



2016 FAMILY FRENZY IMPLEMENTATION GUIDE

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PROGRAM DESCRIPTION



The Family Frenzy program is intended to enhance already existing club programming. The goal is to provide entertainment for an underserved market segment while fostering a sense of community. This will be accomplished through hosting four (4) movie interactive movie events Jun – Sep 16. Dates and times are at the discretion of the Club but has to take place during the assigned month. Movies are free for members and non-members.

Menu items can either be offered A-La-Carte or incorporated into a buffet. Whichever you choose, *MAKE IT FUN!* (Menu items must be priced for members; non-members pay additional fee based on “Members First Discount”)

Remember: The “Club” – does not mean the brick and mortar building. These movie events can be held at another location on the installation but run by the Club. Look at partnering with the Community Center, Outdoor Recreation and Arts and Crafts, just to name a few. Movies can be in or outdoors depending on your location. Think outside the box! Work with the Community Center and Outdoor Recreation Center to use their outdoor blowup screen (if on hand).

To see a list of the theater waivers from AAFES or the AF current sites using NMPS click the paper clip Attachments button on the left side of your screen.

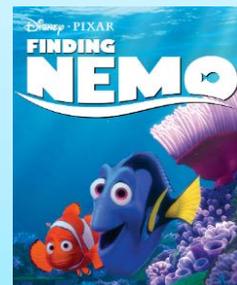
***Partner with your
Community Center/Library
for access to movies***

HINT: Consistency is key. Select a day and week then promote accordingly. Example:
*Join us for family night every 2nd Wednesday
June through September*

Monthly Themed Movies:

June: Finding Nemo (Finding Dori premieres 17 June 2016; schedule movie viewing prior to)

- Suggested Themed Menu Items with fun names (buffet or to order)
 - Serve goldfish crackers, Swedish Fish, gummy sharks, and sour gummy fish
 - Serve blue punch or jazzed up juice using blue ice cubes
 - Serve Ben & Jerry’s Phish Food ice cream
- Decorate with Finding Nemo themed items
- Purchase hand props for the kids
- Purchase bubble blow
- Offer preferred seating reservations to club members



July: Ice Age (Ice Age Collision Course premieres 22 July 2016. Schedule movie viewing prior to)

- Add dinosaur bones or reptile display from a local provider
- Suggested Themed Menu Items with fun name for your foods (buffet or to order):
 - Dino Chicken Nuggets
 - Manny Tacos
 - Diego Sundae station
 - Scrat Corn (popcorn with chocolate drizzle)
 - Offer preferred seating reservations to club members



August: Frozen Sing-A-Long

- Invite club members and eligible club members. Encourage attendees to come dressed as their favorite character from Frozen (other princesses, fairy tale characters, and mythical creatures are also welcome).
 - Encourage attendees to bring Frozen character dolls and/or toys
- Suggested Themed Menu Items with fun names (buffet or to order):
 - Kristoff Popcorn
 - Elsa and Anna Cotton Candy
 - Olaf Slushies
 - Frozen pops
- Offer preferred seating reservations to club members
- Give attendees a small bag of fake snow to throw in the air during certain times in the movie (...nothing a vacuum can't handle for easy clean up)
 - Bubble makers can be handed out instead



September: Star Wars - The Force Awakens (NOTE: this movie is PG-13)

- Invite club members and eligible club members. Encourage attendees to come dressed as their favorite character from Star Wars
 - Encourage attendees to bring Star Wars character dolls and/or toys
- Have a costume contest
- Suggested Menu Items with fun name for your foods (buffet or to order)
 - R2-H2O
 - Chip-3PO and Dip
 - Yoda Soda
 - Vader Taters (french fries)
 - Mini Han-burgers
 - Leia Cinna-Bun Buns
- Offer preferred seating reservations to club members



PROGRAM TIERS

Factors for consideration of qualification for each Tier are as follows:

Tier 1: Participation in FY15 Family Frenzy program, financial constraints, and/or rural location - \$600 total per installation (\$150 per event)

Tier 2: Participation in FY15 Family Frenzy program and the installation's ability to support a 50/50 cost share - \$400 total per installation (\$100 per event)

Installations may receive reimbursement for entertainment cost (movie purchase, decor, event favors)

All other participating installations will not be reimbursed for program expenses

RULES OF ENGAGEMENT

AFSVA PROVIDES:

- Program Guide
- Themed ideas
- Tier based reimbursements
- Branded marketing promotional/advertising materials on www.usafservices.com
>Managers>Marketing>Download Central section
- Program Guidance via DCS with installations
- Provides reporting tool: <https://org1.eis.af.mil/sites/100002/Pages/Datacalls.aspx> then scroll down to Sustainment Current Data Call/AF Clubs Programming Reporting (recurring).

INSTALLATION RESPONSIBILITIES:

- Installations are responsible to report all data requested in the Clubs Programming Tool
- Customize and print branded marketing promotional/advertising materials and customer survey materials from www.usafservices.com >Managers>Marketing>Download Central section
- Execute event on locally selected date and time during the month indicated
- Secure and schedule appropriate venue
- Collaborate w/FSS activities/community partners
- Schedule and promote event
- Utilize themed ideas
- Maximize local giveaways
- Upload reimbursement requests a week after each event

MARKETING

AFSVA Marketing will provide customizable templates to be used to advertise the Family Frenzy Program. Marketing templates will also introduce a customer satisfaction survey flyer, poster, and handout card. These survey items will give customers the ability to instantly provide feedback for the Family Frenzy Program. The data that is collected will allow AFSVA to tailor programs to meet our customer's needs.

COLLATERAL PIECES AVAILABLE FOR DOWNLOAD:

File Location: www.usafservices.com > Managers > Marketing > Download Central

LIST OF AVAILABLE COLLATERAL FOR EACH EVENT:

Customizable: Each piece offers areas or spaces designed for customization to specific event details such as date, time, event specials etc. All files can be interchanged from print to digital and vice versa. Includes guidelines with instructions on how collateral can be used.

NOTE: Survey flyers / posters and handouts have a QR code, which attendees can scan in order to take the survey on the spot (ideal), or they can type in the URL <http://bit.ly/1TKKinw> to go to the website.

Available Media Sizes

- Letter Size: 8.5 x 11 jpg and pdf– use for posters, flyers and other print/digital media
- Tabloid: 11 x 17 jpg and pdf – use for posters, flyers and other print/digital media
- Social Media Image–Facebook, Instagram Guide and Posts
- Digital Image – Adaptable for HD display monitors, Janus, Qubica and web/social media

Collateral for Family Frenzy is being developed to represent themed movie event with blank areas intended for customization. Advertise with print media 30-60 prior to the event.

SOCIAL MEDIA

Maximize Family Frenzy Events Using Social Media

Family Frenzy events provide an awesome opportunity to creatively utilize social media platforms to engage with your “fans” and boost activity. With multiple events and strategic post announcements for each of them, it will fill your calendar with content and allow widest dissemination among various demographics. Be creative and inventive to reach our Airmen and their families; we want full participation. Proper planning/posting can maximize awareness and ultimately increase activity on your social media platform, as well as giving the Airmen and their families some well-deserved activities to enhance a sense of community and resiliency. Our Airmen and their families are our #1 priority!

FAMILY FRENZY SOCIAL MEDIA OVERVIEW

2 weeks prior

- Announce the event, detailed info and theme
- Include: #AFClubFrenzy @MyAirForceLife

1 week prior

- Reminder post, ex: “come out and relive the fun of Finding Nemo before ***Finding Dori*** opens next weekend!”
- Include: #AFClubFrenzy @MyAirForceLife
- Create a “Share” post, theme specific:
 (“Share this post if you are ready for Finding Dori next week”)
- Include: #AFClubFrenzy @MyAirForceLife

Day of

- Have fans upload photos of them in themed movie costumes, eating themed foods, etc.
- Include: #AFClubFrenzy @MyAirForceLife
- Provide survey to attendees:
 - Post flyers/posters where participants will see them easily upon exiting the venue.
 - Print out handout cards, try to get at least 50% of the attendees (only those over 18 can fill out the survey).
 - Before the event starts, announce to participants that there will be a customer feedback survey available for them to take afterward. Suggested verbiage:

“We want to know how you feel about this event. You will find a survey link and QR code posted at the exits that will take you to a survey where you can give us your feedback. We want to know!”

- Distribute handout cards to participants, preferably during event or at exit from venue.
- As participants exit event, have staff members verbally remind participants of the survey and encourage them to take it. Suggested verbiage:

“Remember, we want to know how you feel about this event. Please take a card or scan a QR code from a flyer/poster and let us know.”

Day After

- Facebook: **“Did you attend yesterday’s Air Force Clubs Family Frenzy movie? Go to <http://bit.ly/1TKKinw> and tell us what you think!”**
 - Twitter post: #AFFamilyFrenzy **“Yesterday were you at Air Force Clubs Family Frenzy movie? Tell us what you think! <http://bit.ly/1TKKinw>”**
-

NOTE: Short URL links may not work on all .mil domains, if that is the case at your installation (suggest you test them before advertising), use the long links <http://www.surveygizmo.com/s3/2745915/Family-Frenzy>

Any questions or issues with the survey may be emailed to the Air Force Services Survey inbox at:

AFSVA.SVKS@us.af.mil (Office of Strategic Marketing, Marketing Research Section)

INSTALLATION REIMBURSEMENT PROCEDURES

Installations may receive reimbursement for entertainment cost (e.g. movie purchase, decorations, movie favors) not to exceed the amount authorized per installation's specified "Tier." All reimbursable expenses incurred must be recorded in GLAC 1140000, NAFI Receivable to set up the accounts receivable.

To receive reimbursement, installations must provide receipts, invoices, and other documents supporting the expenses incurred using the link: <https://org1.eis.af.mil/sites/100002/Pages/Datacalls.aspx> then

scroll down to Sustainment Current Data Call/AF Clubs Programming Reporting (recurring). Maintain a copy of the supporting documentation at the local Non Appropriated Funds Accounting Office (NAF AO).

Complete Family Frenzy Reimbursement Form and the expenditure report and upload into the Club Programs Reporting Tool with all of the supporting documentation. After review and verification of installation's submission, AFSVA/SVO will process a cash transfer (CT) through Non-Appropriated Funds Document Interface System (NAFDIS). The reimbursement CT will be processed to the base MWRF and record the cash transfer to the balance sheet (0000) in GLAC 1140016.

Upon receipt of the reimbursement, the NAF AO must process a GLAF to debit GLAC 1140016 and credit GLAC 1140000 to clear the receivable(s) posted for incurred expenses related to the event.

PROGRAM CONTACT INFORMATION

Program POC: Charissa Jarrett (charissa.jarrett@us.af.mil) DSN 969-7768

Marketing Collateral POC: Faye Lorena (wilhelmina.lorena@us.af.mil) DSN 969-7503

Social Media POC: Carissa Martin (carissa.martin@us.af.mil) DSN 969-7484

Marketing Research POC (Survey): Niki Prysock (niki.prysock@us.af.mil) DSN 969-7507

Reimbursement Financial Guidance POC: Becky Karnafel (becky.karnafel.1@us.af.mil) 969-7165

FAMILY NIGHT REIMBURSEMENT FORM

All information is required for installation Family Night reimbursement.

Installations must submit receipts and the below spreadsheet to receive reimbursement.

Tier 1: Reimbursement is available up to \$600 total or \$150 per event

Tier 2: Reimbursement is available up to \$400 total or \$100 per event

- o No additional items will be reimbursed

Please submit reimbursement requests through <https://org1.eis.af.mil/sites/100002/Pages/Datacalls.aspx>

after each event. Reimbursement requests will not be accepted after 6 Oct 16.

Tier: _____

MAJCOM: _____

As of:

Installation: _____ Purpose: _____

Activity/Cost Center	Date	Item	GLAC	Contract #	Vendor Name	Date receive	Amt paid	Date paid

Submitter: _____ Activity Manager/Designee

I certify that all transactions entered are valid and accurately recorded in the general ledger. Complete documentation is on file in the office of record.

Approved by: _____ Resource Manager/Designee Certification

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