

# **Bill Dickey Scholarship Association Scholarship Essay**

The Bill Dickey Scholarship Association [BDSA] will utilize innovative ideas and information from scholars and scholarship applicants to implement a new Social Media Campaign in 2018 that will enhance the BDSA brand.

## **Bill Dickey Scholarship Association BDSA Essay Guidelines**

### **Essay Format:**

- ✓ Your essay must be a minimum of 500 words
- ✓ The essay must be TYPED [only]
- ✓ Please ensure you double-space the essay document
- ✓ The essay must be enclosed with your completed application
- ✓ The BDSA reserves the right to publish and utilize the essay of scholarship recipients

### **Social Media Campaign Objectives:**

- Engage individuals, partners, sponsors and alumni to increase their social engagement on a consistent basis
- Create opportunity to build more revenue to sustain the business
- Create more visibility and loyalty to the brand

### **Essay Request:**

## **DEVELOP A SOCIAL MEDIA CAMPAIGN**

### **Expectations:**

- The expectations are for you to review the objectives listed above and develop an **innovative** and **realistic** BDSA Social Media Campaign that the organization could implement. Please ensure you create a campaign that would appeal to your target audience.
- **Target Audience:**
  - Junior golfers
  - Individual donors
  - Sponsors
  - Scholarship Partners