

**Founders Day isn't about floats or BBQ or beer or arts & crafts or carnival rides. It's about so much more. It boils down to the spirit of the people of Dripping Springs. Whether you live here or come for the festival, you can feel it!**

- **The camaraderie and the competition**
- **Running into people you never see on a daily basis, but who are ALWAYS at Founders each year.**
- **Seeing the returning vendors and exploring the arts and crafts**
- **The excitement on the children's faces during the parade.**
- **Booming music and bright lights of the main stage**
- **The smells of the food vendors and the samples from the cookoff teams**

**It is a million little things that make up an event that locals and visitors return to each year. It's fueled by the overwhelming pride in the place we call home.**

**We must work HARD to not let the SPIRIT of FOUNDERS die. We must remind our neighbors and surrounding communities that COVID may keep us from gathering like we want, but it cannot keep our spirit down. It can't take that away from us and we must work to lift up the organizations that have provided this long-standing tradition of merriment around which thousands plan their spring calendars.**

**By providing fresh content about Founders each week from now through what would have been Founders Weekend, we will help keep the spirit alive. Spread positivity, not negativity and keep our neighbors and business owners engaged. Here are some ideas for content topics that we as a commission can provide to the city for social media and the website.**

#### **Content Calendar for Social Media and Website:**

1. **Friday Fact - Founders Fact weekly (Example: Founders has 130 cookoff teams from around the state that come to Drippin' to compete each year.)**
2. **Non-Profit Highlight weekly**
  - a. **Write up & photo.**
  - b. **Ways to give, events/activities community can support**
  - c. **Start with Lions Club, St Martin's and Cookoff Club, then do the other nonprofits.**
3. **Sunday Shout Out - Salutes/Shout outs to key sponsors who have signed on and maintain their commitment to support the event going forward. Sponsor Shoutout 2x month**
  - a. **Sponsorship committee would contact all sponsors to get them to agree to be included which would serve as a commitment for future.**
  - b. **Longest running sponsor (do we have this info?)**
  - c. **Biggest/title sponsors from the past (and those who committed to be 2020**
  - d. **Quotes from sponsors on Why I support Founders**
4. **Tuesday Trivia - Founders Trivia Campaign: Post a question and give the answer the next day. 1x week**
5. **Friday Facts - History of Founders/Did you know???**

- a. Series that tells the story a little each week.
  - b. Great Source: <https://www.texasmonthly.com/the-daily-post/origins-founders-day/>
- 6. Saturday Salute to those who make the event what it is. The first round would be an introduction to each of us and then in the second-round focus on the various aspects each does. This is a question we can ask them and the others for their videos. What makes Founders *Founders*? It's the people, and the gathering, and the spirit of our town, and our founding families.
  - a. Ask City Council members, and business owners, Lions Club members, St Martin de Porres members, Cookoff Club members, local celebrities, schoolteachers, children and vendors: What is your favorite thing about Founders?
  - b. Run these 1-2x week March '21 thru March '22 to keep it top of mind
- 7. Past Parade Participants – ask each organization/entry from the past (2018-2019) to submit their announcement like they do for the parade and we post those 1x week.
- 8. Announcement of Donations to Big 3 (Lions, St Martin's & Cookoff Club) Produce videos for these (and as many as we can do for other items) plus highlighting the big three April 23-25.
  - Each spotlighted each day of Founders 2021 (who they are, what they do, how they give to organizations with the money they raise at FD)
  - Could we get Clint do a video of each organization that we can post?
- 9. Get Businesses Involved: invite businesses to decorate their offices/doors like they do for Homecoming and submit their photos to be included on the FD's website and social media platforms.
- 10. Like, Comment, Tag & Share Campaign to grow audience and share the education of FD. 1x month with prizes!!! (ask sponsors for door prizes, or look at a small budget item like a knock-off Yeti cup or ballcap)
- 11. Honorary FD Commissioner for the Day – invite schools to submit applications to be picked to be a commissioner for a day and get to tell all they things they would do if they were in charge of FD. 1x month. Why not for the time period between each meeting. Invite to attend meeting at the end of their term. We can run with the eight meetings scheduled before Founders 2022 to give each campus an opportunity.
- 12. Poll the People: Ask the public: What is your favorite parade prize? What's your favorite carnival ride? Where is your favorite place to hang out during the festival? This is a great way to promote engagement but also provide us valuable feedback. Maybe monthly the day after each meeting and closing the day before the next meeting?
- 13. Announce 2022's Parade Theme **early** to give more advanced planning. Consider a theme that addresses the values and spirit of Dripping Springs (or something that signifies our Bouncing Back or Rebounding?)

***This virus may keep us contained but this virus cannot contain our Founders spirit!***