

DUKES ON THE GREEN

WEARS WOODY X JMU CLUB GOLF

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2026

(Wears Woody, n.d.)

THE SITUATION

JMU Club Golf is heading to the PGA NCCGA National Championship, but as a club sport, the team covers most of its own costs including travel, lodging, registration, meals, and equipment. To make it happen, they have partnered with Wears Woody, a custom apparel company that donates 15% of merch sales back to the team. This 4 week campaign running March 29 through April 23, 2027 is built to turn community support into real funding.

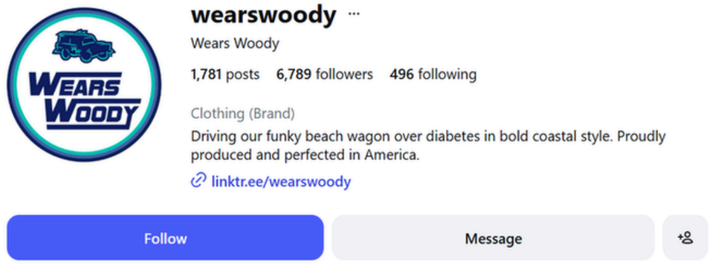
CAMPAIGN OBJECTIVES

1. **Objective 1** is to drive apparel sales by promoting JMU Club Golf custom gear through Wears Woody's team store in a way that builds team identity and brings in revenue.
2. **Objective 2** is to raise $3,000 in donations to cover tournament travel expenses including flights, lodging, food, and registration fees.
3. **Objective 3** is to grow awareness of Wears Woody's Custom Gear Program among JMU Club Golf's broader network and show how it works as a fundraising tool.

WHY SOCIAL MEDIA?

The people most likely to support this team are already on Instagram and TikTok. Social media lets the team reach students, families, alumni, and the local community through content they actually want to engage with such as athlete stories, school spirit, and behind the scenes moments. With a limited $500 paid budget, organic reach through peer sharing and community advocacy is the smartest and most cost effective way to drive both sales and donations.







(JMU CLUB GOLF, N.D.) (WEARS WOODY, N.D.)

TARGET AUDIENCE

PARENTS AND FAMILIES



Connection: Their kid is on the team, and they want to support them tangibly

Content Type: Athlete spotlights, “What your gift covers” breakdowns, Apparel product posts with team-proud framing, Progress milestones

Tone: Warm, Encouraging, Sincere

ALUMNI

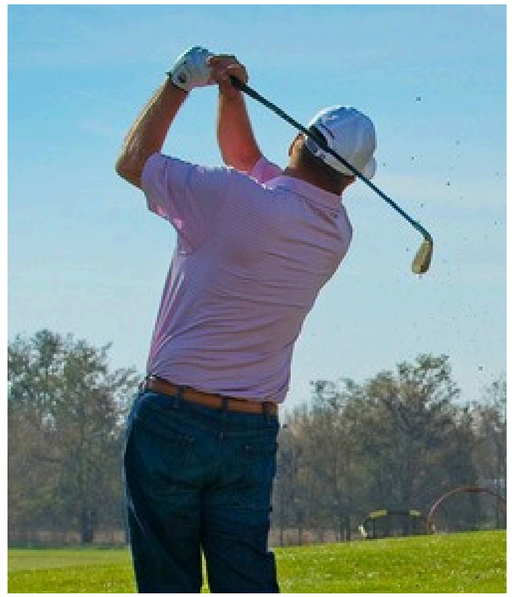


Connection: Former JMU Club Golf members + JMU alumni who follow Dukes athletics

Content Type: 'Then vs. Now' roster photos, donor spotlights, Nationals journey narrative, Apparel as fundraiser crossover

Tone: Reflective, Proud, Personal, Solidarity

LOCAL COMMUNITY SUPPORTERS



Connection: Potential Wears Woody Custom Gear customers introduced through the Club Golf campaign

Content type: Testimonials, Club Golf campaign as case study, “Powered by Wears Woody” recap posts

Tone: Professional, Clear, Proof-driven

(JMU CLUB GOLF, N.D.)

SMART-STYLE OBJECTIVES



OBJECTIVE 1

Generate 50 custom apparel orders for JMU Club Golf through a targeted social media campaign on Instagram and Facebook by the end of the Spring 2026 semester (May 2026), measured by order confirmations tracked via the Wears Woody online store link

KPI's: Number of Apparel Orders and Use of Promo Code

OBJECTIVE 2

Raise $3,000 in fundraising revenue for JMU Club Golf by driving apparel sales and promoting the Wears Woody fundraiser link through Instagram and TikTok campaigns by the end of the Spring 2026 semester (May 2026), tracked via total revenue reported in the Wears Woody fundraiser dashboard

KPI's: Average Donation Amound and Total Fundraiser Page Clicks

OBJECTIVE 3

Drive at least 5 new local organizations to connect with Wears Woody to discuss Custom Apparel Program options by the end of the Fall 2026 semester, measured by inbound DMs, email leads, and Custom Gear discovery form submissions attributable to the campaign.

KPI's: New Brand Orders and Shares of Wears Woody Post

SUPPORT PURPLE ON THE GREEN
FUND THE DREAM.

VISUAL STYLE

The visual style represents a more modern sophisticated aesthetic, utilizing minimalist serif fonts and high-quality golf photography.

KEY MESSAGE

JMU Club Golf embodies JMU's athleticism, talent, and spirit.

HASHTAGS

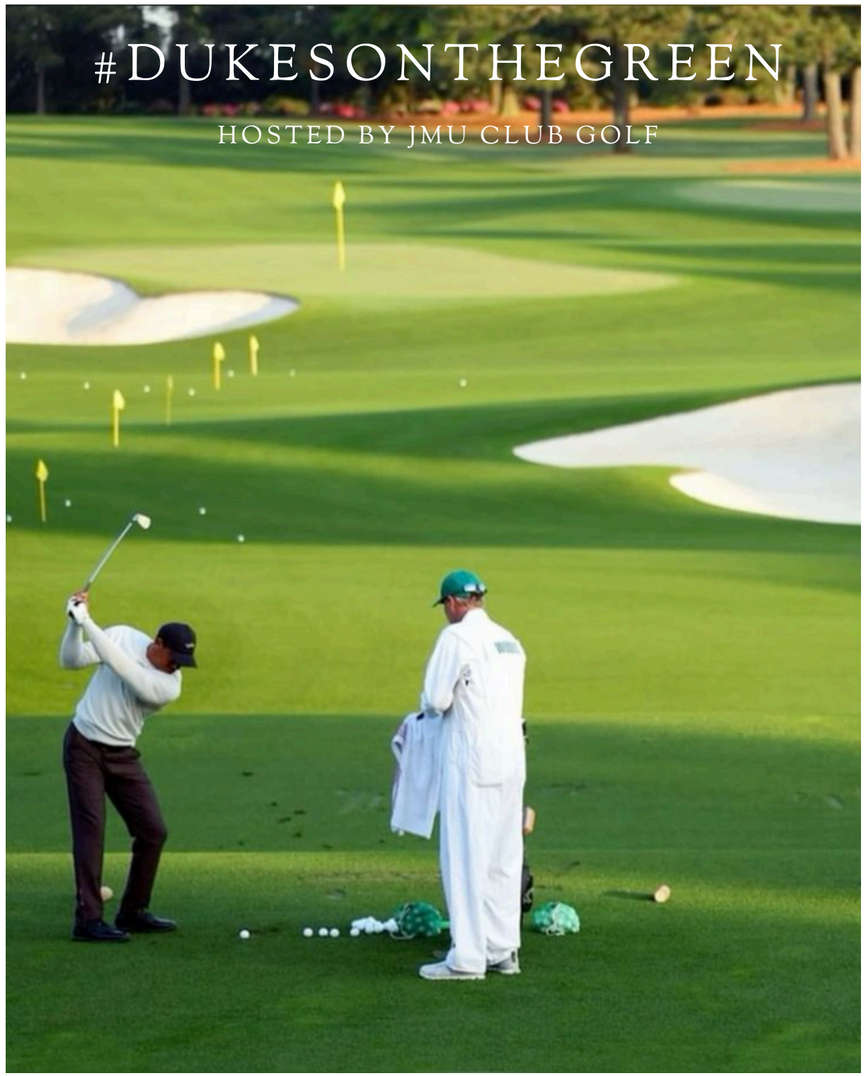
#DukesOnTheGreen, #Dukesteachtots, #jmuclubgolf

TONE

Family friendly, light and fun but sophisticated

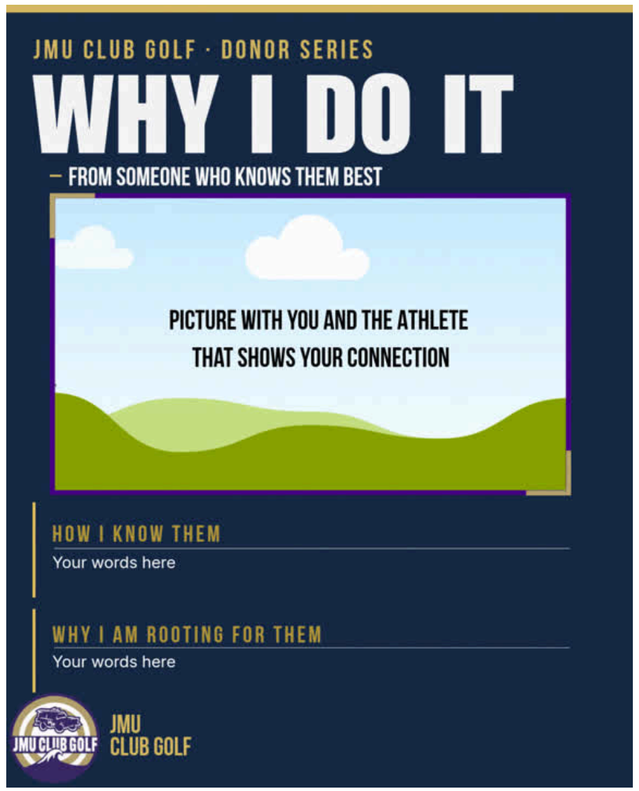
CTA

Support your favorite club with fashion! 15% of merch sales go back to JMU Club Golf to cover tournament expenses.



#446833 #450084 #dbe3cd #a1e7e0 #fff793

SAMPLE ASSETS



UGC ASSET



FUNDRAISING ASSET



APPAREL ASSET

SAMPLE ASSETS



FUNDRAISING ASSET



MERCH ASSET



INTEGRATED ASSET

LOCAL COMMUNITY SUPPORTER SAMPLE POSTS



CAROUSEL POST



REEL



FEED POST W/ ANIMATION

ALUMNI SAMPLE POSTS



CAROUSEL POST



REEL



FEED POST W/ ANIMATION

PARENT AND FAMILY SAMPLE POSTS



CAROUSEL POST



REEL



FEED POST W/ ANIMATION

LINK TO EXCEL

HTTPS://JMUEDU.SHAREPOINT.COM/:X:/R/SITES/MKTG410_-XVMV7/_LAYOUTS/15/DOC.ASPX?SOURCEDOC=%7B1D133DDF-04A2-46A5-BD4A-4A8144E118DC%7D&ACTION=EDIT&WDEXP=TEAMS-TREATMENT&WDENABLEROAMING=1&WDLCID=EN-US&WDORIGIN=OTHER&WDREDIRECTIONREASON=FORCE_SINGLESTEPBOOT&WDINITIALSESSION=22A89391-A6EB-B48F-7F11-76475ABD1FEE&WDRLDSC=2&WDRLDC=1&WDRLDR=CONTINUEINEXCEL

CITATION

https://www.wearswoody.com/collections/new-arrivals

JMU Club Golf [@jmuclubgolf]. (n.d.). Posts [Instagram profile]. Instagram. Retrieved May 6, 2026, from https://www.instagram.com/jmuclubgolf/

Wears Woody [@wearswoody]. (n.d.). Posts [Instagram profile]. Instagram. Retrieved May 6, 2026, from https://www.instagram.com/wearswoody/

AI ACKNOWLEDGMENT

Yes/No	Use Case
Yes	Idea generation - We used Claude and ChatGPT to brainstorm and generate ideas for this assignment.
No	Outline creation - We used <<insert program here>> to help create an outline or structure for this assignment.
Yes	Content drafting - We used Claude and ChaptGPT to draft portions of content for this assignment.
Yes	Language/tone enhancement - We used Claude and ChatGPT to improve the language, tone, and clarity of my writing.
No	Proofreading - We used <<insert program here>> to check for grammatical errors, spelling, and punctuation.
Yes	Citation Assistance - We used ChatCPT to help format and generate citations.
No	Content Summarization - We used <<insert program here>> to summarize sources or my own writing.
No	Research Support - We used <<insert program here>> to identify relevant sources and gather information on the topics.
No	Data Analysis - We used <<insert program here>> to help with data analysis or interpretation.
Yes	Visual Aid Creation - We used Claude and ChatGPT to create visual aids such as diagrams, infographics, or avatar/profile pictures.