Semester Wrap Up

Rickwood
America's Oldest Baseball Park
Overview of Objectives
Best Practices Email Guide

Time

Tips

Ways to increase revenue during downtime
Rickwood Field Newsletter

Rickwood field is the oldest baseball field in America. We work to preserve its unique historical presents, but this comes with many challenges. Help us continue its legacy by donating today!
challenges. Help us continue its legacy by donating today! Admissions to the park is free, feel free to stop by anytime.

Rickwood's Upcoming Events
No upcoming events until ______. However, please feel free to stop by Rickwood Fields Monday - Friday 8:00 a.m. - 4:30 p.m.

Current Projects
Rickwood Fields is currently working on replacing and improving the roofing at the stadium.

Big Plans for the Future
Rickwood plans on establishing a museum to enhance the experience of visitors who come to see our memorabilia and experience the rich history of the park firsthand. Also, we aim to build a new batting cage area to keep Rickwood’s facilities up to date and attractive to potential users.

Donate Now
THANK YOU!

Thank you so much for your help!

We'd like to personally thank you for your donation to Rickwood field. Every donation helps us to preserve and continue the legacy of Rickwood. We couldn't have done it without you. We look forward to seeing you at our annual Rickwood classic on June.......

## Analysis

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<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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| - Mailchimp template  
- Website  
- Donation website  
- Instagram content  
- Twitter frequency looks good | - Frequency of use on facebook  
- Small following on social media in general  
- Lack of social media expertise |

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<tr>
<th>Opportunities</th>
<th>Threats</th>
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| - Corporate events  
- Increase Instagram followers  
- Hire intern to handle all aspects of social media  
- Constant Contact  
- Newsletters through mailchimp  
- Have the best social media compared to all the historic baseball fields | - Do not pertain particularly to social media aspects. |
Georgia Dome Social Media

Tweets

The Georgia Dome Retweeted
Chickfila Peach Bowl @CFAPeachBowl 4h
“This game will be the best matchup in CFAPeachBowl history.”
We’re ready for you, @AlabamaFTBL & @UW_Football!
bil.ly/CFAPB2016

The Georgia Dome @GeorgiaDome 4h
Nick Saban is 12-1 all time in the Dome, including a victory in the @CFAPeachBowl (2000 with LSU)

The Georgia Dome @GeorgiaDome 4h
@AlabamaFTBL is 10-3 all-time in the Dome and 9-1 under Saban here, including eight consecutive wins. #HomeAwayFromHome #CFAPeachBowl

Media

The Georgia Dome shared Southeastern Conference’s event.
November 28 at 8:49am -

LABAMA FLORID

25th SEC Championship Game
Sat 4:00 PM EST • The Georgia Dome • Atlanta, GA
2,175 people interested • 1,071 people going
Thank You!