



# *Grant Proposal*

*MRT Young Actors Guild of McKinney*

**2024-2025 Season**



# Contents

- 01 Who We Are
- 02 Target Audience
- 03 Our Mission
- 04 Promotion Strategies
- 05 Lessons Learned
- 06 Lessons for Future
- 07 Measuring Success
- 08 Community Impact
- 09 Our Season
- 10 Funding Impact (Budget)







# Who We Are



The youth, with the assistance of adult mentors, choose the shows, design and build sets, contribute to stage direction, run lights and sound, create marketing, plan fundraisers, perform in the productions, and manage the front-of-house operations.

YAG was established March 3, 2009 and currently serves over 80 young people (ages 5-18) in Collin County.

YAG aims to show children how important they are whether their endeavors are onstage, behind the curtain, or as supporters of the arts; and to offer this opportunity to all children.

YAG is truly run by the members and every show is produced by the youth.







# Target Audience



## *Primary:*

Families with children aged 5-18 in Collin County.

## *Secondary:*

Local businesses, schools, and community organizations.







# Our 24/25 Goals



*Increase Membership*



*Increase Community Visibility and Audience Attendance*



*Continue to Represent McKinney as the Resident Youth Theatre of MPAC*



*Remain Attainable and Affordable*



*Continue Upholding our Mission*



# Promotion Channels and Strategies

*Social Media Marketing:  
Facebook, Instagram, TikTok*

*Posters, Flyers, and Yard Signs:  
Distribute at Local Schools,  
Libraries, Community Centers,  
Parks, and Local Businesses*

*Community Partnerships:  
Schools and Other Educational  
Institutions, Local Businesses*

*Community Events:  
Booths and performances at  
local fairs and festivals to  
increase visibility*





# Marketing Lessons Learned (What Worked vs. What Did Not)

## What Worked –

- *Interactive Social Media Content:*  
Engaging posts, such as behind-the-scenes looks, cast interviews, and live updates during events, attracted a lot of interest and interaction on platforms like Facebook and Instagram
- *Youth Involvement and Peer Recommendations:*  
Encouraging members to invite friends and family to events increased attendance and membership.
- *Affordable and Accessible Marketing Materials:*  
Placing flyers and posters in strategic locations like schools, libraries, and community centers ensured they were seen by the target audience. Simple, eye-catching designs with clear information worked best.

## What did not –

- *Missed Opportunities for Storytelling:*  
Failing to consistently highlight the unique stories and experiences of the youth members during live performances on a more personal level
- *Underutilization of Email Marketing:*  
Not fully leveraging email marketing to keep past attendees and members informed about upcoming events and building and maintaining a more robust email list.
- *Insufficient Follow-up:*  
Not following up with attendees after events to gather feedback and encourage future participation





# *Lessons for future Campaigns*

## *Expanded Social Media Efforts:*

Continue to grow social media engagement with regular, interactive content and targeted ads. Explore newer platforms like TikTok for broader reach among younger audiences.

## *Improved Community Integration & Deepen Partnerships:*

Strengthen existing partnerships with local schools and businesses, and explore new collaboration opportunities. Consider joint events and promotions to leverage mutual audiences.

## *Community-Focused Campaigns:*

Develop campaigns highlighting YAG's community benefits, such as youth development, cultural enrichment, and local economic impact.

## *Revitalized Email Marketing:*

Use email to send personalized messages based on past attendance and interests, fostering a deeper connection with the audience. Focusing on YAG alumni should also provide additional opportunities.

## *Continuous Engagement:*

Keep the conversation with attendees through follow-up emails, thanking them for participating and providing information about upcoming events and opportunities to stay involved.





# *How Will We Measure Success*

- Total Attendance
- New vs, Returning Attendees
- Social Media Engagement
- Ticket Sales
- Merchandise Sales
- Sponsorships/Donations







# Community Impact

YAG's theatrical productions featuring local young talent not only draw tourists but also positions McKinney as a vibrant cultural center.

Moreover, our active involvement in local events fosters a sense of inclusivity and diversity within the community. By collaborating with local businesses, our performances drive foot traffic to downtown McKinney and beyond, thereby bolstering the local economy.

Our dedication to nurturing youth development not only shapes future community leaders but also cultivates a skilled workforce, rendering McKinney an appealing destination for families and enterprises alike.

Furthermore, our robust online presence serves to amplify McKinney's visibility as a cultural hotspot. In essence, the Youth Actors Guild's performances play a pivotal role in enhancing McKinney's tourism sector and fostering business growth.





# Our Season

## YOUNG ACTORS GUILD

*Rumpelstiltskin: Private Eye* – July 11-13 2024

*Trap* – October 24-26 2024

*Pride and Prejudice* – February 6-8 2025

*Romeo and Juliet* – April 25-26 2025

*Charlotte's Web* – July 10-12 2025

*Ticket Prices:*

General Admission- \$15

Seniors and Children- \$12



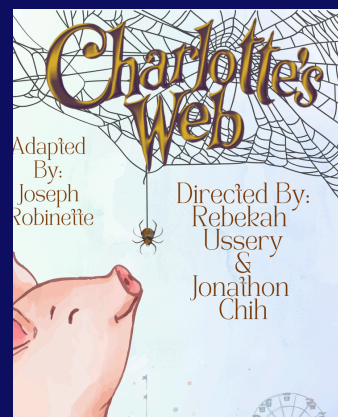
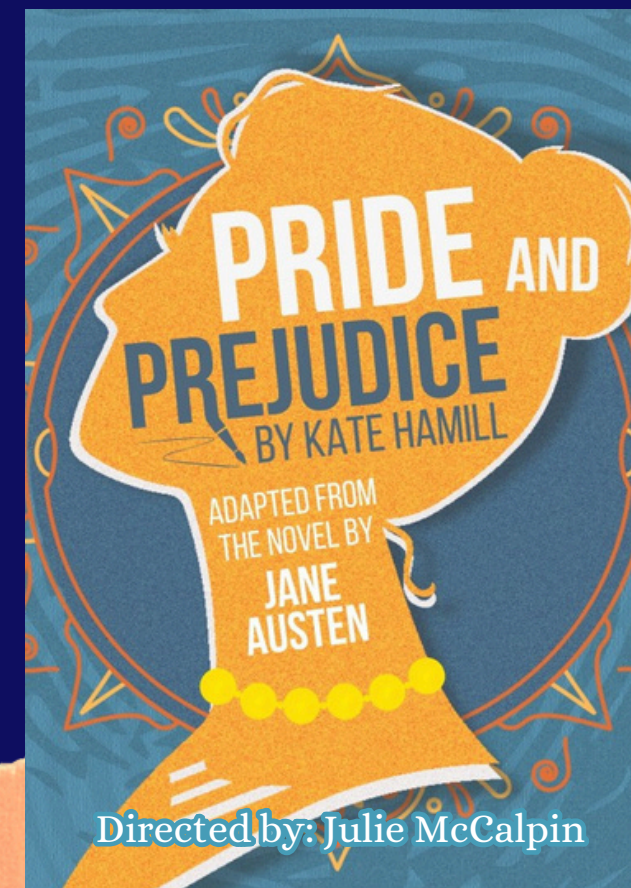
**RUMPELSTILTSKIN,  
PRIVATE EYE**

Directed  
By:  
Luna  
Collins

*Estimated Attendance:*

350 audience members

for each performance weekend







# Funding Impact/Budget



**Requested Funding: \$3,000**

**McKinney Arts Commission:  
\$10,000**

**MCDC Grant  
Represents 71%  
of  
Marketing  
Budget**



MARKETING	BUDGET
Social Media/Paid Ads/ Creation Tools	\$1,600 (\$400/show)
Printing and Creation (Posters, Flyers, Yard Signs)	\$1,600 (\$400/show)
Community Partnerships/ Events/Shirts	\$1,000 (\$250/show)
TOTAL	\$4,200



YOUNG ACTORS  
GUILD

*Thank You*  
*For Your Consideration*

ADMIT 1

