, more than 7,000 poor households and nearly 1,000 near-poor households, accounting for 30% of poor households in Ha Giang province, with very little cultivated area. Children going to school often go to semi-boarding school because of the difficult and dangerous roads. As a district still has many poverty, children here often attend the same class or cannot go to school, children in Meo Vac seem to have no time to play, free time to help parents, and lack of time. need a lot of material (Source: online newspaper Toplist.vn 2020). The weather in Ha Giang is almost no summer, there may be ice and snow, there is a time of night down to -3°C (Source: online newspaper Tintuc.vn 2018).

The number of children at the schools of the three levels (kindergarten, primary and secondary) in Tat Nga commune is as follows: pre-school 299 children, primary school is 460 and secondary school is 238 children. This is the object that we directly help and support.

In order to contribute to the community and bring good value to the highlands to overcome difficulties, specifically people in Tat Nga commune, Meo Vac district Ha Giang province, we plan to launch a fundraising campaign called "Regional heating". With a series of fundraising events to attract the attention of FPT University students in particular and the community in general. The goal of this campaign is to build a charity fund with impressive numbers thanks to the side activities and exciting innovation events. After the campaign, our team will use all raised funds to contribute to Ha Giang's volunteer activities. Besides, we will contribute to local people's knowledge, promote people's reading culture via bookcases projects. We also donate clothes to help people overcome the winter in the mountains of the northeast.

1.2. About XANHCHIN group campagin

Our group of 4 members has implemented a project called "Ha Giang Warm Clothes". This is a charity fundraising campaign for the community that was built and launched by 4 members of the group and supported by the iGo Community Club.

The project is aimed at children with difficult circumstances in Tat Nga commune, Meo Vac district, Ha Giang province. Through observation and investigation, our team recognized the difficult and deprived situation of children in upland areas in general and Tat Nga commune, Meo Vac district, Ha Giang province in particular. That is why the group decided to build a fundraising campaign to help and bring better things to children in Ha Giang.

The project has been implemented from October 16, 2020 to December 10, 2020 with big side events such as "The project of 3000 books", "Blood donation 2020", fundraising music night "light up the dreams" to serve for fundraising and communication for the community project "Ha Giang Warm Clothes".

After more than 2 months of implementation, the project has earned 168,858,500 VND, the entire amount will be used to donate and build content for disadvantaged children in Tat Nga commune. Meo Vac district, Ha Giang province.

CHAPTER II



LITERATURE REVIEW

CHAPTER II: LITERATURE REVIEW

2.1. Introduction

To implement this campaign, we build on the knowledge learned about multimedia communication at FPT University. Specifically, we need to research methods of campaigning, choosing media channels, controlling the budget, controlling costs, risks and contacting media sponsors. Specifically as the information below.

2.2. Communication plan

Communication planning is the first step in every media campaign because it is the starting point and preparing all the campaign ideas. Depending on each perspective, the definition of a communication plan becomes different. First from a decision-maker perspective, communication planning is the process of starting with setting goals, making strategic decisions to achieve a goal of a media campaign. From the perspective of an employee, a communication plan is something for you to consider your plan goals and steps towards achieving your campaign goals.

- Vaughan, T. (2020). Multimedia: Making it work.
- Straubhaar, J. ; LaRose, R. ; Davenport , L. Media Now: Understanding Media, Culture, and Technology.
- Larry D Kelley, Donald W Jugenheimer , Kim Bartel Sheehan (2004) Advertising Media Planning: A Brand Management Approach.
- Parkinson, M. G., & Ekachai, D. International and intercultural public relations: A campaign case approach.
- Anton Shone, Bryn Parry: Successful Event Management: A Practical Handbook.
- James Glen, S: Journalism: Who, What, When, Where, Why and How, Allyn and Bacon Publisher.
- Canvas: Media writing and editing.
- Penn University of Pennsylvania: English for Media Literacy.

2.3. Communication channel

- Gerald, M ; Jim, O: Video Production Handbook.
- Gorham Anders Kindem and Robert B. Musburger: Introduction to Media Production: The Path to Digital Media Production.
- Sherry Ferguson: Communication Planning: An Integrated Approach.
- Robert Lawrence Heath: Encyclopedia of Public Relations.
- Sheri Feinzig, Nigel Guenole, Jonathan Ferrar: The Power of People: How Successful Organizations Use Workforce Analytics To Improve Business Performance.

CHAPTER II: LITERATURE REVIEW

Communication channels are very important for media campaigns. It helps us to guide the project & bring the best result for all campaigns. Communication channels are very important in a communication campaign. Thanks to the communication channel, new information can reach the target audience.

2.4. Human Resource Management

- Michael Armstrong: A Handbook of Human Resource Management Practice.
- Raymond A. Noe: Human Resource Management: Gaining a Competitive Advantage.
- Sharon Armstrong; Barbara Mitchell: The Essential HR Handbook, 10th Anniversary Edition: A Quick and Handy Resource for Any Manager Or HR Professional.

Human resource management is the management of the workforce of an organization, company, society, and human resources.

2.5. Risk management

- Douglas W. Hubbard: The Failure of Risk Management: Why It's Broken and How to Fix It.
- Michel Crouhy: The essentials of risk management.
- Paul Hopkin: Fundamentals of Risk Management: Understanding, Evaluating and Implementing Effective Risk Management.
- Tom Kendrick: Identifying and Managing Project Risk.

2.6. Media sponsor

- Wilcox & Cameron (): Public relation.

Media sponsor is the work of online newspapers such as Vnexpress, iOne, Kenh14, ... which will sponsor information on electronic newspapers for an event or brand. Under the agreement of the two parties, the newspaper will have the same unit participating in the events to operate and give the most accurate and fast information within the limits allowed by the brand.

2.7. Sponsor records

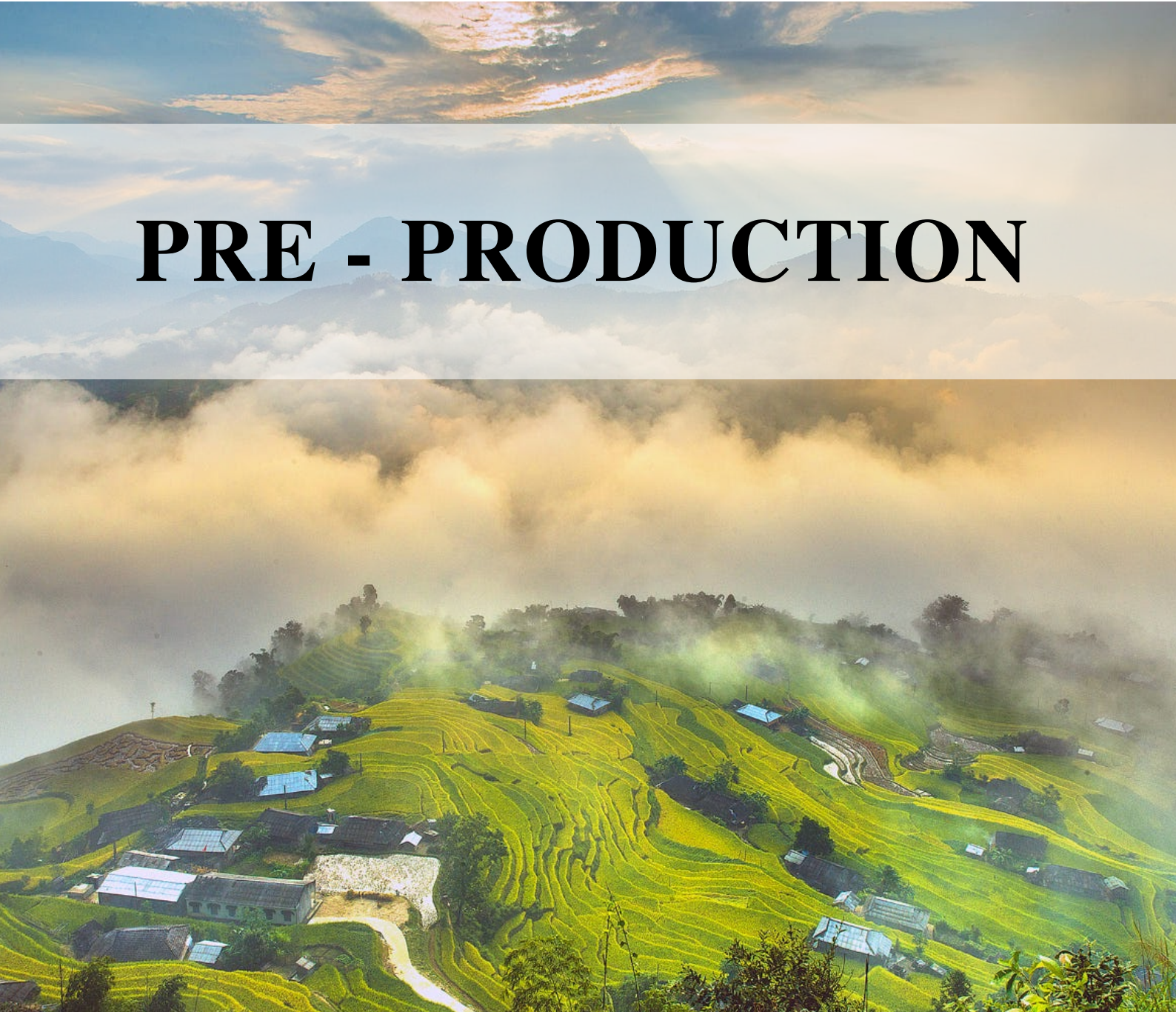
- Media Sponsor Profile of UNICAMP, FPT University.
- Proposal of Dream Big 2015.

CHAPTER II: LITERATURE REVIEW

Sponsorship records details such as information about the child or project sponsored, the criteria used to match the sponsor with the opportunity, payment information, and more.

CHAPTER III

PRE - PRODUCTION



CHAPTER III: PRE-PRODUCTION

3.1. Fanpage Overview

3.1.1. What's the iGo Club fanpage?

ROLE

Representing the image and voice of iGo Club.

This is a means of leading, connecting, exchanging, interacting and discussing with the public.

MISSION

Helping difficult communities and helping people understand the difficulties of some regions, thereby calling for action, joining hands to help the community become a better place.

OBJECTIVE

Share information with target groups, at the same time interact with the media, build a community with iGo Club to spread good messages.

STRATEGY

Focusing on creating the most reliable, attractive content for sharing information and building step by step to become a channel that the public can contact and trust to give their help to difficult communities.

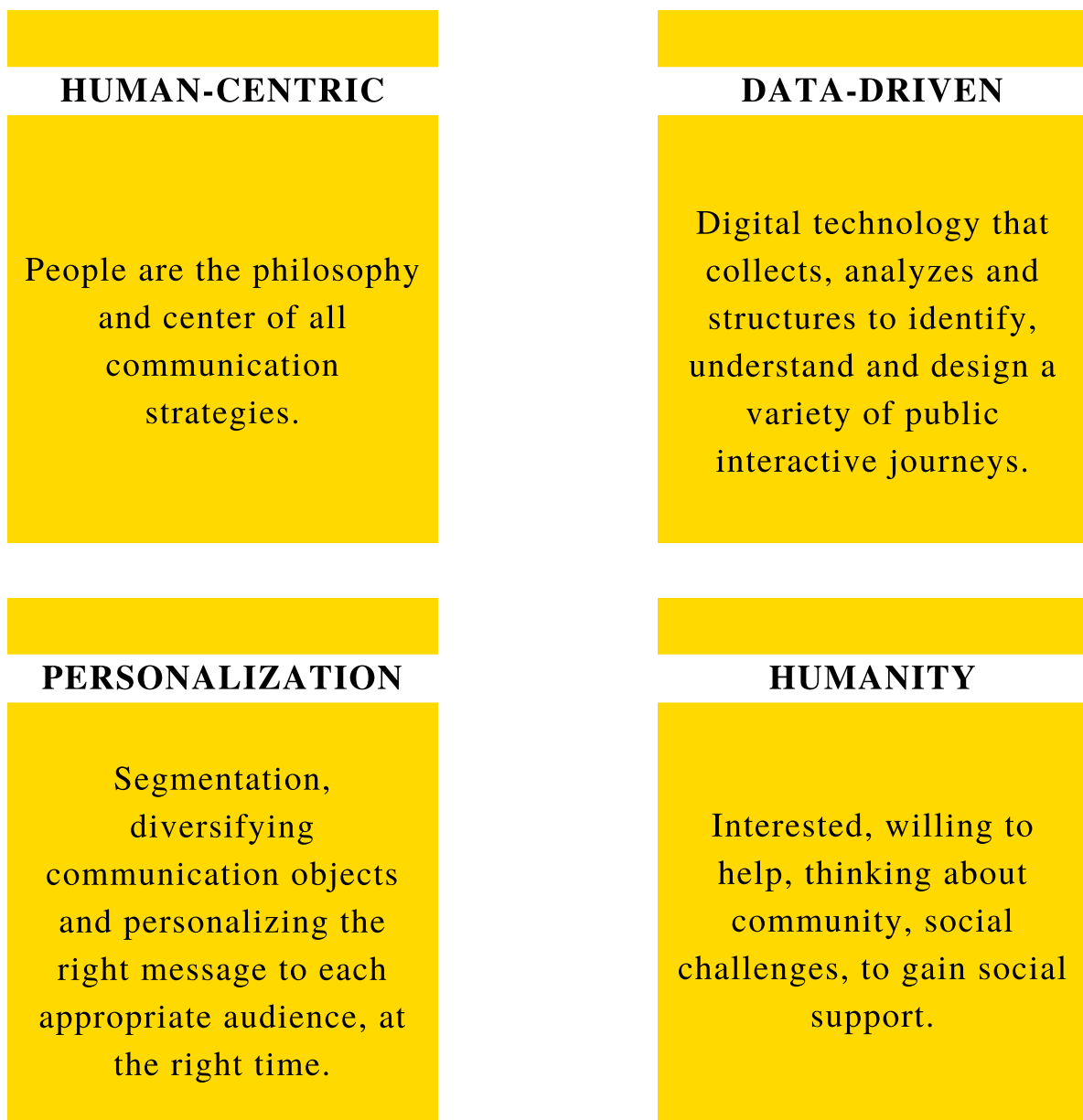
3.1.2. Who is iGo Club's fanpage directed to?

- **Target Audience**

iGo Club is a volunteer organization for the community, therefore, iGo's target audience is the entire community interested in volunteering and helping difficult situations.

In addition, the main audience of iGo Club's events is mainly: students, teachers, and staff at FPT University - Hanoi.

- **Human to Human Communication (H2H Method)**



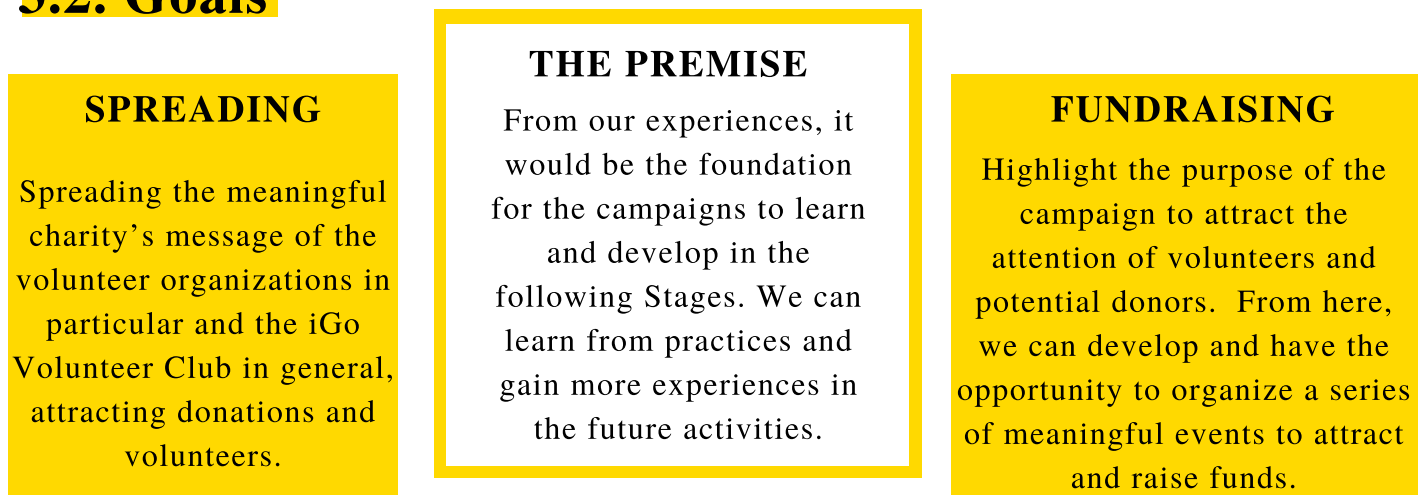
3.1.3. What style does iGo Club fanpage show?

- Fanpage iGo Club shows a close, trustworthy style, clearly revealing the image of a volunteer organization with many activities and images to help disadvantaged communities.
- About iGo Club's color, we use bright tones to express youth dynamism, bringing a brighter future to the community.
- The human factor is key in iGo Club's images.

3.1.4. What language and tone does iGo Club's fanpage show?



3.2. Goals



3.3. Big Idea

Establishing a fundraising campaign to contribute to bringing warm clothes and universal education for poor children in Tat Nga commune, Meo Vac district, Ha Giang province.

3.4. SWOT

STRENGTHS

- Operated for 10 years.
- Organic likes follow is relatively large.
- Consistent communication intensity, keep interacting with the target public.

WEAKNESSES

- Coverage is not wide for those outside FPT school.
- Format content is not diverse.
- The quality of the articles is not high.

OPPORTUNITIES

- The fanpage has quite a high engagement, so there will be many growth opportunities if we focus on developing the content.

THREATS

- Fanpage of the clubs in the school is increasingly developing and diversifying content.

3.5. Target Audience

DEMOGRAPHIC

- Age: About 12 - 50+
- Students / other jobs.
- Place of residence: mainly in Hanoi and neighboring provinces and cities.

PSYCHOLOGY

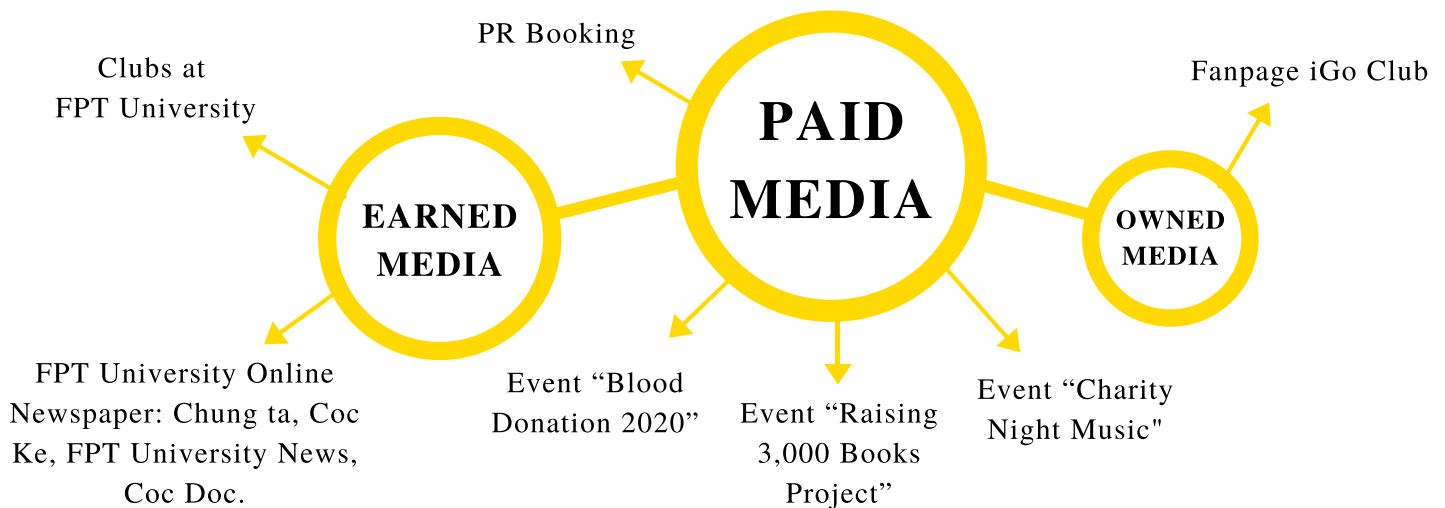
- People who tend to participate in volunteer activities.
- People who regularly contribute to support, follow clubs, volunteer organizations.

COMMUNICATION APPROACH

- Tone of voice: close, sincere, trustworthy.
- Key Hook: focus on offline communication channels, social media, with many suitable activities and events.
- Activity towards creating awareness and action.

3.6. Media Selection

The fundraising campaign "Ao Am Ha Giang" will run from October 16, 2020 to December 10, 2020, using the following media selection:



3.7. Smart Objective

- Reaching 95% of FPT University staff and lecturers and 60% of FPT High School students.
- Total fundraised amount: 150.000.000 VND.
- Calling for 4 unit support media sponsors: Yan News, Ybox, VTV News, Doi Song Viet Nam.
- Calling for 3 online newspapers of FPT University: FPT University News, "Chung ta" newspaper, "Coc Doc" newspaper.

Categories	Unit	KPI
Likes/Follows fanpage	likes/follows	6500 (Increase 18.2%)

Daily page engaged user	user	200
Reach each post	reach	1000
Inspiration clip	like	200
	view	10.000

Table 3.7.1. KPI for iGo Club's fanpage

3.8. Human Resource

All members of iGo Club.

3.8.1. Media

7
people

Role: The face of the club to the outside, which transmits information about the club and its programs to all external partners. It is the creative department, in charge of designing photo publications, clips, and running program techniques.

3.8.2. Logistics

30
people

Role: Ensure the funding, material and conditions to serve the club's activities to be held successfully.

3.8.3. Content

10
people

Role: Research, collect information, create ideas, content for club content. This team always needs to innovate and be creative in the stage of idea creation so that all content is always new and interesting.

3.8.4. Public Relation

Role: Contact schools, agencies, units, social organizations ... to mobilize resources and the support of individuals and collectives for club activities.

10
people

CHAPTER III: PRE-PRODUCTION

3.9. Stakeholders

- IC-PDP International Cooperation and Personal Development Division.
- Fanpages, websites, newspapers, clubs fanpage in the area of FPT Hanoi University.
- A number of secondary and primary schools in Thach That area - Hanoi.
- PR Booking: Yan News, VTV News, Doi song Viet Nam,...

3.10. Budget

- The cost of the campaign is equally divided among the activities: Raising 3000 Books Project, Blood Donation & Volunteer Concert.
- The expenses of print are supported by the IC-PDP department of FPT University and the fund for the community of FPT Corporation.
- PR Booking costs are supported by contacting and building "Media sponsorship profile" with Yan News, "Doi song Viet Nam" News, VTV News.

3.11. Risks

Risk	Low Level	Medium Level	High Level	Reducing Methods	Handling Methods
Lack of proceeds		×		<ul style="list-style-type: none">•We have estimated the costs from the planning of fundraising activities.•We have made a list of contact with sponsors	Content cuts will be made at this volunteer trip.

CHAPTER III: PRE-PRODUCTION

Risk	Low Level	Medium Level	High Level	Reducing Methods	Handling Methods
Transparency <i>(People feel there is a lack of clarity in the use of donations and objects for volunteering)</i>			×	There are plans to public this issue on the club's official fanpage	Immediately announced, avoiding the problem happening too long will affect the reputation of the club
Commercial communications		×		Use appropriate content, focus on conveying value to the community, avoid excessive communication for the public to perceive the media's false goals.	Immediately change the content conveyed according to the set criteria

Table 3.11.1. Risks for campaign

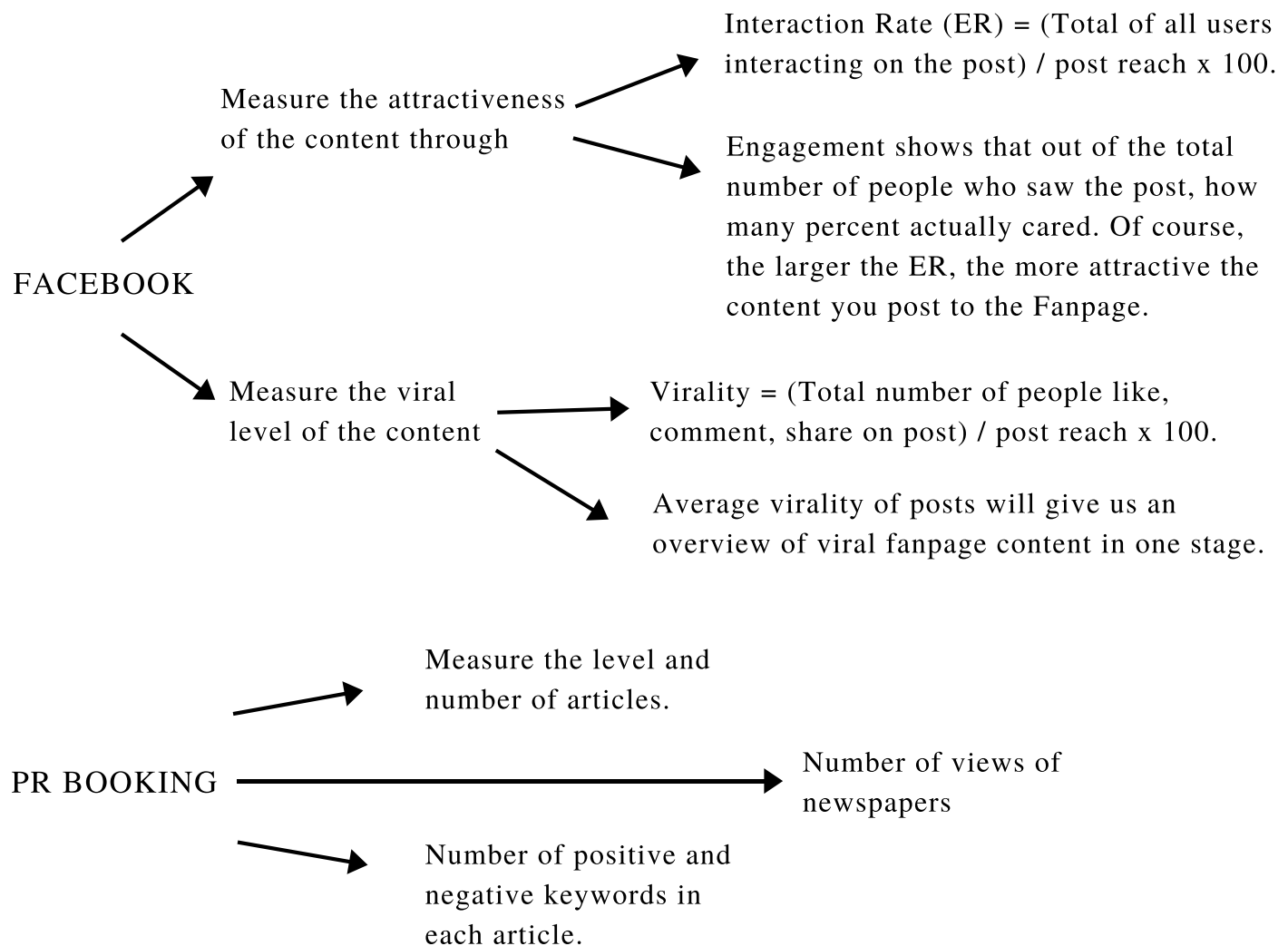
3.12. Methodology

This project involves both quantitative and qualitative elements:

- Quantitative: analysis of content (genre, length/duration, date of publication, sources and their organisational affiliations).
- Qualitative: Close reading of significant reports (keywords) to analyse the characteristics of content in its environmental, social, economic, public health and political dimensions.

3.12.1. Quantitative Research

This campaign, we mainly deploy on social media (Facebook) and PR Booking for some online newspapers. Therefore, for quality control, we propose a number of methods as follows:



3.12.2. Qualitative Research

- Using other methods like: In-depth Interview, Focus Group discussion, Qualitative Observation,...
- Using the MAXQDA tool. MAXQDA is a professional qualitative analysis software for qualitative, quantitative and mixed method data analysis for Windows and Mac, used by thousands of people worldwide. It was released in 1989 and it has a long history of providing researchers with powerful, innovative and easy-to-use analytical tools that help make a research project successful. Professionals use it for qualitative analysis of interviews, reports, tables, online surveys, focus groups, videos, audio files, documents, images, and more. Users can easily sort and classify any kind of unstructured data, find and retrieve information, test the theory, and create impressive illustrations and reports.

CHAPTER IV



ACTION PLAN

CHAPTER IV: ACTION PLAN

ACTION PLAN				
Key message		"ÁO ẤM HÀ GIANG"		
Stage		1	2	3
Time		14/10- 16/10	17/10 - 26/10	27/10 -06/11
Main Content		1. Looking back on the past seasons. 2. Kick off and introduce the location. 3. Press release.	Raising 3000 books project: 1. Kickoff and launch project communication online. 2. Posts about the difficulties of children in Ha Giang.	Blood donation: 1. Kickoff and launch event media "Blood Donation". 2. Call for donations in cash and artifacts.
Media Selection	Owned media	Fanpage iGo Club.	Fanpage iGo Club.	1. Fanpage iGo Club. 2. Email Reminder
	Earned media	1. Editorial 2. Sharing and reposts 3. WOM	1. Editorial 2. Sharing and reposts 3. WOM	1. Editorial 2. Sharing and reposts 3. WOM
	Paid media	1. PR Booking 2. OOH	1. PR Booking 2. OOH 3. Micro-Influencer	1. PR Booking 2. OOH
KPI		1. Daily page engaged user: 150-200 2. Reach each post: 1000-1200 3. PR Booking: 2 press releases	<u>Online:</u> 1. Participants: 50-60 2. Books: 90-100 3. Inspiration clip: 200 likes and 10.000 views 4. PR Booking: 2 articles (Before and after project) <u>Offline:</u> 1. Schools: 4 2. Books: 2800-3000	1. Number of participant: 500 2. Amount of support from the hospital: 25.000.000 VND 3. Discount from company gifts: 20.000.000 VND 4. The proceeds from the contract with the gift company: 15 % 5. Total: 45.000.000 VND 6. PR Booking: 2 articles (Before and after event)
Estimated Cost		320.220 VND	816.000 VND	2.865.000 VND

CHAPTER IV: ACTION PLAN

ACTION PLAN				
Key message		"ÁO ẤM HÀ GIANG"		
Stage		4	5	6
Time		07/11 - 08/11	09/11 - 27/11	27/11 - 10/12
Main Content		Share about the difficulties in Ha Giang land from the actual documents.	"Light up the dreams" Music Charity Show: Kick off and start communicating the "Light up the dreams" charity music show event.	1. Summarize three fundraising events. 2. Kickoff "Ha Giang Warm Clothes" for the second time. 3. Online post activities take place on Ha Giang.
Media Selection	Owned media	Fanpage iGo Club.	1. Fanpage iGo Club 2. Website	Fanpage iGo Club.
	Earned media	WOM	1. Editorial 2. Sharing and reposts 3. WOM	1. Editorial 2. Sharing and reposts 3. WOM
	Paid media	1. PR Booking 2. OOH	1. PR Booking 2. OOH 3. Influencer	1. PR Booking 2. OOH
KPI		1. Daily page engaged user: 150-200 2. Reach each post: 1000-1200	1. Number of tickets sold offline: 200 2. Number of tickets sold online: 100 3. Number of participant: 300 4. Proceeds: 26.700.000 VND 5. Cash back after all: 10.000.000 VND 6. Number of feedback: 100 7. PR Booking: 2 articles (Before and after event)	1. The total amount is supported through Fanpage Media: 80.000.000 2. PR Booking: 2 Campaign summary articles
Estimated Cost		0 VND	18.450.000 VND	0 VND
Total Estimated Cost		22.451.220 VND		

Table 4.1. Action plan for overall campaign

CHAPTER V

IMPLEMENTATION



5.1. Direction of Fanpage Media

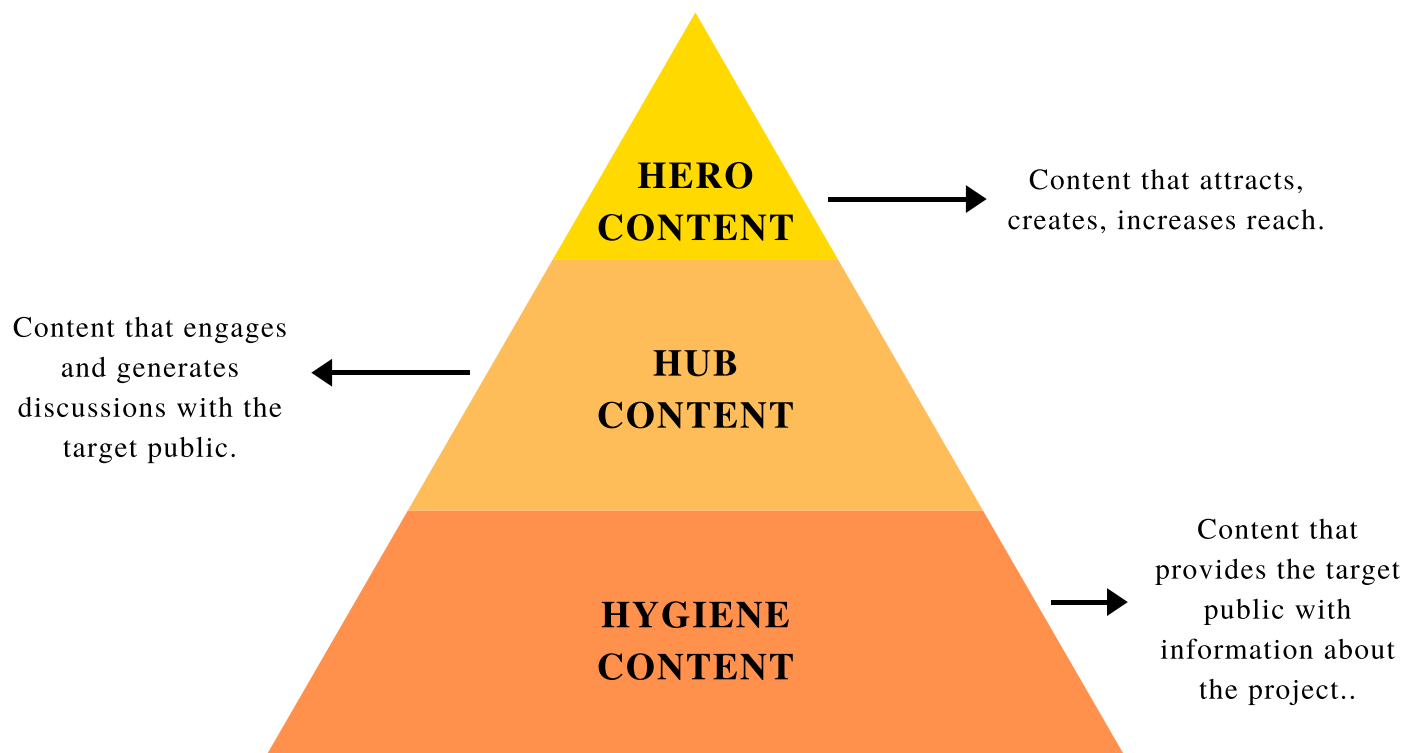
5.1.1. Facebook content strategy

5.1.1.1. Smart Objective

- **Engagement:** Create articles about the amount of sharing interactions, spreading the message to the public audience.
- **Information sharing:** Sharing information aims to create discussions, engage and create positive feelings with the public.
- **Community:** Create articles about community related content: culture, support from sponsors, organizations,...

5.1.1.2. Strategy makes a difference

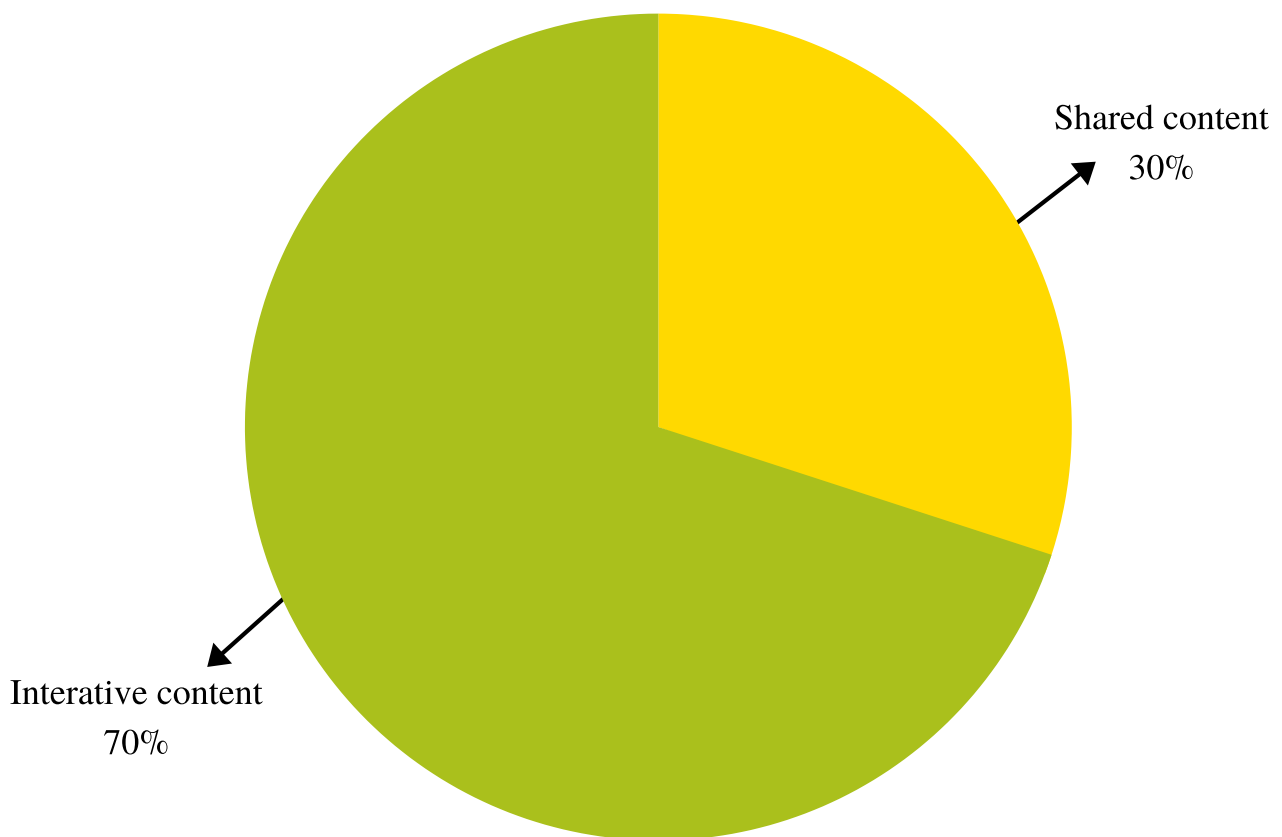
Based on 3H strategic model:



5.1.2. Facebook content orientation

5.1.2.1. Direction fanpage content

- **Main spirit:** Spreading the spirit of volunteering, enthusiasm with the desire to contribute youth to help unhappy lives in this world have more warm moments from young Vietnamese themselves.



Fanpage content has 2 main orientations: Interactive content and shared content. In which, interactive content is more focused on developing, accounting for 70% of fanpage content, while shared content only accounts for 30%.

- **Interactive content**
 - iGo's people: The story of people sticking with iGo from the previous "Ha Giang warm clothes seasons", journeys and memorable memories through "Ha Giang warm clothes seasons".
 - People of Ha Giang: stories about the difficulties of children in Ha Giang, unhappy lives in Ha Giang.
 - Social minigame: organizing mini games for the public.
 - Events: Raising 3000books project, Blood donation, "Light up the dreams" charity music show.

CHAPTER V: IMPLEMENTATION

- **Shared content**

- Events: Raising 3000books project, Blood donation, Light up the dreams “Thap sang uoc mo”.
- Share news posted on mainstream newspapers.

5.1.2.2. Criterion

Criteria to create a good story from fanpage of iGo Club:

ENTERTAINING

A story from the people of iGo Club that makes the listener / viewer want to know what happens next.

MEMORABLE

Through the inspiration, the touching story about iGo, must be deeply embedded in the minds of readers / listeners / watchers.

ORGANIZED

The iGo's story is structured, conveys the main message and helps readers / listeners absorb.

UNIVERSAL

The story can involve people, touching the emotions and experiences of diverse listeners / viewers.

EDUCATIONAL

Educational story that conveys good cultures.

5.1.3. Facebook content format

5.1.3.1. Content Single Image

APPEARANCE

A designed image or actual product / space / person image.

ADVANTAGES

Stand out the message, focus on one content, create attractiveness and attractiveness.

5.1.3.2. Content Video

APPEARANCE

Video with maximum length of 2-3 minutes
Combining attractive images and sound, attracting the attention of customers.

ADVANTAGES

Easy to interact with videos because of the ability to support automatic video playback on Facebook.

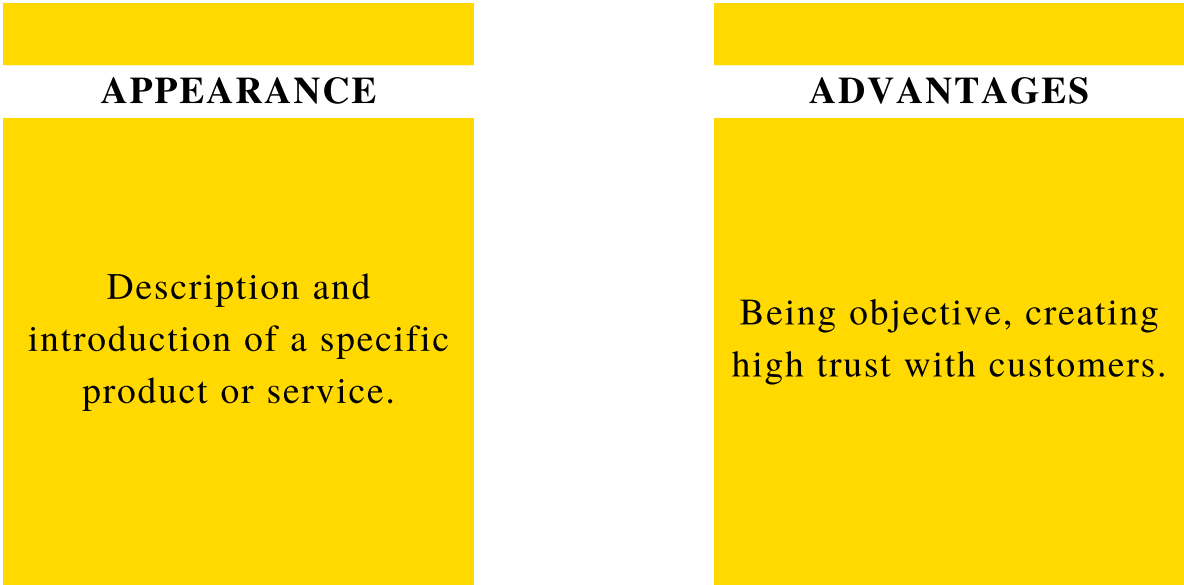
5.1.3.3. Content GIF

APPEARANCE	ADVANTAGES
GIF with attractive images, attracting the attention of customers.	Easy to interact with GIFs because of the ability to support automatic gif playback on Facebook.

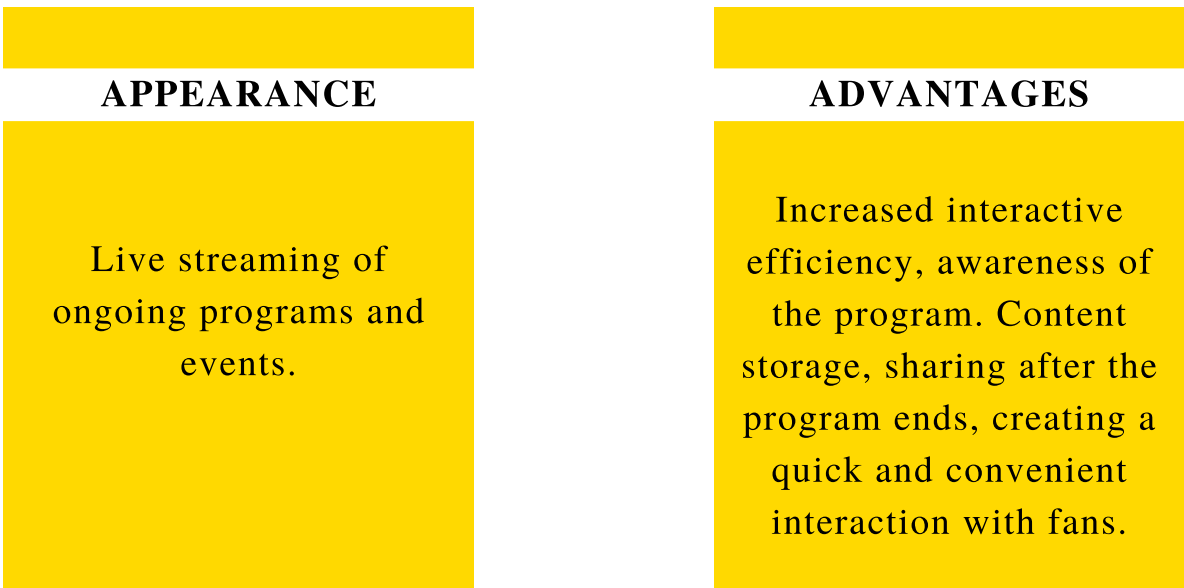
5.1.3.4. Content Infographics

APPEARANCE	ADVANTAGES
Synthesizing information in the form of words and images in the most condensed way.	Impressive, attractive images, easy to remember and highly convincing information.

5.1.3.5. Content Product Review



5.1.3.6. Content Livestream



5.2. Raising 3.000 Books Project

17/10/2020 - 27/10/2020

5.2.1. Idea

“Give 3000 books for Ha Giang poor children” we hope we not only can contribute a part to the journey of creating a brighter future for poor children in Ha Giang, but also build and spread reading habits.”



5.2.2. Target Audience

ONLINE EVENT

DEMOGRAPHIC

- Age: About 12 - 50+
- Students / other jobs.
- Place of residence: mainly FPT University and neighboring provinces.

PSYCHOLOGY

- People who tend to participate in volunteer activities.
- People who regularly contribute to support, follow clubs, volunteer organizations.

COMMUNICATION APPROACH

- Tone of voice: close, sincere, trustworthy.
- Key Hook: focus on online communication channels, social media, with many suitable activities and events.
- Activity towards creating awareness and action.

Table 5.2.2.1.1. Audience Segmentation of Online Event

OFFLINE EVENT

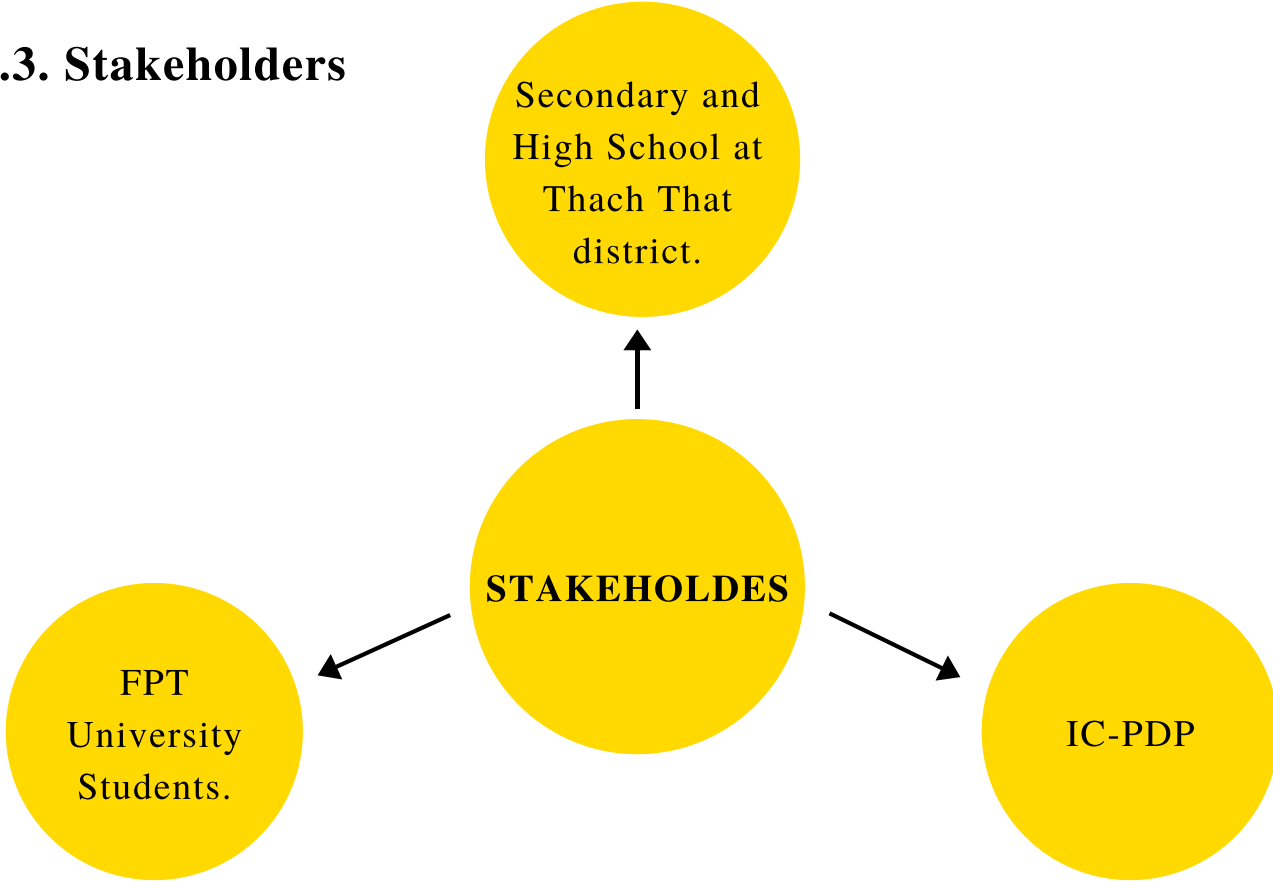
DEMOGRAPHIC	PSYCHOLOGY
<ul style="list-style-type: none">• Age: About 6- 18• Students• Place of residence: mainly in Thach That district.	<ul style="list-style-type: none">• People who tend to participate in volunteer activities.• People who regularly contribute to support, follow clubs, volunteer organizations.

COMMUNICATION APPROACH

- Tone of voice: closely, sincere, trustworthy.
- Key Hook: focus on offline communication channels, social media
- Activity towards creating awareness and action.

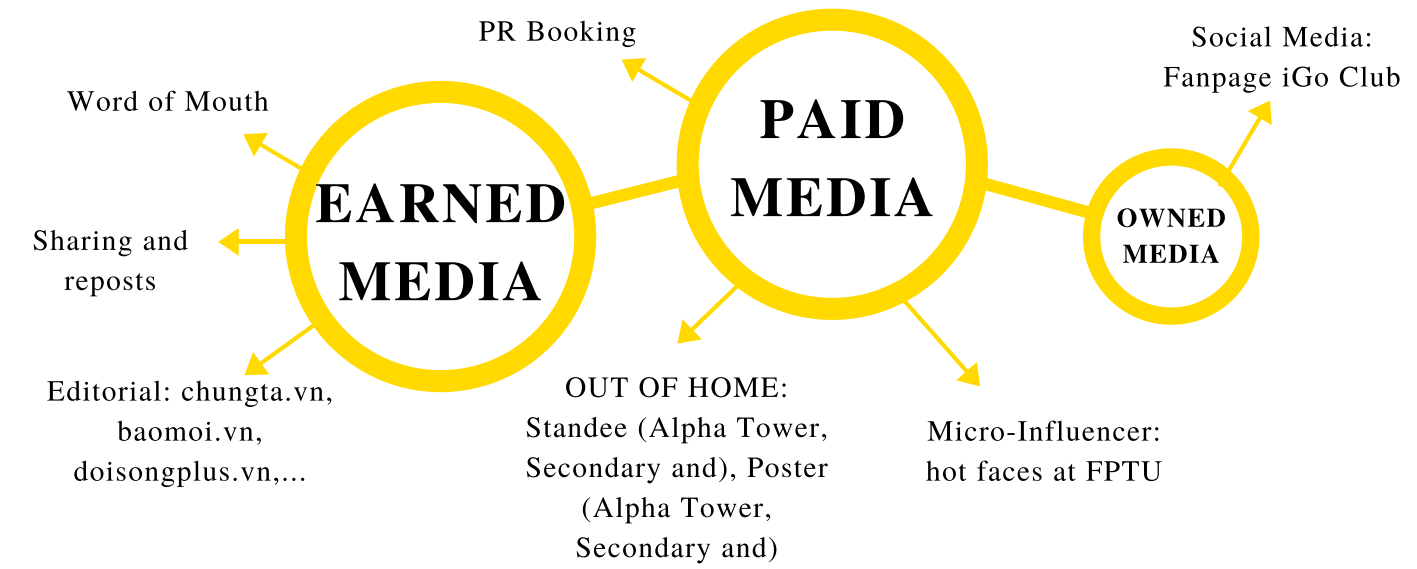
Table 5.2.2.2.1. Audience Segmentation of Offline Event

5.2.3. Stakeholders



5.2.4. Media Selection

We will apply 3 media channels: owned media, earned media, and paid media to communicate.



Plan	RAISING 3000 BOOKS CHALLENGE									
Day	17	18	19	20	21	22	23	24	25	26
COMMUNICATION LEVEL	Normal			Strong					Normal	
OWNED MEDIA	Fanpage									
PAID MEDIA				Micro-Influencer						
	PR Booking								PR Booking	
	OUT OF HOME									
EARNED MEDIA	Editorial									
	Forum									
	Word of Mouth									

5.2.5. Media Stage

Online Event: #giftbookschallenge

MEDIA STAGE			
NO.	STAGE	TYPE	CONTENT
1	PRE (17/10)	ONLINE	Teaser.
2	DURING (18/10- 24/10)	ONLINE	Kickoff.
3			Update image/clip of participant.
4			PR Booking: Doi song Viet Nam News
5			Share post of Media Sponsor and Media Support.
6			Post at FU-HL about activity: Take part in # activity at Alpha to be sold up to 20% when buying 20/10 flowers.
7			Inspiration clip.
8			Share clip viral.
9			Reading habits of the young generation.
10			Image of poor children at Ha Giang.
11			some hours left to do the challenge.
12		OFFLINE	OOH: Stick the poster at Dormitory (door, vending machine).
13			Communicate at Secondary and High school of Thach That.
14			Take part in # activity at Alpha to be sold up to 20% when buying flowers.
15			Collect books from schools.
16	POST (25/10- 26/10)	ONLINE	Summarize event
17			Share post about event's summary of media sponsors.

Table 5.2.5.1. Media stage of Online Event

CHAPTER V: IMPLEMENTATION

Offline Event: Raising 3000 books project

MEDIA STAGE			
NUMBER	STAGE	TYPE	CONTENT
1	DURING (19/10-24/10)	ONLINE	Kickoff.
2			Update image/clip of participant.
3			Share the post about activity from fanpage of Secondary and High schools.
4		OFFLINE	Communicate at Secondary and High schools Thach That. (Mini-talk at Assembly and offline communication at class).
5			Assemble books from Secondary and High schools Thach That that communicate and other schools that demand to collect books.
6	POST (25/10-27/10)	ONLINE	Summarize event
7			Put posts to thank Secondary and High school for their support.

Table 5.2.5.2. Media stage of Offline Event

5.2.6. Cost

Before kick-off the project we set the estimated cost to run this project, here we have shown the correlation between the estimated cost and the actual cost of the project. It can be seen that we have made great efforts to reduce the costs, as well as keep the project successful.

NO.	Categories	"Unit Price (Unit: VND)"	Quantity (Unit: piece)	Amount (Unit: VND)
1	Standee	90.000	1	90.000
2	Booking 14 Channel	500.000	1	500.000
3	Poster	5.022	70	226.000
Final: 816.000				

Table 5.2.6.1. Estimated Budget of Raising 3000 books project

CHAPTER V: IMPLEMENTATION

NO.	Categories	Quantity (Unit: piece)	Unit Price (Unit: VND)	Amount (Unit: VND)
1	Standee	1	75.000	75.000
2	Poster	45	5.022	226.000
Total: 301.000 VND				

Table 5.2.6.2. Actual Budget of Raising 3000 books project

5.2.7. Result

ONLINE EVENT

Categories	Unit	KPI	Reality
Participants	people	50-60	90-100
Books	book	90-100	150

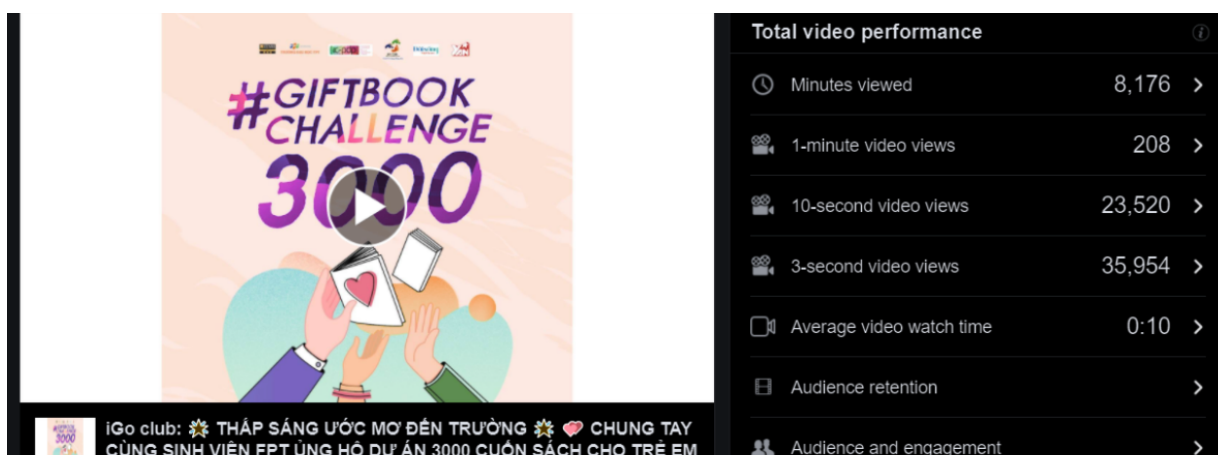
Table 5.2.7.1. Online Event Performance

OFFLINE EVENT

Categories	Unit	KPI	Reality
Schools	schools	4	6
Books	book	2800-3000	4568

Table 5.2.7.2. Offline Event Performance

INSPIRATION CLIP



5.2.8. Risks

Risk	Low Level	Medium Level	High Level	Reducing Methods	Handling Methods
Lack of human resource	×			Make a list of preparatory human resources.	Redistribution of human resources
Coronavirus			×	(If can) Remind participants about coronavirus regulations	If the disease progresses complicatedly, we will change the organization time or suspend offline activity.
Lack of books		×		Had a list of preparatory schools.	Extend offline activities, contact more schools.
Lack of online participants		×		Had a list of preparatory micro-influencers	Call upon the Organizers to participate in the event, intensify the offline communication.
Schools not allows this activity		×		Had a list of preparatory schools.	Switch to implementation at fields in the reserve list

Table 5.2.8.1. Risk assessment of Raising 3000 books project

5.2.9. Evaluation

We conducted in-depth interviews with the teacher and group (*See Appendix 6 for more detail about interviewers list*)

Criteria	General comment
How do you feel about this project?	<ul style="list-style-type: none"> Most people are satisfied with the the project
Do you have any suggestions on how the project is organized?	<ul style="list-style-type: none"> The organization of sharing and chatting during flag-raising hours is evaluated relatively well The Organizers is well coordinated, working quite professionally
How do you feel about the media work this year?	<ul style="list-style-type: none"> The offline communication form is invested in good content. In the following years, the content should be diversified, possibly organizing more events, for example a reading festival combined with donations.
Does the content shared during school assembly and class communication need to change?	<ul style="list-style-type: none"> The content conveys well. However, it will be more effective to distribute additional leaflets to students.
Do you have any further suggestions for the project to improve next year?	<ul style="list-style-type: none"> With a large number like this year, next year can be held longer, or held in a larger space this year.

Table 5.2.9.1. Summary feedback of depth- interview by Focus Group method.
(*See Appendix 6 for more details about interviewers list*)

5.3. Blood Donation

17/10/2020 - 27/10/2020

5.3.1. Idea



**“A drop of blood is given,
a life stays”**

Spreading the spirit of humanitarian blood donation, helping difficult circumstances to the community in general and FPT University students in particular.

5.3.2. Target Audience

DEMOGRAPHIC

- Age: About 18 - 60.
- Students, staff at FPT University.
- Study and working place: Ha Noi FPT University.

PSYCHOLOGY

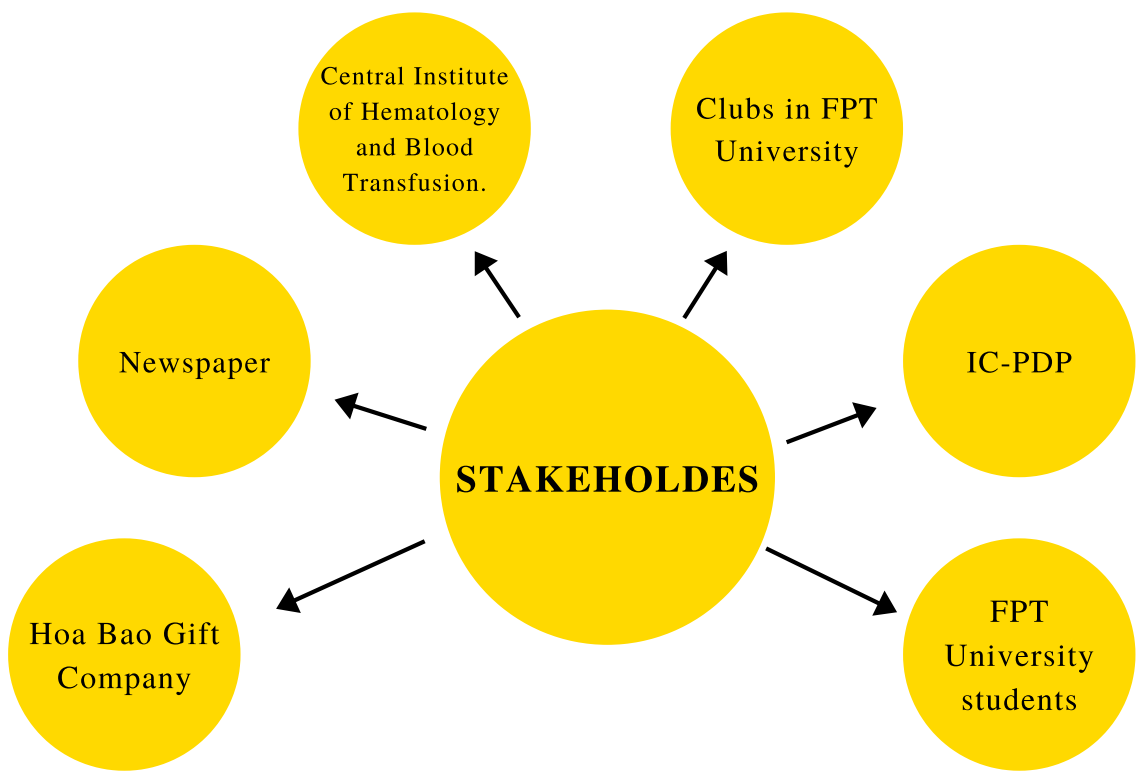
- People who tend to participate in volunteer activities.
- People who regularly contribute to support, follow clubs, volunteer organizations.

COMMUNICATION APPROACH

- Tone of voice: closely, sincere, trustworthy, attractive.
- Key Hook: focus on offline communication channels (OOH), social media & PR Booking.
- Activity, article towards creating awareness, information providing and call to action.

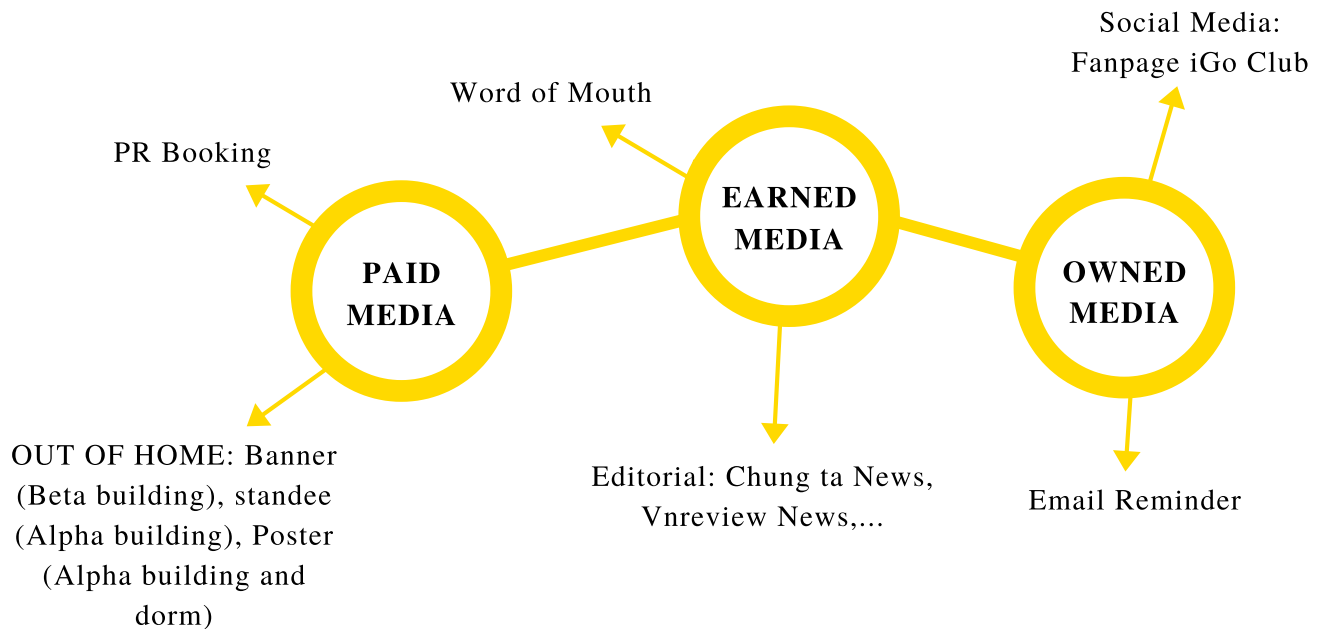
Table 5.3.2.1. Audience Segmentation of Blood Donation Event

5.3.3. Stakeholders



5.3.4. Media Selection

We will apply 3 media channels: owned media, earned media, and paid media to communicate.



PLAN	BLOOD DONATION 2020											
Week	Week 1						Week 2					
Day	27	28	29	30	31	1	2	3	4	5	6	
COMMUNICATION LEVEL	Normal					Strong					Normal	
OWNED MEDIA	Fanpage											
		Email Reminder										
PAID MEDIA		PR Booking								PR Booking		
		Out Of Home										
EARNED MEDIA				Sharing and reposts								
					Editorial					Editorial		

Table 5.3.4.1. Overview timeline of using media channels

CHAPTER V: IMPLEMENTATION

5.3.5. Media Stage

The Blood Donation event from October 27, 2020 to November 6, 2020 includes the following Media Stages:

MEDIA STAGE			
NO.	STAGE	TYPE	IMPLEMENTATION CONTENT
1	PRE (27/10 - 02/11)	ONLINE	Teaser video.
			Kick-off events on Fanpage & personal channels.
			Create Facebook Event.
			Series of articles about benefits of blood donation and benefits of participating in the event.
			Series of articles introducing stakeholders.
			Minigames create interactions.
			Video interviews and informants for the audience of the event.
			Reminders of important information before Blood Donor day and event countdown.
			Send mail to remind subscribers about the event time.
			PR Booking: Event introduction (Doi song Viet Nam News).
		OFFLINE	Offline communication in class and OOH at FPT University.
			Set up an early registration desk to receive gifts at the lobby Alpha, Beta, Gamma.
2	DURING (03/11 - 04/11)	ONLINE	Update event photos.
			Video guide the process of participating in blood donation.
			Livestream opens the program and shares it with student community groups.
3	POST (05/11 - 06/11)	ONLINE	Photo album summary and thanks to the stakeholders.
			PR Booking: Summary article (Doi song Viet Nam News).

5.3.6. Agenda

AGENDA DAY 1				
Time		Categories	In charge	Prepare
Morning	6h00 - 7h15	Set up	iGo Club	Human resource
	7h20 - 7h30	Entertainment performance	iGo club, Guitar club	Media team
	7h30 - 7h35	Group dance by iGo	iGo club	
	7h35 - 7h40	Opening program	iGo club, Guitar club	Media team
	7h40 - 7h50	Speech	School staff, organizer leader	PDP staff Head of organizer Representative of the Hematology Institute
	7h45 - 7h50	Giving gratitude to the hematology institute	iGo Club	iGo club
	7h50 - 12h00	Blood donation	Institute of Hematology	Human resource
Noon	12h00 - 13h30	Lunch time	iGo Club	Human resource
Afternoon	13h30 - 13h45	Entertainment performance	iGo Club	Human resource
	13h45 - 16h00	Blood donation	iGo Club	
	16h00 - 18h00	Summing up, cleaning, ending day 1	iGo Club	

Table 5.3.6.1. Agenda day 1 of Blood Donation Event

CHAPTER V: IMPLEMENTATION

AGENDA DAY 2				
Time		Categories	In charge	Prepare
Morning	6h00 - 7h30	Set up	iGo Club	Human resource
	7h30 - 12h00	Blood donation	Institute of Hematology, iGo Club	Human resource
Noon	12h00 - 13h30	Lunch time	iGo Club	Human resource
Afternoon	13h30 - 13h45	Entertainment performance	iGo Club	Human resource
	13h45 - 16h00	Blood donation	iGo Club	
	16h00 - 18h00	Summing up, cleaning, ending day 2	iGo Club	

Table 5.3.6.2. Agenda day 2 of Blood Donation Event

5.3.7. Cost

Estimated Cost				
No.	Categories	Unit Price (Unit: VND)	Quantity (Unit: piece)	Amount (Unit: VND)
1	Backdrop	500.000	1	500.000
2	Poster A3	10.000	10	100.000
3	Banner	0	1	0
4	Standee	90.000	2	180.000
5	Keychain	8.000	200	1.600.000
6	Sticker	7.000	5	35.000
7	Gift for the hospital	150.000	1	150.000
8	Event crew card, lanyard	10.000	30	300.000
TOTAL				2.865.000

Table 5.3.7.1. Estimated Budget of Blood Donation Event

CHAPTER V: IMPLEMENTATION

Actual cost					
No.	Categories		Unit Price (Unit: VND)	Quantity (Unit: piece)	Amount (Unit: VND)
1	PRINT	Backdrop	400.000	1	400.000
2		Poster A3	7.500	4	30.000
3		Poster A4	5.000	5	25.000
4		Standee	75.000	92	150.000
5	GIFT	Keychain	12.000	50	600.000
6		Crest	7.000	150	1.050.000
8		Minigame gift (phone card, film ticket)	20.000	3	60.000
			119.000	1	119.000
9		Gift for the hospital	150.000	1	150.000
11	OTHERS	Event crew card, lanyard	9.000	60	540.000
12		Paper cup	500	200	100.000
Total: 3.224.000 VND					

Table 5.3.7.2. Actual Budget of Blood Donation Event

5.3.8. Result

Categories	Unit	Total
Preparation	VND	2.619.000
Proceeds	VND	58.839.500
Final Totals	VND	56.220.500

Table 5.3.8.1. Result after event

5.3.9. Risks

Risks	Low Level	Medium Level	High Level	Reduce Methods	Handling Methods
Lack of personnel	×			Control registered members in positions. Requiring 100% HR to commit will definitely participate.	Each position recruits 1-2 more people to prevent risks.
Appearance of COVID-19 disease			×	Consider how dangerous the disease is. If the epidemic is still under control, it is imperative that attendees wear masks and hand sanitizer before attending the event.	If the epidemic gets complicated, the event will be postponed, focusing on online activities.
Medical problem after blood donation		×		Prepare a team of highly specialized doctors who can handle health issues after blood donation.	There was an ambulance from the hospital, if the situation was too bad, the patient would be taken straight to the nearest hospital.
The number of participants donating is too large			×	Increase the number of personnel for the position of coordinating event participants, ensuring a reasonable space for everyone.	If the numbers are too crowded, the organizers will remind everyone to move on to the next day, if it's the last day, organizers apologize to everyone, and tell everyone to wait for the next blood donation.

Table 5.3.9.1. Risk assessment of Blood Donation Event

5.3.10. Evaluation

We conducted in-depth interviews with the event participants on time frames during the 2 days of the event. *(See Appendix 7 for more details about interviewers list)*

Criteria	General comment
How do you feel about today's event space?	<ul style="list-style-type: none">• Most people are satisfied with the event space• However, because the number of this year is much higher than every year, the space is not large enough.• In terms of layout, the positions are arranged quite reasonably, the area in line for medical examination should be arranged more widely.
Do you have any comments on the Organizers at this year's Blood Donation event?	<ul style="list-style-type: none">• The Organizers are very enthusiastic and professional, handling problems very quickly, making the processing time faster than last year.
Do you think the organization time is reasonable?	<ul style="list-style-type: none">• In general, the time held is reasonable. In terms of closing time, it is best to add 30 minutes to 1 hour, because many of you learn slots 5 and 6 are a bit difficult to schedule.

How do you feel about the media work this year?	<ul style="list-style-type: none">• In previous years, iGo had relatively little communication about Blood Donation, so the information was not clear, many of you did not know the time and venue of the event.• In addition, this year the benefits of blood donation have been communicated more strongly, attracting a lot of participants.• The ultimate goal is to help Ha Giang children, this is also a very big reason why people participate in blood donation. Because this is an opportunity for them to contribute to Ha Giang.
Do you feel that iGo has provided you with enough information about blood donation?	<ul style="list-style-type: none">• Information about online communication is very complete, but about offline communication because of the short time, there are some communication layers that are not deep enough, people do not know enough information.
Do you have any further suggestions for the program to improve next year?	<ul style="list-style-type: none">• With a large number like this year, next year can be held longer, or held in a larger space this year.

Table 5.3.10.1. Summary feedback of depth- interview by Focus group method.

5.4. Charity Music Show "Light up the dreams"

09/11/2020 - 27/11/2020

5.4.1. Idea



"iGo club in general and the music show "Light up the dreams" in particular, the desire to spread the value of the dream to everyone, especially portraying the desire to realize dreams and barriers of poor children in Highland. From there, creating awareness for people about helping difficult upland communities in general, helping hand to help make the dreams of children in Tat Nga commune, Meo Vac district, Ha Giang province come true."

5.4.2. Target Audience

DEMOGRAPHIC

- Age: About 18 - 25
- Students
- Place of residence: mainly in FPT University and Hanoi city.

PSYCHOLOGY

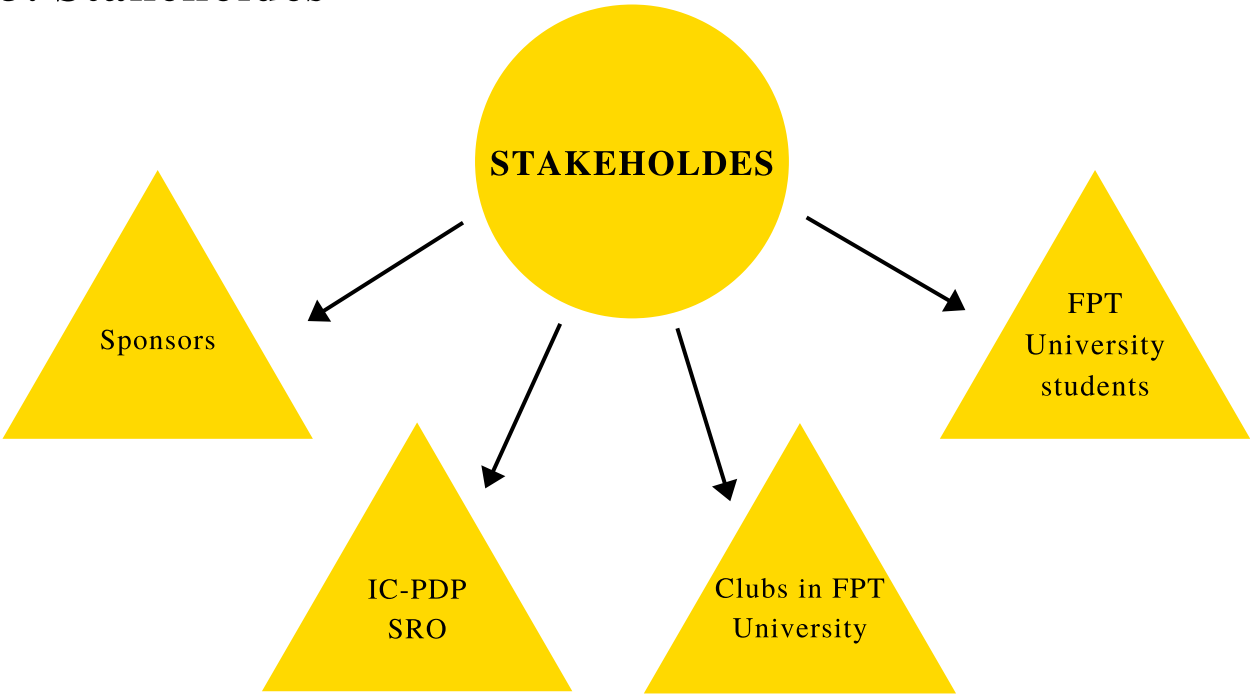
- People who tend to participate in volunteer activities.
- People who regularly contribute to support, follow clubs, volunteer organizations.
- People who enjoy music, music concerts. They follow trends on social media.

COMMUNICATION APPROACH

- Tone of voice: close, sincere, trustworthy.
- Key Hook: focus on offline communication channels, social media, with many suitable activities and events.
- Activity towards creating awareness and action.

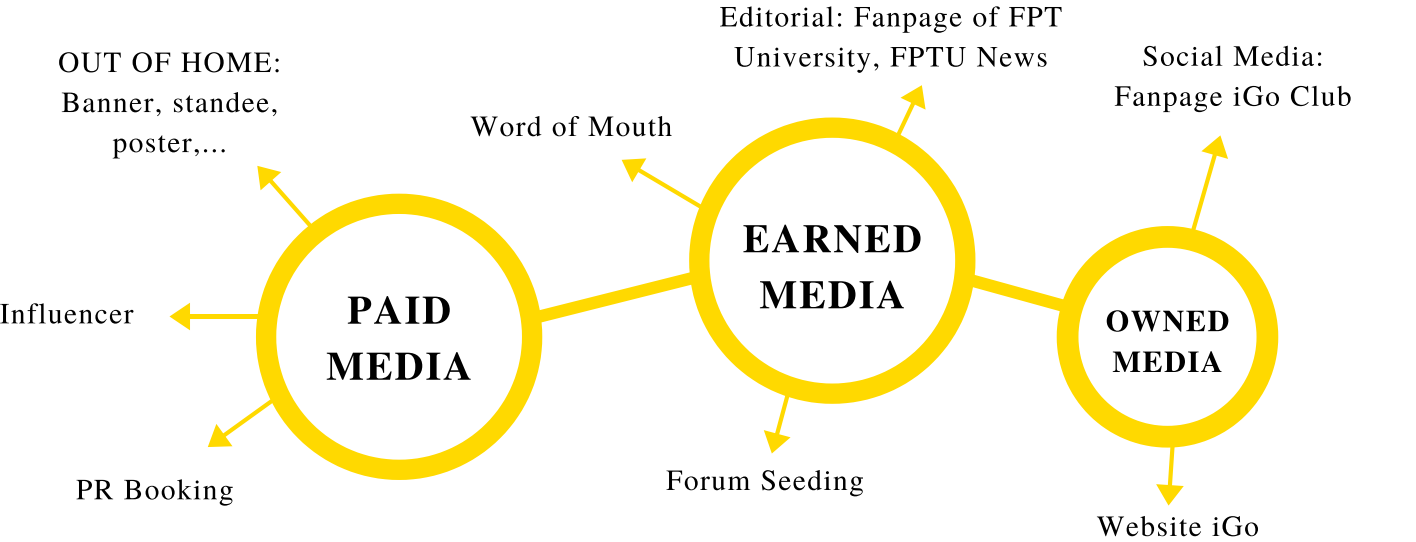
Table 5.4.2.1. Audience Segmentation of Charity Music Show “Light up the dreams”

5.4.3. Stakeholdes



5.4.4. Media Selection

We will apply 3 media channels: owned media, earned media, and paid media to communicate.



CHAPTER V: IMPLEMENTATION


PR Plan	CHARITY MUSIC SHOW																		
Week	Week 2							Week 3							Week 4				
Day	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27
Communication Level	Normal						Strong						Normal						
Owned Media	Fanpage																		
Paid Media							PR		PR					PR Booking				PR 	
				Poster															
				Standee															
				Banner															
Paid Media							Sharing and reposts												
						Editorial									Editorial				Editorial

Table 5.4.4.1. Overview timeline of using media channels

5.4.5. Media Stage

Our event is held from October 9th 2020 to October 27th 2020. So, the communication phase is deployed as follows:

CHAPTER V: IMPLEMENTATION

MEDIA STAGE			
NO.	STAGE	TYPE	CONTENT
1	PRE (9/11 - 20/11)	ONLINE	Teaser video.
			Revealing ticket opening date, number of tickets published.
			Clip the influencer announcing he will join the event.
			Clip the "INTRODUCE NIGHT MUSIC TICKETS AND THE SURPRISING".
			The value behind the ticket you buy.
			Introduction to discounted early booking tickets.
			Notice of rules and valid ticketing locations.
			Update ticket owners.
			Introducing the companion club, gradually revealing the repertoire.
			Countdown before music night.
		PR Booking	Event introduction (Doi song Viet Nam newspaper).
		OFFLINE	Place the banner and standee around the Alpha and Beta building.
			Offline communication at class and OOH at university.
			Open ticket counters at the Alpha building.
2	DURING (20/11)	ONLINE	Live stream the event and update some pictures of the event is going on.
3	POST (20/11 - 27/11)	ONLINE	Upload pictures of that music night on the fanpage.
			Synthesize, thank the stakeholders.
			Post survey link for the participants.
		PR	Summary article (Doi song Viet Nam News).

Table 5.4.5.1. Media stage of Charity Music Show “Light up the dreams”

CHAPTER V: IMPLEMENTATION

5.4.6. Agenda

NO.	TIME	CONTENT
1	19h - 19h30	Check-in, take photo
2	19h30 - 19h35	Solei club
3	19h35 - 19h42	Opening: Statement of reasons, introducing delegates
4	19h42 - 19h57	Drama
5	20h - 20h05	Melody club
6	20h05 - 20h20	Magic repertoire
7	20h20 - 20h24	Blazie club
8	20h24 - 20h35	FTic club
9	20h35 - 20h40	Guitar club
10	20h40 - 20h50	Sisters First band
11	20h50 - 20h55	Repertoire of audience exchange
12	20h55 - 21h15	Guest singer
13	21h15 - 21h20	Hebe club
14	21h20 - 21h35	Lucky draw - lucky spin
15	21h35 - 21h40	Music performance by iGo's members
16	21h40 - 21h45	Closing + Thanks to the audience

Table 5.4.6.1. Agenda of Charity Music Show “Light up the dreams”

5.4.7. Cost

Event Charity music show “Light up the dream” has the following preparation cost:

Estimated Cost				
No.	Categories	Unit Price (Unit: VND)	Quantity (Unit: piece)	Amount (Unit: VND)
1	Backdrop	600,000	1	600,000
2	Poster A3	10,000	5	50,000

CHAPTER V: IMPLEMENTATION

Estimated Cost				
No.	Categories	Unit Price (Unit: VND)	Quantity (Unit: piece)	Amount (Unit: VND)
3	Standee	75,000	2	150,000
4	Ticket	2,000	300	600,000
5	Hashtag	50,000	3	150,000
6	Speaker	1,000,000	1	1,000,000
7	Guest	15,000,000	1	15,000,000
11	Drink	5,000	150	750,000
12	Decoration	50,000	3	150,000
TOTAL				18,450,000

Table 5.4.7.1. Estimated Budget of Charity Music Show “Light up the dreams”

Actual cost				
Categories		Unit Price (Unit: VND)	Quantity (Unit: piece)	Amount (Unit: VND)
PRINTING	Standee	#N/A	3	490.000
	Poster	#N/A	30	
	Lanyard	6.000	45	270.000
	Backdrop	#N/A	1	700.000
	Hashtag	#N/A	3	
	Ticket	#N/A	300	
	Event crew card	3.000	45	135.000
	Certificate	8.000	8	64.000
LOGISTIC		1.912.000		
FOOD & BEVERAGE		1.414.950		
EXPENSE OF GUEST		10.000.000		
Total: 14.985.950 VND				

(#N/A: No Available)

(See Appendix 5 for more details about the Budget of Charity Music Show)

Table 5.4.7.2. Actual Budget of Charity Music Show “Light up the dreams”

5.4.8. Result

Categories	KPI	Reality
Number of tickets sold	300	285
Number of tickets sold online	100	83
Number of participant	300	228
Proceeds	26.700.00 VND	25.275.000 VND
Number of feedback	100	77
Donation	#N/A	1.068.000 VND
Total: 26.343.000 VND		

Table 5.4.8.1. Charity Music Show “Light up the dreams” Performance

Categories	Details		Total
Total proceeds	Proceeds	25.275.000 VND	30,002,000 VND
	Donation	1.068.000 VND	
	Sponsor	2.000.000 VND	
	Print(free)	1.659.000 VND	
Total expenses	Logistic	1.912.000 VND	13,326,950 VND
	Food & Beverage	1.414.950 VND	
	Guest (Singer)	10.000.000 VND	
Total	16,675,050 VND		

Table 5.4.8.2. Total proceeds of Charity Music Show “Light up the dreams”

CHAPTER V: IMPLEMENTATION

Website (Landing Page)

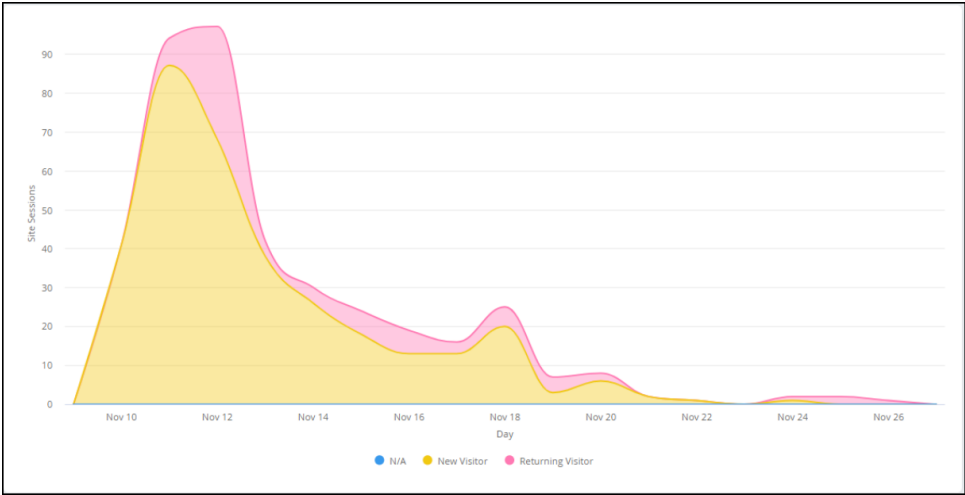
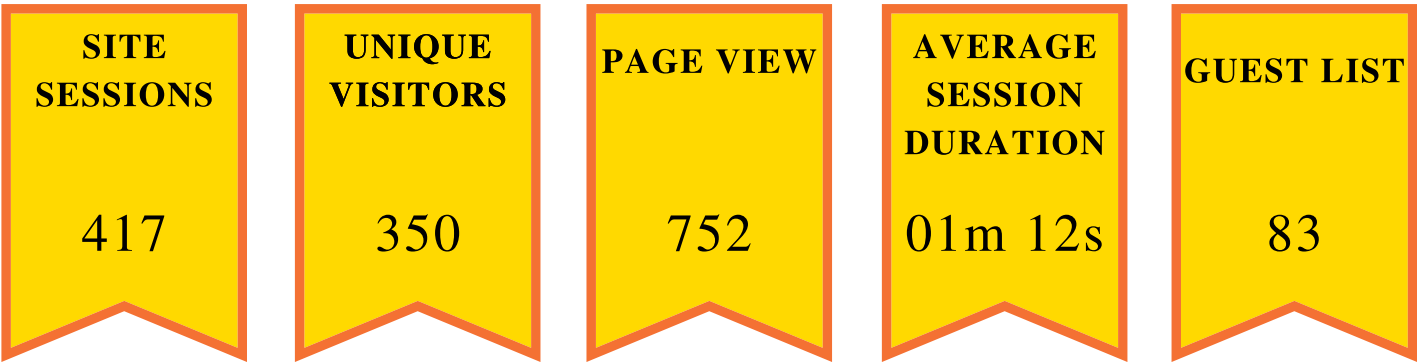


Figure 5.4.8.1. Tracking of Site Sessions
(Source: <https://clbvicongdongigofpt.wixsite.com/thapsanguocmo>)

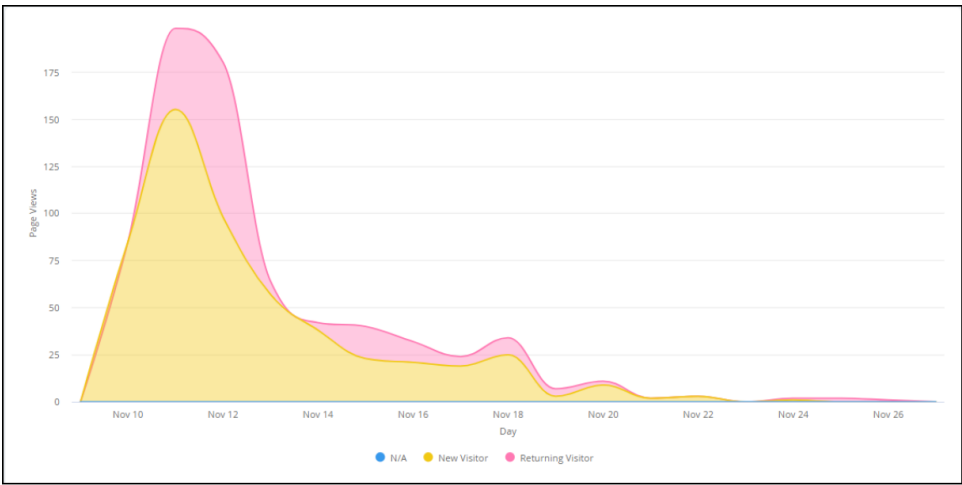


Figure 5.4.8.2. Tracking of Page Views
(Source: <https://clbvicongdongigofpt.wixsite.com/thapsanguocmo>)

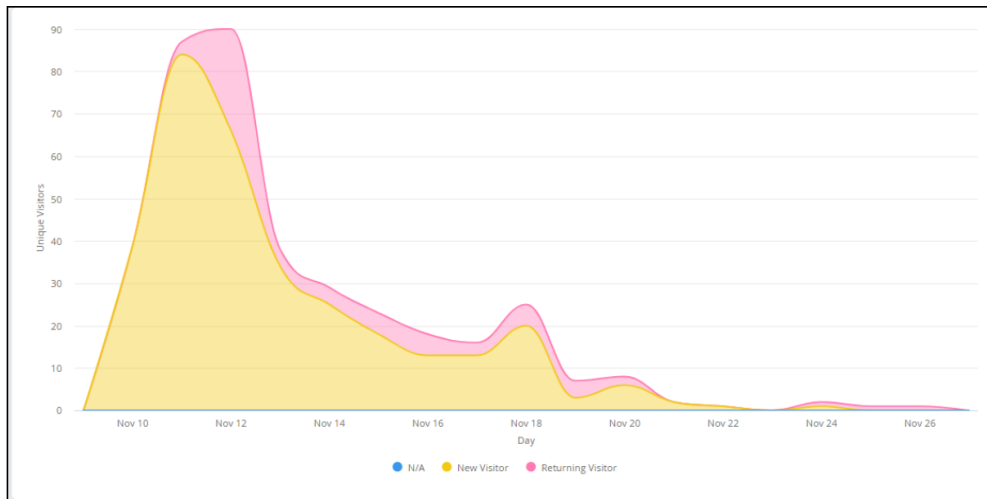


Figure 5.4.8.3. Tracking of Unique Visitors
(Source: <https://clbvicongdongigofpt.wixsite.com/thapsanguocmo>)

5.4.9. Risks

Risks	Low Level	Medium Level	High Level	Reduce Methods	Handling Methods
Deviation from the timeline			✖	Test the content before starting the event. Specify a performance time for each performance.	Adjust the act that isn't really necessary
The guests are late (or not)		✖		Prepare a backup performance, remind guests to come 15 minutes before performances.	Ready for backup repertoire
Performance props are malfunctioning		✖		Prepare plenty of spare tools. The logistics team always needs to be ready. Continuously check performance props.	Use spare props

CHAPTER V: IMPLEMENTATION

Risks	Low Level	Medium Level	High Level	Reduce Methods	Handling Methods
Guests or spectators have health problems	✖			Remind guests and the audience to stay healthy before the show.	Move down to the nurse's office or call doctor dorm C
The audience ran up the stage	✖			Set up a security team to stand right next to the stage area	Security team handled it immediately.
Small number of audience arrive		✖		Reminders of time and place on fanpage.	Let event crew sit in the audience area
Appearance of COVID-19 disease			✖	Consider how dangerous the disease is. If the epidemic is still under control, it is imperative that attendees wear masks and hand sanitizer before attending the event.	Consider how dangerous the disease is. If the epidemic is still under control, it is imperative that attendees wear masks and hand sanitizer before attending the night of music. If the epidemic becomes complicated, the music night will be postponed indefinitely.

Table 5.4.9.1. Risk assessment of Charity Music Show “Light up the dreams”

5.4.10. Evaluation

Starting with ticket sales on october 13th 2020, we have recorded customer information, such as names and emails of ticket buyers, so that we can submit a quality assessment survey after the music night has finished. After sending a survey on october 21st 2020 to customer email, we have obtained 77 responses and obtained the following conclusions:

Criteria	General responses
Gender	54.5% of the sex is male
How old are you?	71.4% of the age group is 18-25
What's your occupation?	36.9% are currently students
Evaluate your overview of the program	On a 5-point scale, 50.6% chose a 4-point scale
Your review of music night	<ul style="list-style-type: none">● On a 5-point scale, answers on a 4-5 scale are for:● Event space● Light quality sound● content● The quality of the show● Support group
How do you know this event?	45.5% know through offline communication
How much is the ticket price reasonable?	66.2% believe that the ticket price of 70,000-90,000 is reasonable
Did you contribute anything to improve the program?	<ul style="list-style-type: none">● Place● Time● Fare● Decorate● Sound● Check tickets
You want more content from the following programs?	<ul style="list-style-type: none">● Invite more singers● Add content such as auction, entertainment● Outdoor locations

CHAPTER VI

SUMMARY



6.1. Overall Result

Cash

Categories	Unit	Total
The total amount is supported through Fanpage Media	VND	100.600.000
Proceeds of Blood Donation Event	VND	56.220.500
Proceeds of Night Show	VND	16.675.050
Total	VND	173.495.550

Table 6.1.1. Cash result

Object

Categories	Unit	Total
Books	Book	4568
Coat	Peace	283

Table 6.1.1. Cash result

Categories	Unit	Total
Cost	VND	15.945.959
Proceed	VND	157.549.600
Total	VND	173.495.550 (Increase 888%)

Table 6.1.3. Cash comparison

CHAPTER VI: SUMMARY

Ha Giang Warm Clothes Season 4		
Categories	Unit	Total
Donation from fanpage	VND	15.000.000
Foreign Relation	VND	68.000.000
“Du ca” show	VND	5.000.000
Music Night Show	VND	5.000.000
Fundraising flower sales	VND	10.000.000
Total	VND	103.000.000

Table 6.1.4. “Ha Giang Warm Clothes 4” cash result

Ha Giang Warm Clothes Season 5		
Categories	Unit	Total
Donation from fanpage	VND	100.600.000 (increase 571%)
Proceeds of Blood Donation Event	VND	56.220.500
Music Night Show	VND	16.675.050 (increase 234%)
Total	VND	173.495.550 (increase 68%)

Table 6.1.5. “Ha Giang Warm Clothes 5” cash result

PR Booking

News	VTV News	Doi Song Viet Nam	Yan News
Number of article	2	6	2
Topic	<ul style="list-style-type: none"> Article 1: Press Release. Article 2: Summary Campaign. 	<ul style="list-style-type: none"> Article 1 and 2: Introduction and summary “Raising 3000 books Project”. Article 3 and 4: Introduction and summary “Blood Donation 2020”. Article 5 and 6: Introduction and summary “Light up the dreams” music night 	<ul style="list-style-type: none"> Article 1: Press Release. Article 2: Summary Campaign.

Table 6.1.6. PR Booking quantity

Editorial

News	Number of article
Ha Giang News	1
Doisongplus.vn	2
Bao moi.vn	1
Tin Tuc.vn	1
Glunis.com	1
Vnreview.vn	1
Chungta.vn	2
FPT University News	6
Total	15

Table 6.1.7. Summary of Newspapers

6.2. Measurement and Evaluation

Measure the attractiveness of the content through

- Interaction Rate (ER) = (Total of all users interacting on the post) / post reach x 100
= 7.3%
- Engagement shows that out of the total number of people who saw the post, how many percent actually cared. Of course, the larger the ER, the more attractive the content you post to the Fanpage.
- 7.3% is a relatively high number, showing a relatively high percentage of people actually interested in Facebook post content.

Measure the viral level of the content

- Virality = (Total number of people like, comment, share on post) / post reach x 100
= 5.25%
- Average virality of posts will give us an overview of viral fanpage content in one stage.
- 5.25% is a pretty high number, showing the relatively large viral fanpage content on each post during the campaign time.

CHAPTER VI: SUMMARY

PR Booking

Categories	Doi song Viet Nam News	Yan News	VTV News
Keyword positive	“mới lạ”, “hấp dẫn”, “ý nghĩa”, “lan tỏa”, “đổi mới”, “thiết thực”, “hấp dẫn”,...	“lan tỏa”, “ý nghĩa”, “thú vị”, “ủng hộ nhiệt tình”, “hào hức”,...	“lan tỏa”, “tích cực”, “ý nghĩa”, “hiệu quả”, “hào hức”,...
Keyword negative	0	0	0

Table 6.2.1. Articles evaluation of PR Booking

Fanpage Tracking Report

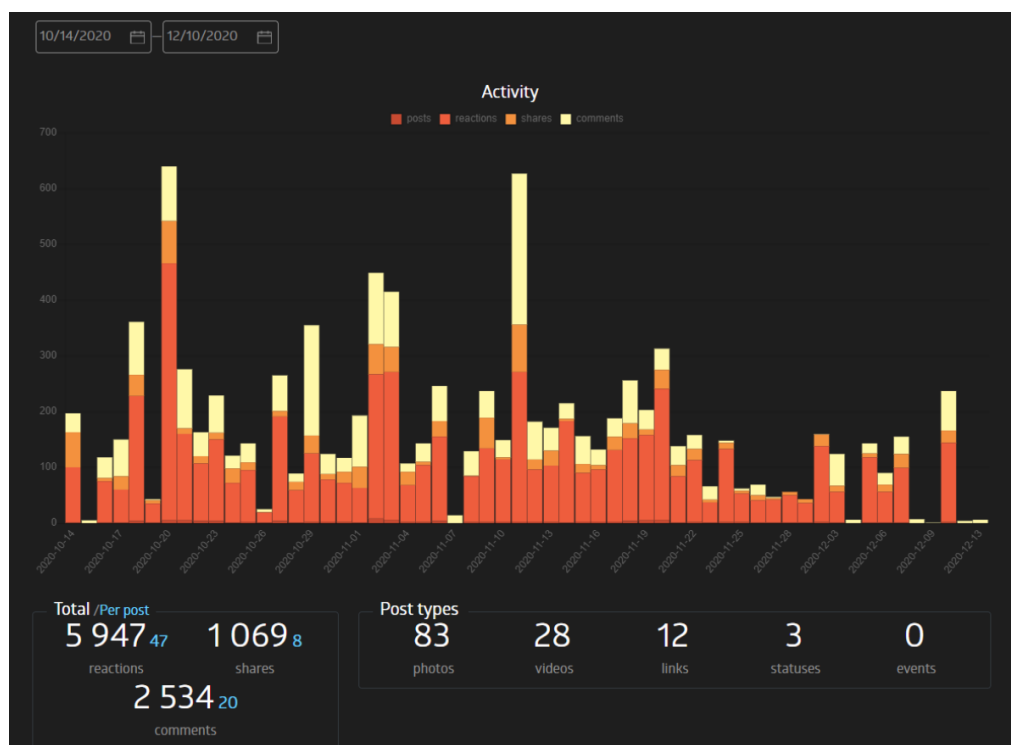


Figure 6.2.1. Overall tracking of fanpage channel
(Source: <https://sociograph.io/>)

After tracking data from Facebook insight and Sociograph.io, the result is more satisfactory than last period.

- Total page likes: 7.054 (increased about 1.400 likes)
- Total page followers: 7.136 (increased about 1.500 followers)
- Average Daily Page Engaged Users: 420
- Average Daily Total Reach: 3.531

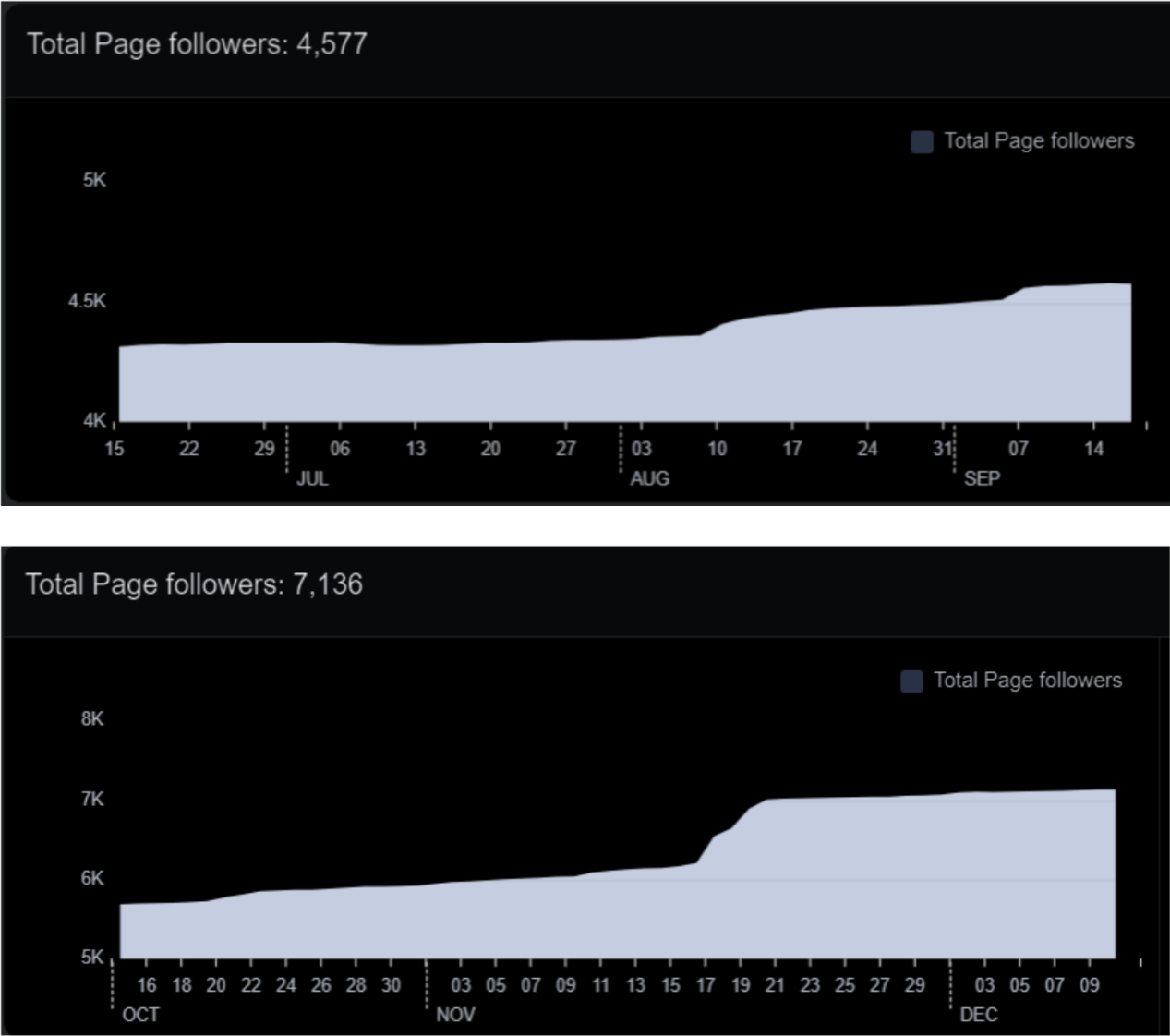


Figure 6.2.2. Tracking of Total Page followers between “Light up the smile” and “Ha Giang Warm Clothes 5”.
(Source: <https://www.facebook.com/iGoClub/insights/>)

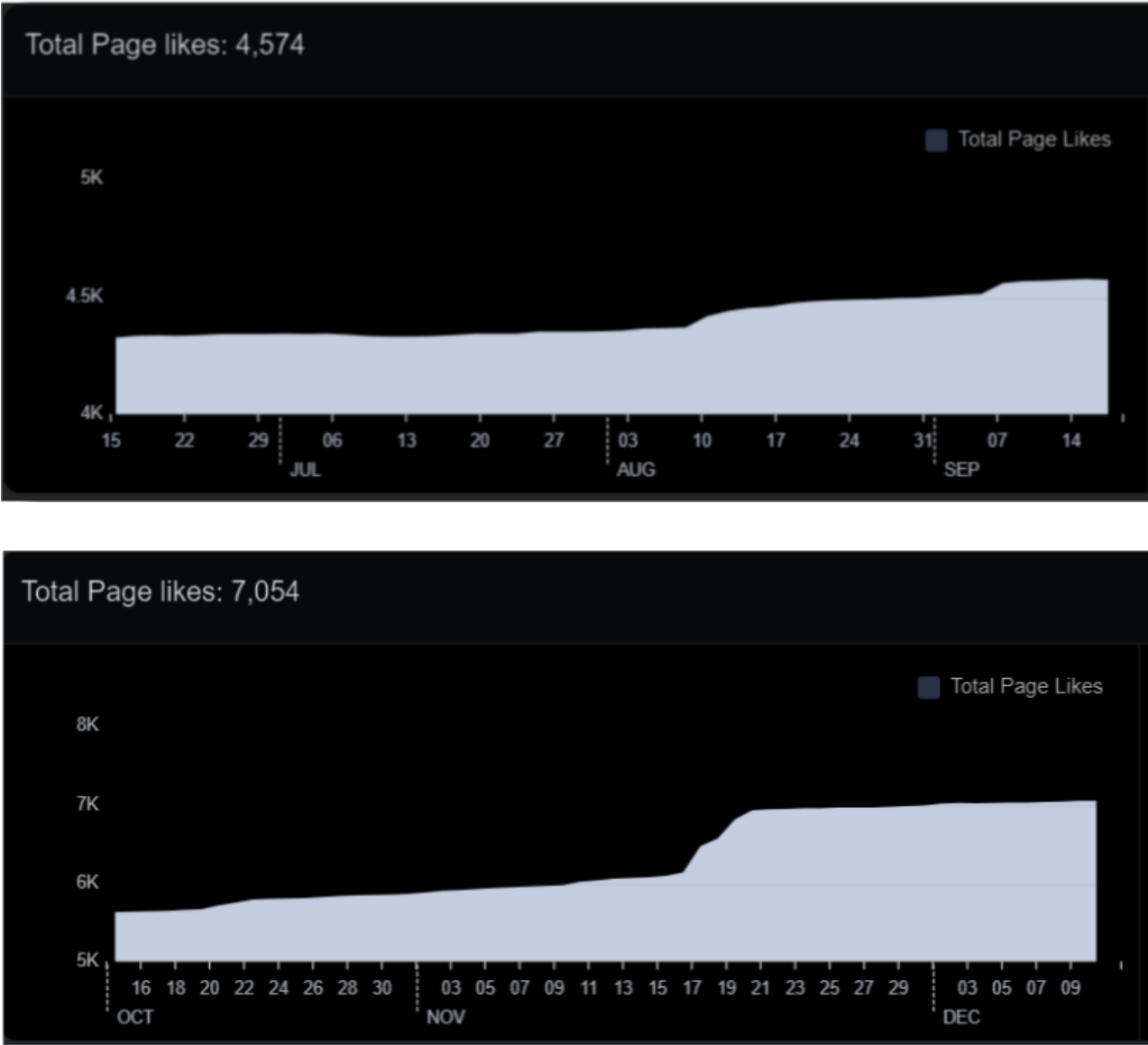


Figure 6.2.3. Tracking of Total Page likes between “Light up the smile” and “Ha Giang Warm Clothes 5”.
(Source: <https://www.facebook.com/iGoClub/insights/>)

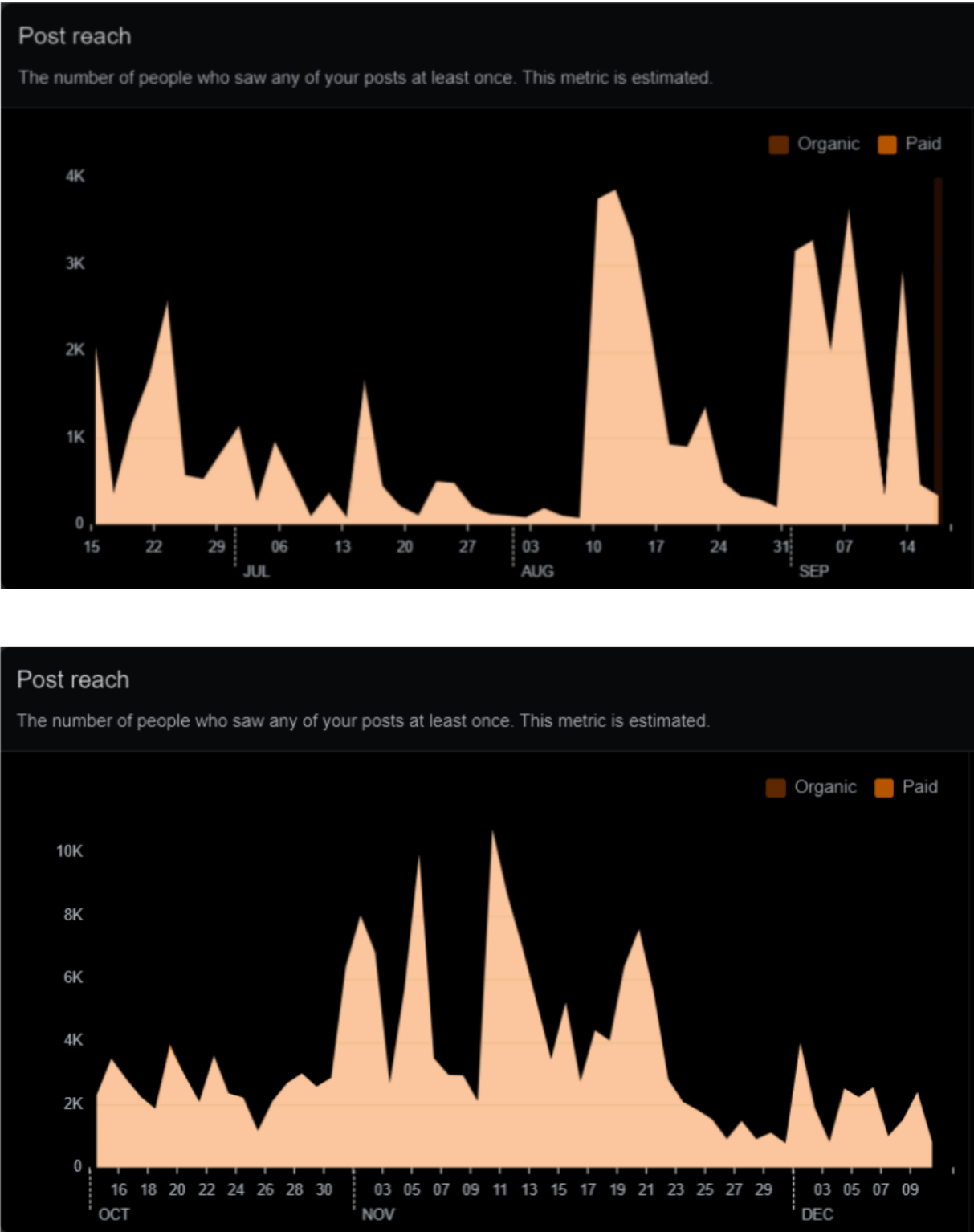


Figure 6.2.4. Tracking of Post Reach between “Light up the smile” and “Ha Giang Warm Clothes 5”.

CHAPTER VII

CONCLUSION



7.1. Disbursement Of Events

All this money will be used to donate to poor children in Ha Giang:

- Buy warm clothes
- Educational activities (Teaching, Exhibition, Education Contests, Scholarships, Film Screening, Fair)

After volunteering in Tat Nga commune, Meo Vac district, Ha Giang province has ended, we will carry out financial transparency content on iGo fanpage, so that regular forces can know what content their donations have been used for.

7.2. Lessons Learned

- Adaptation of risks of change of time to hold events.
- Adjusted content density more reasonably.
- Innovate content, have links and bring more lasting value.
- Key visual throughout the campaign.
- How to use fanpage effectively, cost less.

7.3. Proposed activities to maintain the long term

- Spread the reading culture with the season 2 book support project.
- Expanding the scale, reforming the format of fundraising organizations in the direction of combining with many volunteer parties, highly diffuse parties, creating a strong community.
- Transparency throughout activities to create trust with the target public.
- Build activities to pay tribute to sponsors to maintain and develop the volunteer community of iGo Club.
- Training a team of professional personnel to be the core for the next projects.

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APPENDIX

1. Website of night music

<https://clbvicongdongigofpt.wixsite.com/website>

2. Media

Stage 1: (14/10 - 16/10)

Phase 1 (14/10- 16/10)	Video looking back on the past seasons. (2012-2020)
	Kick off and introduce the location.
	Press release.
	An introduction video about volunteering places in Ha Giang

Stage 2: Media Implementation “Raising 3000 books project” (17/10 - 26/10)

Online activity: #giftbookschallenge

NO.	STAGE	TYPE	CONTENT
1	PRE (17/10)	ONLINE	Teaser.
4	DURING (18/10- 24/10)	ONLINE	Kickoff.
5			Update image/clip of participant.
6			PR Booking: Doi song Viet Nam News
7			Share post of Media Sponsor and Media Support.
8			Post at FU-HL about activity: Take part in # activity at Alpha to be sold up to 20% when buying 20/10 flowers.
9			Inspiration clip.
10			Share clip viral.
11			Reading habits of the young generation.
12			Image of poor children at Ha Giang.
13			Some hours left to do the challenge.

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14	DURING (18/10-24/10)	OFFLINE	OOH: Stick the poster at Dormitory (door, vending machine).
15			Communicate at Secondary and High school of Thach That.
16			Take part in different activities at Alpha to be sold up to 20% when buying flowers.
17			Collect books from schools.
18	POST (25/10-26/10)	ONLINE	Summarize.
18			Share post about event's summary of media sponsors.

Offline activity: Raising 3000 books project

NUMBER	STAGE	TYPE	CONTENT
1	DURING (19/10-24/10)	ONLINE	Kickoff.
2			Update image/clip of participant.
3			Share the post about activity from fanpage of Secondary and High schools.
4		OFFLINE	Communicate at Secondary and High schools Thach That. (Mini-talk at Assembly and offline communication at class).
5			Assemble books from Secondary and High schools Thach That that communicate and other schools that demand to collect books.
6	POST (25/10-26/10)	ONLINE	Summarize.
7			Put posts to thank Secondary and High school for their support.

APPENDIX

Stage 3: Blood donation (27/10 - 06/11)

NO.	STAGE	FORM	IMPLEMENTATION CONTENT
1	PRE	ONLINE	Clip Teaser
			Kick off post
			PR Booking: The article introduces the event of Blood Donation 2020.
			Why is blood donation important?
			A series of benefits from direct blood donation (using image materials from the years)
			A series of benefits from participating in the event (using photos from the years)
			Stakeholder Introductory Series (Gift Provider, Hematology Institute)
			The secret gift of iGo Club for 200 people arriving at the earliest 2 days
			Q&A
			Kind of participants of blood donation
			Video interviews target audience to provide information about Blood Donation
			Create an event on Facebook
			Countdown 1 day left
			Sorry post posted to the FU HL group
			Introducing the clubs that will participate in performances at the opening.
			Post updates the event setup stage before the event date
		OFFLINE	Communication at FPT University Hanoi classes
			Book a table to sign up for blood donation (get email to remind, spread faster to most students)

APPENDIX

2	DURING	ONLINE	Clip walking around the event
			Update photo of event
			Clip guide the process of blood donation
			Livestream opens the event and shares it with student community groups
3	POST	ONLINE	Thank to stakeholder
			Update photo of event
			<u>PR Booking: Event Summary</u>

Stage 4: (07/11 - 08/11)

Phase 4 (07/11 - 08/11)	Video sharing about the difficulties in Ha Giang land from the actual documents.
	Sharing about difficulties in Ha Giang from the advance party trip in Ha Giang.

Stage 5: “Light up the dreams” charity music show (09/11 - 27/11)

PROCESS	DAY	CONTENT
PRE(09/11-19/11)	9/11	Teaser
	10/11	Kick off the event
	11/11	Gif - mini: Predict special guests with clubs attending?
		Introduce Gill Rapper
		Early Bird
	12/11	Sold out Early Bird
		Ticketing location
		Update ticket sales
	13/11	Update ticket sales
		Look back old events
	14/11	Waiting for Monday
	15/11	Enjoy the song of guests
		PR Booking
		4 in 1 ticket

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PRE(09/11-19/11)	16/11	Update ticket sales
		Introduce Guitar club and Melody club
	17/11	One exchange of tickets to go - one stay life
		PR Booking
		Mini game result
		Buy flowers 11/20 - sale tickets
	18/11	Introduce venue
		Introduce Soleil club and Blazie club
		Official trailer
	19/11	Chi Vu Magician
		Introduce Hebe club and FTic club
		Update ticket sales
		Rules when participating in music nights
	20/11	Countdown 10 hours left
		Video the process of joining the music night
		Gill Rapper post clip
		MC Introduction
DURING	20/11	Livestream
POST	21/11	Summary
	22/11	
	22/11	Post about kids in Ha Giang
	23-24-25/11	Activities in Ha Giang
	26/11	Look back on the event's journey
	27/11	PR Booking

Stage 6 (27/11 - 10/12)

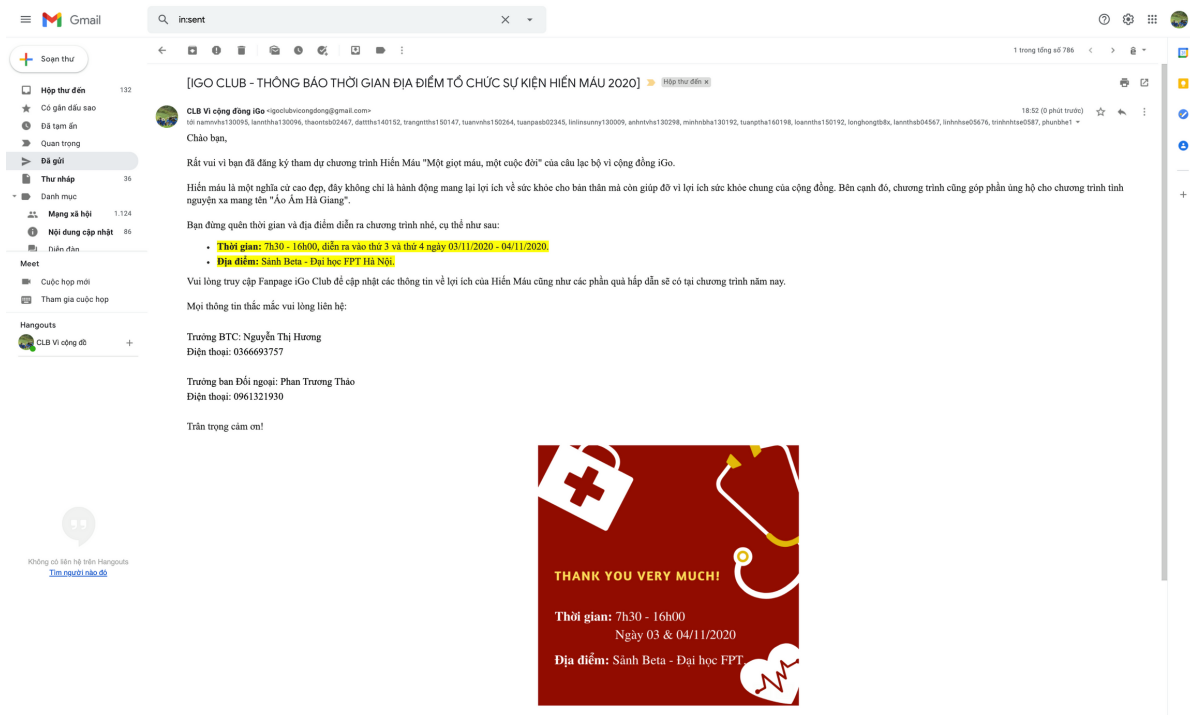
Stages	Content
Stage 1 (14/10- 16/10)	Looking back on the past seasons.
	Kick off and introduce the location.
	Press release.
Stage 2 Raising 3000 books project (17/10 - 26/10)	Kickoff and launch project communication online.
	Posts about the difficulties of children in Ha Giang.

APPENDIX

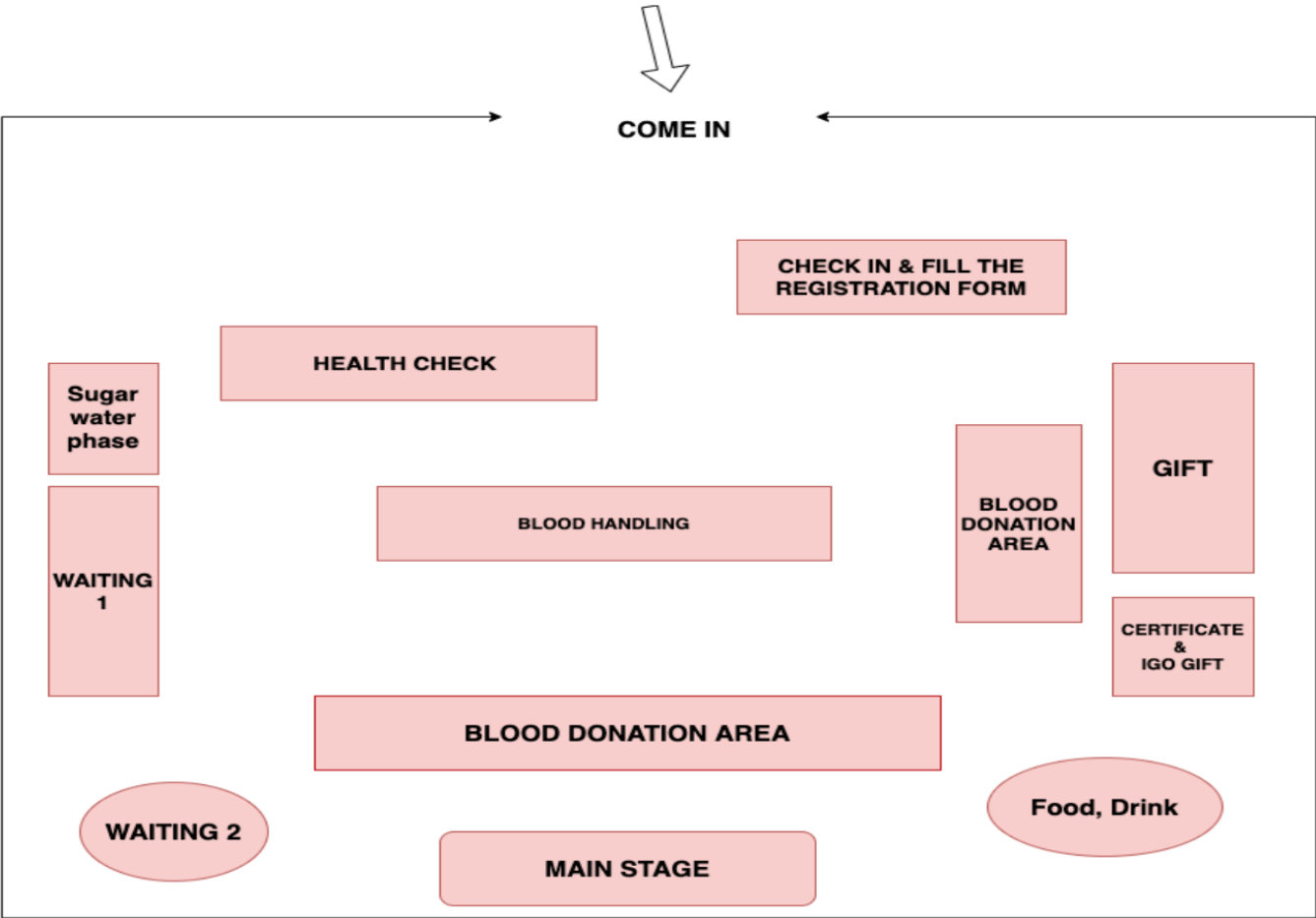
Stage 3 Blood donation (27/10 -06/11)	Kickoff and launch event media "Blood Donation".
	Call for donations in cash and artifacts.
Stage 4 (07/11 - 08/11)	Share about the difficulties in Ha Giang land from the actual documents.
Stage 5 “Light up the dreams” (09/11 - 27/11)	Kick off and start communicating the "Light up the dreams" charity music show event.
Stage 6 (27/11 - 10/12)	Summarize three fundraising events.
	Kickoff "Ao Am Ha Giang" for the second time.
	Online post activities take place on Ha Giang.

3. Email Reminder and Floor Plan for “Blood Donation 2020” Event

Email reminder

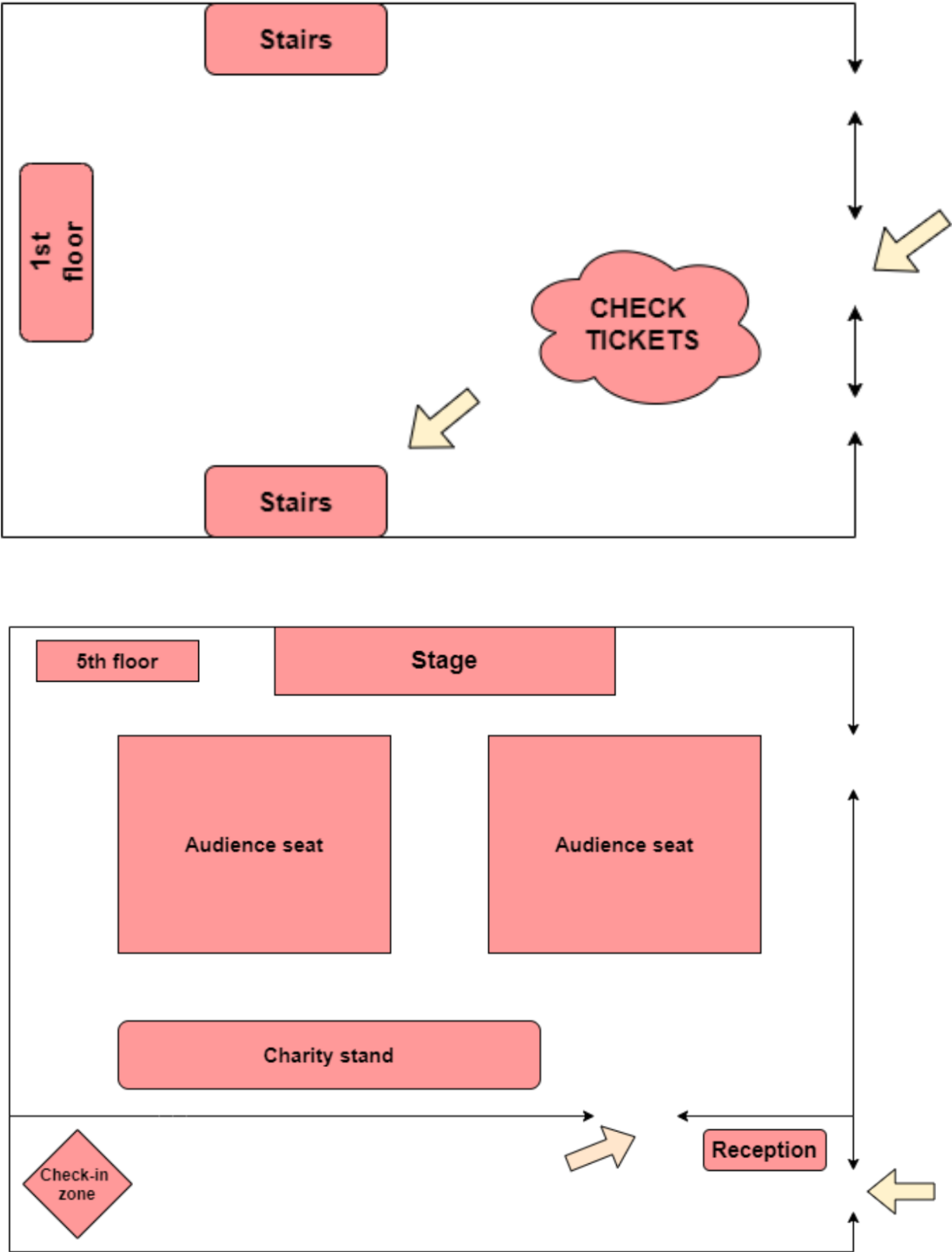


Floor plan



APPENDIX

4. Floor Plan for Charity Music Show “Light up the dreams”



APPENDIX

5. Budget Charity Music Show “Light up the dreams”

PRINTING			
Content	Unit Price (Unit: VND)	Quantity (Unit: piece)	Amount (Unit: VND)
Standee	#N/A	3	490.000
Poster	#N/A	30	
Lanyard	6.000	45	270.000
Backdrop	#N/A	1	700.000
Hashtag	#N/A	3	
Ticket	#N/A	300	
Event crew card	3.000	45	135.000
Certificate	8.000	8	64.000
Total: 1.659.000 VND			

LOGISTICS			
Content	Unit Price (Unit: VND)	Quantity (Unit: piece)	Amount (Unit: VND)
Formex sheet	250.000	1	250.000
Glue gun	60.000	2	120.000
Glue	2.000	20	40.000
Pen	10.000	5	50.000
Paper knives	20.000	3	60.000
0,8 kg paint	45.000	3	135.000
0,3 kg paint	25.000	3	75.000
Large paint brush	10.000	4	40.000
Small paint brush	6.000	4	24.000
Steel wire	3.000	5	15.000
T-tube	2.000	8	16.000
V-tube	2.000	12	24.000

*#N/A: No available

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Water pipe	8.000	10	80.000
Black cloth	35.000	5	175.000
Sewing remuneration	20.000	1	20.000
Large tape	10.000	3	30.000
Electrical tape	5.000	1	5.000
Bamboo stick	15.000	1	15.000
Glue	2.000	20	40.000
Cotton	20.000	2	40.000
Star lights	50.000	1	50.000
Star lights	28.000	1	28.000
LED Neon	35.000	10	350.000
Screws	7.000	5	35.000
Electrical wire	5.000	5	25.000
Gift	170.000	1	170.000
Total: 1.912.000 VND			

FOOD AND BEVERAGE			
Content	Unit Price (Unit: VND)	Quantity (Unit: piece)	Amount (Unit: VND)
Cup	400	350	140.000
Cup cap	270	350	94.500
Straw	247	350	86.450
White sugar	15.000	2	30.000
Peach	65.000	2	130.000
Lipton lemon tea	31.000	4	124.000
Lipton peach tea	31.000	4	124.000
Sprite	14.000	6	84.000
Sprite	18.000	14	252.000
Water	15.000	4	60.000

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Ice	10.000	10	100.000
Lemon	15.000	1	15.000
Popcorn	175.000	#N/A	175.000
Total: 1.414.950 VND			

*#N/A: No available

EXPENSE OF GUEST			
Guest	Unit Price (Unit: VND)	Quantity (Unit: people)	Amount (Unit: VND)
Guest singer salaries	10.000.000	1	10.000.000
Total: 10.00.000 VND			

*#N/A: No available

6. Focus Group for “Raising 3000 Books Project”

School	Teacher	Position	Telephone number
Ha Bang Primary School	Mrs. Hang	Vice Principal	0812414967
Ha Bang Secondary School	Mr. Dung	Vice Principal	0982457966
Tan Xa Primary School	Mrs. Minh	Principle	0918476450
Thach That High School	Mr. Kien	Vice Principal	0988108249
Binh Yen Secondary School	Mrs. Son	Principle	0357402139
Hai Ba Trung High School	Mr. Phuc	Secretary Union	0975276289

7. Focus group for “Blood Donation 2020”

NO	Time	Name	ID student
1	8:00	Le Ngoc Huyen	HA130022
2	9:00	Nguyen Quoc Anh	HA130029
3	10:00	Nguyen Quang Minh	HA130029
4	11:00	Luong Thi Hong Nhung	HA130091
5	11:30	Tran Thuy Linh	HA130110
6	13:30	Dinh Thi Phuong Linh	HA130123

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7	14:00	Nguyen Thi Loc	HA130125
8	15:00	Vu Minh Ha	HA130130
9	15:30	Nguyen Thi Thao	HA130132
10	16:00	Nguyen Quang Vinh	HA130166

8. Charity music show

Survey

NO.	QUESTION
1	Sex <ul style="list-style-type: none">• Male• Female
2	How old are you? <ul style="list-style-type: none">• 10 - 18 years old• 18 - 25 years old• 25- 40 years old• Over 40 years old
3	What's your occupation? ...
4	Evaluate your overview of the program? <ul style="list-style-type: none">• 1• 2• 3• 4• 5
5	Your review of music night? <ul style="list-style-type: none">• Place• Timeline• Decoration (Check In zone, stage,...)• The quality of sound and light• Content• The quality of the repertoire• Drinks• Support

6	<p>How do you know this event?</p> <ul style="list-style-type: none"> ● Fanpage ● Poster/Standee/Banner ● Offline communication ● Friends
7	<p>How much is the ticket price reasonable? (Recent price 89,000VND)</p> <ul style="list-style-type: none"> ● 30.000VND - 50.000VND ● 60.000VND - 80.000VND ● 70.000VND - 90.000VND ● Over 100.000VND
8	<p>Did you contribute anything to improve the program?</p> <p>....</p>
9	<p>You want more content from the following programs?</p> <p>...</p>

Events > **Thấp sáng ước mơ** > Confirmation Email

< Confirmation Email

CancelSave

Edit Email

Subject

Cảm ơn bạn đã đăng kí nhận vé

Message

Cảm ơn bạn đã đăng kí nhận vé sự kiện của chúng tôi.
Bạn có thể gửi tiền vé theo 2 hình thức:
1. Thanh toán trực tiếp (theo thời gian và địa chỉ bạn đã đăng kí)
2. Chuyển khoản theo hướng dẫn sau:

Event Details ⓘ

Thấp sáng ước mơ
14:46 - 16:21, 12 tháng 12, 2020 GMT+8
Trường Đại Học FPT, khu công nghệ cao Hòa Lạc – Km29,

☐ Link to the description

☐ Link to create the calendar event

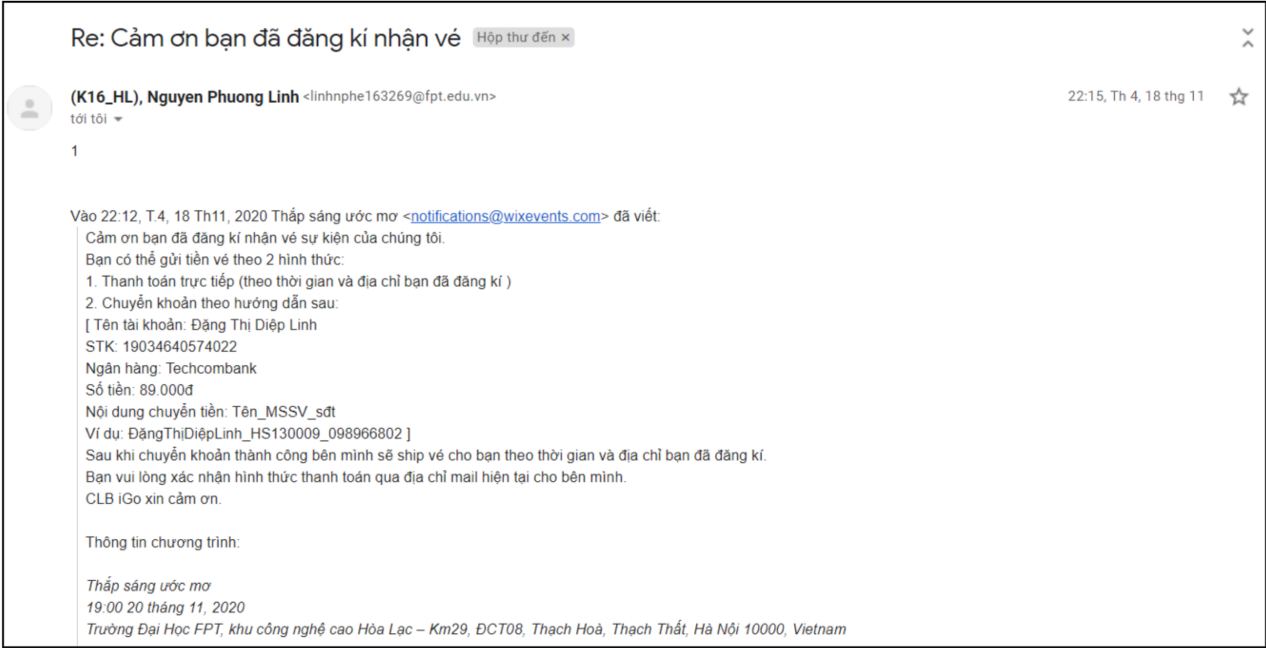
Email Preview

Cảm ơn bạn đã đăng kí nhận vé

Cảm ơn bạn đã đăng kí nhận vé sự kiện của chúng tôi.
Bạn có thể gửi tiền vé theo 2 hình thức:
1. Thanh toán trực tiếp (theo thời gian và địa chỉ bạn đã đăng kí)
2. Chuyển khoản theo hướng dẫn sau:
[Tên tài khoản: Đặng Thị Diệp Linh
STK: 19034640574022
Ngân hàng: Techcombank
Số tiền: 89.000đ
Nội dung chuyển tiền: Tên_MSSV_sdt
Ví dụ: ĐặngThiDiệpLinh_HS130009_098966802]
Sau khi chuyển khoản thành công bên mình sẽ ship vé cho bạn theo thời gian và địa chỉ bạn đã đăng kí.
Bạn vui lòng xác nhận hình thức thanh toán qua địa chỉ mail hiện tại cho bên mình.
CLB iGo xin cảm ơn.

Thông tin chương trình:
Thấp sáng ước mơ
14:46 - 16:21, 12 tháng 12, 2020 GMT+8
Trường Đại Học FPT, khu công nghệ cao Hòa Lạc – Km29, ĐCT08, Thạch Hoà, Thạch Thất, Hà Nội 10000, Vietnam

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9. Newspaper

Newspaper	Quantity	Link_Title
VTV News	2	<ul style="list-style-type: none">https://vtv.vn/doi-song/ao-am-ha-giang-lan-toa-yeu-thuong-chung-tay-ung-ho-3000-cuon-sach-cho-tre-vung-cao-20201020213635239.htmhttps://vtv.vn/tam-long-viet/tong-ket-3-su-kien-gay-quy-day-y-nghia-cho-du-an-ao-am-ha-giang-5-20201215154959483.htm
Doi song Viet Nam	6	<ul style="list-style-type: none">https://doisongvietnam.vn/tong-ket-3-su-kien-gay-quy-day-y-nghia-cho-du-an-ao-am-ha-giang-5-cua-sinh-vien-dh-fpt-114852-6.htmlhttps://doisongvietnam.vn/3000-cuon-sach-cung

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		<p>-sinh-vien-fpt-lan-toa-tinh-thuong-111472-13.html</p> <ul style="list-style-type: none"> • https://doisongvietnam.vn/sinh-vien-dh-fpt-keu-goi-quyen-tang-3000-cuon-sach-cho-tre-em-ngheo-ha-giang-110897-13.html • https://doisongvietnam.vn/sinh-vien-dh-fpt-hao-huc-cho-don-ngay-hoi-hien-mau-vong-tay-am-11-112004-13.html • https://doisongvietnam.vn/hien-mau-nhan-dao-mot-giot-mau-mot-cuoc-doi-tai-dai-hoc-fpt-hanoi-trao-yeu-thuong-chia-se-su-song-112664-13.html • https://doisongvietnam.vn/thap-sang-uoc-mo-de-m-nhac-thien-nguyen-dai-hoc-fpt-huong-toi-nhung-trai-tim-dong-cam-113457-13.html
Yan News	2	<ul style="list-style-type: none"> • https://www.yan.vn/tong-ket-03-su-kien-gay-quy-day-y-nghia-cho-du-an-ao-am-ha-giang-5-cua-sinh-vien-dh-fpt-250788.html?fbclid=IwAR0rxPh9xf19dSfYYjZTW5vOmdLzEGHmoNybYHvxGosqsGkUaRJ-DiJoHpE • https://www.yan.vn/ao-am-ha-giang-hanh-trinh-chia-se-hoi-am-yeu-thuong-245926.html?fbclid=IwAR3ZbnOB_ZRcNKi9VkK38zNjgq7cv73gfzDRkmLQOOumpF9uNUkXFVb8dLc
Doi Song plus	2	<ul style="list-style-type: none"> • http://doisongplus.vn/tong-ket-3-su-kien-gay-quy-day-y-nghia-cho-du-an-ao-am-ha-giang-5-cua-sinh-vien-dh-fpt-114852-6.html • http://doisongplus.vn/sinh-vien-dh-fpt-keu-goi-quyen-tang-3000-cuon-sach-cho-tre-em-ngheo-ha-giang-110897-13.html

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Tin Tuc.Vn	1	<ul style="list-style-type: none"> https://tintuc.vn/sinh-vien-dh-fpt-keu-goi-quyen-tang-3000-cuon-sach-cho-tre-em-ngheo-ha-giang-post1530888
Glunis.Vn	1	<ul style="list-style-type: none"> https://www.glunis.com/VN/Hanoi/238133549605589/%C4%90%E1%BB%99i-T%C3%ACnh-Nguy%E1%BB%87n-H%E1%BB%99i-Sinh-vi%C3%AAn-%C4%90H-B%C3%A1ch-khoa-H%C3%A0-N%E1%BB%99i
VN Reviews	1	<ul style="list-style-type: none"> https://vnreview.vn/headlines-detail/-/headline/sinh-vien-dh-fpt-keu-goi-quyen-tang-3000-cuon-sach-cho-tre-em-ngheo-ha-giang?fbclid=IwAR2Vwyz37cjP_XwtshgHa7ChNCZiW6Gfer5Su-Is_vn3fBDTP7FXmNrVGoCg
Chungta.Vn	2	<ul style="list-style-type: none"> https://vnreview.vn/headlines-detail/-/headline/sinh-vien-dh-fpt-keu-goi-quyen-tang-3000-cuon-sach-cho-tre-em-ngheo-ha-giang?fbclid=IwAR2Vwyz37cjP_XwtshgHa7ChNCZiW6Gfer5Su-Is_vn3fBDTP7FXmNrVGoCg https://chungta.vn/nguoi-fpt/quyen-tang-3-000-cuon-sach-cho-tre-ha-giang-cung-sinh-vien-fpt-1131125.html
Ha Giang news	1	<ul style="list-style-type: none"> http://baohagiang.vn/xa-hoi/202010/ao-am-ha-giang-lan-toa-yeu-thuong-chung-tay-ung-ho-3000-cuon-sach-cho-tre-vung-cao-766847/
FPT University News	6	<ul style="list-style-type: none"> https://daihoc.fpt.edu.vn/ao-am-ha-giang-hanh-tinh-chia-se-hoi-am-yeu-thuong/ https://daihoc.fpt.edu.vn/tong-ket-03-su-kien-gay-quy-day-y-nghia-cho-du-an-ao-am-ha-giang-5-cua-sinh-vien-dh-fpt-ha-noi/

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FPT University News	6	<ul style="list-style-type: none"> • https://daihoc.fpt.edu.vn/ao-am-ha-giang-hanh-tinh-chia-se-hoi-am-yeu-thuong/ • https://daihoc.fpt.edu.vn/tong-ket-03-su-kien-gay-quy-day-y-nghia-cho-du-an-ao-am-ha-giang-5-cua-sinh-vien-dh-fpt-ha-noi/ • http://hanoi.fpt.edu.vn/sinh-vien-dh-fpt-keu-goi-quyen-tang-3000-cuon-sach-cho-tre-em-ngheo-ha-giang.html • http://hanoi.fpt.edu.vn/3000-cuon-sach-duoc-gui-i-tang-den-tre-em-ngheo-trong-du-an-ao-am-ha-giang-cua-igo-club.html • http://hanoi.fpt.edu.vn/dem-nhac-gay-quy-thap-sang-uoc-mo-chung-tay-vun-dap-uoc-mo-toi-truong-cho-tre-em-ngheo-ha-giang.html • http://hanoi.fpt.edu.vn/thap-sang-uoc-mo-dem-nhac-thien-nguyen-dai-hoc-fpt-huong-toi-nhung-trai-tim-dong-cam.html
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*Thank
you!*