

## How-To Guide For Teen Digital Scavenger Hunt

### **Mission Statement:**

The Teen Digital Scavenger Hunt aims to travel across multiple co-partner websites, engage teens in a new, fun, and informative way not yet seen from Ooligan Press, and bring out multiple key aspects of each of our books.

### **Reason Why We're Doing This:**

We're trying to expand our reach into the teen market since a bunch of our (backlist, current, and upcoming) books are YA. This digital scavenger hunt would also allow us to co-partner with a myriad of companies, expand our reach in the local Portland community, and engage with the teens in a new and exciting fashion.

### **Where to Capture This Information:**

The individual book's Trello Board, and a "Scavenger Hunt" Card would be an ideal place to capture this information. This way, the Project Manager and team could look at it and add to it as necessary, share the information with Marketing and Social Media, and save the Card on the Marketing Trello Card once it is completed.

### **How to Approach This:**

For this Scavenger Hunt, the participants (ideally teens) will follow a set of clues, originating on our Ooligan Press About Us page (or at least an Ooligan Press page) and ending on one of our partner's pages. The clues will be short and give a key aspect of the next company. In order to make it as less invasive to our partners' websites as possible, we should create an image and tuck the hint inside the image so it can just be placed in a non-conspicuous place on one of their pages. The very last partner will have the Project Manager's email. In order to win, the participants will have to email the Project Manager all of the websites in order of the hunt.

### **Timeline:**

Ideally this would start five to six months before the pub date, to give the team enough time to gather all the necessary information, craft the pitches and design the assets, contact the possible partners, and launch the event.

### **Book Information (Title/Author/Pub Date/Summary):**

*A Series of Small Maneuvers*, by Eliot Treichel

Published on November 1, 2015

For 15-year-old Emma Wilson, everything is changing. Uncomfortable at home and in school, Emma's growing up, and feels isolated from her friends and family. Things go from bad to unfathomably worse when Emma inadvertently causes an accident that kills her increasingly distant father on a spring break canoe trip meant to bring them closer together. Suddenly, Emma's efforts to reconcile with her father as a parent and a person have to happen without him, and she must confront her guilt and her grief to begin moving forward. With the help of river rats, ranch hands, and her horse, Magic, Emma finds strength in herself as she and her family navigate their reentry into "normal" life.

## Phases Of This Scavenger Hunt:

I've broken this down into four phases: Planning & Creating, Outreach, Launch, and Follow-up.

Phase 1 – Planning & Creating  
Timeline: Roughly Two Months

### *Solidify Scavenger Hunt Aspects*

In this phase, solidifying the actual aspects of the Scavenger Hunt is imperative. These aspects could be different, according to the Project Manager's idea for the book. Some key questions include:

- How many clues do you want to give the teenagers?
  - Between ten to twenty clues would be best.
  - We estimate the *Small Maneuvers* Scavenger Hunt will last for two weeks.
- How many winners will there be?
  - Ten – tiered to who reaches the end first.
- What will the prizes be?
  - The first-prize will be a write-up featuring them on Ooligan Press's blog, a physical book mailed to them (maybe signed by Eliot?), and a physical book for the library of their choice (school or otherwise).
  - The second through fifth winners will receive free ebooks for them and for their school's library.
  - The sixth through tenth winners will receive a free ebook and their school library entered to win a free ebook.
  - For the second through tenth tiers, it might be possible to bring in the various partners with these prizes. Our partners could donate something from their organization, which would bring the partners even deeper into this event and allow the teens to have something physical as a prize (which is always valuable).
  - Consider: Crafting a "Hidden Path" in the Scavenger Hunt that takes the teens outdoors to a certain location with the aim of having the teens actually go outside. Perhaps there can only be one Hidden Path winner, but that can be decided for each Project Manager. For *Small Maneuvers*, this would be a perfect place to have the student visit a local park, take a selfie or picture, and send it to the Project Manager proving they've been outdoors. The Project Manager could then declare the winner(s).
- How many websites do you want to co-partner with?
  - Note: Making it large enough to be a challenge is important, but short enough for the teens to not get bored with it is also key
  - Ten-fifteen websites would be ideal, I think.
- Solidify the live tweet hashtag!
  - Note: This is important since teens are always on their social media and having them live tweet their Scavenger Hunt would be fun and relevant for them, but also a good tracking device so we can see how many people are actually participating. We can also cheer them on and thank them for participating, too.

- Additionally, we could do a hashtag giveaway, saying we'd like the teens to share images with their friends via social media platforms and we'd pick the best one to give an ebook or physical prize from our co-partners.
- For *Small Maneuvers*: #SmallManeuversHunt
  - Or simply #ScavengerHunt or #OoliganHunt could work, to make it consistent through all the Ooligan books and Scavenger Hunts.
  - Note: #ScavengerHunt is already a hashtag on Twitter and Instagram, but that's okay since we can just commandeer it like #booksinthewild.

### *Researching*

In this phase, research also is key. Please keep in mind, it is important to delegate this to the team members as part of their weekly assignments, so not one person gets overwhelmed with all this research. The various things that need to be researched are as follows, with examples of what *Small Maneuvers* could use:

- Designate one person to reach out to the University Development, as a liaison to research if we can actually do this and have permission to reach out to these organizations. Also, this team member can see if they have any connections we might be able to use.
- For the various partners:
  - Take into consideration where they are located.
    - In Portland? In Pacific Northwest? In the United States?
    - Remember, this doesn't have to be Portland-specific partners.
  - Take into consideration how their social media presence is.
    - How many followers do they have? How often do they share things? Are their posts action-based?
  - Take into consideration if the teens can go hunting on the websites.
    - Remember, some parents have a pretty strict idea of what's good for their teens. Make sure the websites are appropriate for teenagers to go digging through.
  - If they meet the criteria for the themes, key aspects, characters, or ideas of the book.
    - The team can narrow down what kinds of things they'd like to emphasize on the book, just make sure it relates in some way.
- Which websites we would want to partner with for Scavenger Hunt:
  - Note: Narrow down key aspects of book, then research websites that relate to those aspects. Have lots of prospective partners because it will most likely take a few rounds to queries to reach your target number.
  - For *Small Maneuvers*: outdoors, teens, grief, horses, survival, family, river
    - Sierra Club
    - Nature Conservancy
    - SOLVE River Cleanup
    - Cantera Equestrian Center LLC
    - Sycamore Lane Therapeutic Riding Center
    - Campfire Columbia
    - Trackers Earth
    - Next Adventure
    - Two Rivers Counseling

- Dougy Center, Trillium Family Services
  - Sledgehammer writing event (created by by Indigo Editing)
- Any potential events or national days that correspond with book to use for Launch:
  - Note: Connecting it to an already established day or event adds to our books by making it relevant to the world, we can offer our book as a point of conversation to this event or national day. If nothing close to the pub date or surrounding months relates, the team can always use May 24<sup>th</sup> “National Scavenger Hunt Day” as a launch date. We could also reference the Sledgehammer writing event, at the end of July, since they also do a digital Scavenger Hunt.
  - For *Small Maneuvers*, December 13<sup>th</sup> is National Day of the Horse, connects with how Emma finds peace in riding her horse.
  - The month of January is Mental Wellness Month, could connect to Emma’s struggle with the death of her father and how eventually deals with it by riding and talking and how she still has a long way to go, too.
- Where to send press release item:
  - Note: All the usual areas like newspapers and other media outlets are important, but for this idea in particular, be sure to include teen-oriented areas, too, like teen bloggers, local high schools, meet-up groups, and teen clubs.
  - For *Small Maneuvers*: Teen clubs could include:
    - Boys and Girls Club
    - Portland Parks & Rec Teen Force
    - 4-H, Girl/Boy Scouts
    - Trackers Earth
    - Youth M.o.v.e. Oregon
    - Campfire USA: Columbia
- Where to put the Hidden Path item (if there is one):
  - Note: This could either be a really fun idea or a possible headache. Having the Ooligan Press social media page (Tumblr, Facebook, or website) direct the teens outside would be easiest to control versus having one of our partners direct teens elsewhere. We could create a small graphic for this and tuck it in our social media page or simply put the directions as text in a nondescript place on the page.
  - For *Small Maneuvers*: Visit a local park, snap a picture, and send it to the Project Manager! The teen (or teens, depending on what the Project Manager wants) will win a prize for doing this, either a book bundle or a co-partner physical prize.

### *Design The Assets*

In this phase it is also important to design the scavenger hunt graphic, craft query letters, and social media posts so they have enough time to go through Ooligan’s Design, Marketing, Social, and Editing departments before going out in the world.

- The Graphic
  - Note: If no one on the team is comfortable designing the image used for the scavenger hunt, ask Digital to do this. Ideally it would be best to use an image or craft an image that is inspired from the book.
  - For *Small Maneuvers*: There are a bunch of different images we can create for the graphic—paddles, a kayak, a river, a horse head, a mountain—but I would suggest

to keep it simple and straightforward, a river or the paddles. I would also suggest to use the same image for each website and to place the hint inside the image.

- For example: If you use a paddle, place the hint inside the paddle so it can be easily drag/dropped onto the partner's website so they don't need to do very much (like add extra text to their website or add hyperlinks).
- Send through Design and Marketing when done for their input.
- The Query Letter
  - Concision is key when writing queries. Make sure you have tiers of action so they have options. Also, ask a question—a simple “Interested?” would do—and include a link to buy the book. It's also good to personalize the letter a bit, too, to show the human side of things. And, if one of your team members has a connection with the organization, have that team member write the query and add that connection in. It is also good to set a date for when you want a response, two weeks is usually good.
    - The higher tier would be co-partnering with us for the scavenger hunt and putting this image onto a page on their website. (If they are interested, we could follow-up with a secondary question of donating a physical item from their organization.)
    - The second tier would be to help us market it by spreading the word to their local teens.
  - For *Small Maneuvers*, the query letter could look like this:
    - Dear [Company/Contact Person],  
My name is [name of team member]. I am a graduate student with Ooligan Press, a local, student-run publishing house connected to Portland State University's masters in book publishing program. We'd like you to partner with us on our new teen digital Scavenger Hunt for our latest Young Adult title, *A Series of Small Maneuvers* by Eliot Treichel.

About the book:

- Emma is a brave and capable 15 year old.
- She must survive alone after her father dies on their father/daughter camping trip.
- Here's a link to the book, <http://amzn.to/1Q6AqUN>.

For this hunt:

- We would send you an image to hide on one of your pages.
- The image would guide them to another partner website and guide a new set of eyes to your website.
- We will publicly thank you on our social media accounts after the hunt has ended.

Too much?

- We would also be interested in having you spread the word to your local teens.
- We could provide you with the press release to share.
- We also have an outdoor river cleanup in the summer in need of partners, if that would interest you more.

Interested? Please contact me by [two weeks after the sent date].

Warmly,

[Name]

- Send through Editing when done for their input.
- Start crafting Social Media posts
  - We know teens are on social media, so this should be a huge push for Ooligan Press. We should mainly focus on Twitter, Facebook, Instagram, and Tumblr.
    - Here are some examples for *Small Maneuvers* Scavenger Hunt, as if we are doing this launch on May 24 and we're using the #OoliganHunt.
      - Twitter:
 

We're excited to announce our digital scavenger hunt, connected to #SmallManeuvers starting on May 24. <http://amzn.to/1Q6AqUN> #OoliganHunt
      - Facebook:
 

Ooligan Press is super excited to announce our very first digital Scavenger Hunt starting on May 24th. In connection with our starred review book *A Series of Small Maneuvers*, decipher clues, travel across our partner websites, and win the prize! <http://amzn.to/1Q6AqUN> #OoliganHunt
      - Instagram:
 

Can you figure what this is? Ooligan Press is having our very first digital scavenger hunt in connection with our Young Adult book, *A Series of Small Maneuvers*. Hunt down clues, traverse our partner websites, and win prizes! The hunt begins on May 24<sup>th</sup>. Prepare yourself. #OoliganHunt

        - For the photo, have it be a sneak peek at the graphic
        - <http://amzn.to/1Q6AqUN> - comment or ask someone else to comment
      - Tumblr:
 

What the heck is that? If you participate in our very first digital scavenger hunt, you'll find out! In connection with our Young Adult book *A Series of Small Maneuvers*, hunt down clues, journey across our partner websites, and win prizes! The hunt begins on May 24<sup>th</sup>. Prepare yourself. <http://amzn.to/1Q6AqUN> #OoliganHunt

        - For the photo, have it be a sneak peek at the graphic, different than the Instagram image
    - Send through Social Media before putting out into the world.
- Possible: Create an outlandish and funny "Survival Guide" for the Scavenger Hunt, as if it's physical activity. It would be a spoof, so we could include super crazy aspects, too, like squirrel repellent or something.
  - Note: This could be an addition to the Ooligan Press website, where we could start the Scavenger Hunt and direct people to this for the first clue instead of on the About Us page.
  - Ideas to Include:
    - Plenty of water
    - Snacks
    - Make sure to tell someone where you're going
    - Paper and pens

- Camera or iPhone
- Compass
- Flashlights
- Squirrel or bird repellent
- Send through Editing and Marketing before sending it out. If putting onto website, update the page via the Shared Folder and tag Digital.

## Phase 2 – Outreach

Timeline: Roughly One to Two Months, depending on how fast people get back to us

In this phase, we will be sending the letters out to our prospective partners and draft up the Press Release. Do not underestimate the time this will take. People have lives, companies run fast and hard and sometimes won't get back to us within the deadline. Sometimes they never get back to us. Be deliberate in the asking, and be patient.

### *Send People Query Letters*

Send them out to the first batch of prospective partners and give them two weeks to respond (again, deadlines are extremely important). Be prepared to get varied responses and to send out more than one wave of queries in order to get the set amount.

- It's good practice to send a follow-up, generally one week prior to the deadline. Most people actually respond better to the follow-up emails than to the original email.

### *Write Press Release and Clues*

Once partners respond, write press release and brainstorm/write the clues guiding the teens through the partner websites.

- The Press Release
  - Write a short press release announcing this Scavenger Hunt, the details, and the prizes. Be sure to include the Project Manager's email for questions and comments.
  - Send through Editing and Marketing.
- The Clues
  - Make sure they are short and to the point; not too hard or too easy.
    - For example: If we partnered with Indigo Editing, the clue to their website could be "Portland Editing Service, Purple."
  - Probably have to send this through Editing and Marketing as well.

## Phase 3 – Launch

Timeline: Roughly One Month

In this phase, we will launch this Scavenger Hunt. Announce the event via our social media platforms, press releases, and blogs. We will also track the hashtag, respond to questions, and cheer the teens on.

### *On Social Media*

Leading up to the event, announce it on social media, Facebook, Twitter, Instagram, and Tumblr. Again, while we are doing our usual marketing for this, social media should be a

huge push for Ooligan Press. Use the Twitter hashtag agreed upon for the Scavenger Hunt to get it out there. Announce the details (prizes, how long it's going to be on for, how excited we are, et cetera). Perhaps even have a sneak peek of the graphic on Instagram and Tumblr. If the launch is happening in the beginning of the month, it can be on the Project Manager's Start to Finish blogpost.

- T-Minus three weeks to Hunt: Announce the Scavenger Hunt. Since we've already pushed the Hunt via our usual channels (press releases to blogs, clubs, et cetera) and we can't announce who the partners are, it would be beneficial to start our own social media push about three weeks before the event.
- T-Minus two weeks to Hunt: Announce the "Hidden Path" idea if we are moving forward with that and how many people can win it. (I suggest only one, to make it be a bit more exciting and special, but the Project Managers can decide that.)
- T-Minus one week to Hunt: Push out the funny "Survival Guide" if we moved forward with that idea. If not, send a reminder about the hunt.
- T-Minus one day before Hunt: One more post about being super excited.
- Day Of the Hunt: The Hunt is on! Give some basic details.
- Once the Hunt begins, track the hashtag associated with it.
  - Retweet participants and cheer them on.
  - Give hints, too, if the teens specifically ask about it.

### *Emails*

Be prepared to get the winning emails and double check that they got everything correct. (Perhaps have a key or list handy on the Scavenger Hunt Trello Board.) If we did the "Hidden Path," be prepared to get the images from that, too.

### *Newspapers/Journals/Blogs*

Perhaps consider suggesting local newspapers and journals do an article about the hunt. These could be our usual press release places, or even teen-specific avenues like blogs. The research for this step would have already been completed in Phase 1.

### Phase 4 – Follow-up

Timeline: Roughly One Month

In this phase, we will be doing all the follow-up after the Hunt has ended. In all cases, drive people to buy the book, have links on social media and in emails.

### *For the Winners*

Announce winners on our social media platforms. Write and post blogpost about first-place winner. Email the links to the ebook (or a PDF of the ebook) and send physical copies out. Coordinate with the partners for the physical prizes they donated, too.

- Either post social media announcements about all the winners at once or of each individual, depending on what the Project Manager wants.
  - It's nice to include headshots of the winners, too, if at all possible.
- Consider doing an interview with the winner's blogpost instead of a paragraphed post, might make the post more unique.



*For the Partners*

Publicly thank all our co-partners via social media and thank you emails. Make sure to include how lovely their involvement was and thank them for donating prizes, if they did so.

*For Us*

Track the hashtag to see if it's still being used after the event is over. Analyze the data. Perhaps send out a survey to our participants and partners, seeing if they had any comments about how the Scavenger Hunt went or suggestions on how to make it better.

*For Trello*

Keep it on the original Trello Board and Card so it can be recorded and archived with that specific manuscript, but I would also suggest to save it to the Marketing card so they can archive it with the other digital Scavenger Hunts we do, keeping a record of all of them and updating as necessary. It might seem a bit repetitive to have the Card in two places, but since everyone can access Marketing at all times and the other Boards are archived when the project is finished, it would be a good idea to have a working record of what we've done previously.

*For the How To Guide for the Scavenger Hunt*

What worked and what didn't? Please send any comments, changes, or issues with the Scavenger Hunt to Marketing so we can update this document as needed. Also, please send any resources the team found particularly helpful so we can add it to this document.

**Resources:**

A National Day Calendar: <http://www.nationaldaycalendar.com/calendar-at-a-glance/>

\*To help finding a day to launch the Digital Scavenger Hunt

Marketing email: [marketing@ooliganpress.pdx.edu](mailto:marketing@ooliganpress.pdx.edu)

Social Media email: [social@ooliganpress.pdx.edu](mailto:social@ooliganpress.pdx.edu)

[This is a working list: Add more as gathered by other project managers!]