

## What: I ♥ @IDEA Week Campaign

**Why:** To promote the community engagement in IDEA Week leading up to some of the big speaker and activity announcements.

**When:** October 29th - End of November

**How:**

- We will ask specific committee members each week to share their “why” for loving IDEA Week.
- Share a few reasons about why you engage with IDEA Week, tagging the IDEA Facebook page.
- You can also share about why your organization is involved if you are able to.
- Photos to use in your posts. They are divided up into the main themes of IDEA Week - Play. Learn. Meet. Compete.

<https://drive.google.com/drive/folders/1ZAGEo2VtUdpwzQ-LNgFrHz2UNn6RBm0x?usp=sharing>

**Who:** Committee Members

- **Week of 10/29:** Regina Emberton, Iris Hammel, Leslie Pinson, Joel Neidig
- **Week of 11/5:** Bethany Hartley, Mary Willkom, Catlin Bulger, Austen Becker, Kareemah Fowler
- Additional weeks to be announced.

Sample Post:

*I ♥ @IDEA Week because it brings current and future innovators and entrepreneurs together from throughout the country to the South Bend - Elkhart region! IDEA Week makes me proud to be a part of this community and excited for what the future holds for us. We have only begun to scratch the surface of momentum building activities!*

