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United States

MEMO:

To: CancerFree KIDS

From: Kaitlyn Johnson

April 3, 2019

Re: CancerFree KIDS marketing communications plan

SUMMARY

CancerFree KIDS (CFK) is a non-profit charitable organization that provides funding for cancer research for children. Located in the greater Cincinnati area, CFK has one goal; to fund childhood cancer research. The organization is in need of a 12-month marketing communications plan to increase awareness and donations. The plan will start on May 1, 2019, and will run until May 1, 2020.

RESEARCH

- **Primary, Formal Research**

- Survey

- We used SurveyMonkey.com to send a survey to 2,000 individuals between the ages of 35 to 55 living in the Cincinnati area. The survey included 11 questions regarding each participant's awareness of CFK. The questions included: Are you familiar with CFK and their work with donating money to help fund cancer research? If so, how did you find out about CFK? How have you interacted with CFK? If you have made a monetary donation, what amount have you given? How often do you or have you donated? Do you donate to any other organizations? To the other organizations you donate to or are willing to, how much do/would you donate? As well as general demographic questions. The purpose of the survey was to determine the level of knowledge participants had about CFK, how the general public is finding out about the nonprofit, and the average donating behavior from those who have donated to CFK or another nonprofit or are willing to donate to CFK or another nonprofit.

- **Primary, Informal Research**

- Interview

- We interviewed Ellen Flannery, founder of CFK, along with a representative from the organization who is the cancer survivor for which CFK was founded. The interview consisted of 14 questions regarding donations, fundraising, organizational goals and areas of improvement. We also conducted one-on-one interviews with employees of CFK, which helped us to determine the organization's strengths and weaknesses, where they see CFK's success in the next five years, and ideas on how to improve the number of donations.

- Field Research

- We attended the Flying Pig Marathon and Butterfly Walk and 5K, two events at which CFK has a presence in order to conduct intercept interviews with attendees. We conducted interviews that addressed awareness of CFK, event details, as well as people's willingness to donate. The purpose of these informal interviews was to gauge attendee participation levels and understand donating behaviors and trends from the general public.

- Communications Audit

- The audit analyzed the communication mediums used by CFK to communicate with its employees, donors, and business partners. We then collected data from donors on how they perceive CFK through these mediums and how well the organization's mission is being communicated. This feedback helps us answer our questions regarding CFK's presence, reputation, and how well its mission is being displayed through various communication outlets. From here, research allows us to determine different platforms that can be further utilized to spread awareness about the organization and its mission, in order to increase donations.

- **Secondary, Formal Research**

- Content Analysis

- Further research was acquired through the internet, social media, organization reports, and CFK's website. This allowed us to analyze the awareness of the organization on different platforms along with engagement levels from CFK's current audience. Using Google Analytics, we were able to determine how often social media is drawing unique visitors to CFK's website to give a donation. The results of these findings will help us plan and implement ideas for how to increase engagement with consumers and influence them to donate.

KEY FINDINGS

- 55 percent of adults ages 35 to 55 are unaware of CFK and the nonprofit's mission and goals.
- 20 percent of adults ages 35 to 55 with awareness of CFK have donated to the organization within the past year, while 80 percent of the age group have heard about CFK but have yet to donate.
- 53 percent of individuals with an awareness of CFK have learned about the nonprofit through social media, while 47 percent have gained knowledge from local news stations.
- 75 percent of individual donations are between \$20 and \$40 to help CFK achieve its goal of funding childhood cancer research
- In the 2018 fiscal year, CFK donated a total of \$800,000 in innovative research on childhood cancer.

PUBLICS

- **Primary**
 - Adults, both male and female, ages 35 to 55 living within 75 miles of Cincinnati, Ohio, who have never heard of CFK and the nonprofit's mission and goals.
 - Through research and the key findings, we have determined this public is our target audience based on the general lack of awareness in this demographic.
- **Secondary**
 - Adults, both male and female, ages 35 to 55 living within 75 miles of Cincinnati, Ohio, who are aware of CFK but have not yet donated.
 - Through research and the key findings, we have determined this public to be a secondary focus based on the finding that 80 percent of individuals are aware of CFK but have not yet donated.

GOALS

- To increase the number of individuals who donate to CFK.
- To improve CFK's year-over-year growth in regard to monetary donations.

OBJECTIVES

- To increase awareness of CFK from 45 percent to 65 percent amongst individuals between the ages of 35 to 55 living in the Cincinnati area by May 1, 2020.
- To increase the number of donations from 20 percent to 50 percent amongst individuals between the ages of 35 to 55 living in the Cincinnati area by May 1, 2020
- To increase CFK's annual donations from \$800,000 to \$1 million in the 2019 fiscal year.

STRATEGY

- Through utilizing a number of communication tools and marketing strategies, we will increase awareness of CFK in order to increase the number of donations made to CFK from its primary and secondary publics.

MESSAGE

- CFK is a non-profit organization whose mission is to generate funds to help find a cure and gentler treatments for children with cancer by encouraging individuals to support and donate to the 175,000 kids worldwide who are diagnosed with cancer each year.

TACTICS

- **Print advertising**
 - Direct mail
 - Direct mail will be sent out to 10,000 residents between the ages of 35 to 55 living within 75 miles of the Cincinnati area. The mailings will be delivered quarterly starting May 2, 2019, and end April 2, 2020. The reason behind choosing the first of the month is because this is when receivers are most engaged and willing to read their mail and respond. In our case, this would lead to CFK having a higher chance of receiving donations. The four mailings will include information on the history of CFK, the different ways donations are used and the impact they have on childhood cancer patients, and how you can get involved with CFK, including volunteering, donating and fundraising opportunities. Each mailing will include the CFK website and social media usernames to connect with and find out more information on the organization. We hope to encourage our primary public to learn more about CFK and its message as well as inform our secondary public of upcoming events and new ways

to potentially donate. This will allow us to analyze the effectiveness of the direct mail campaign.

- Brochure
 - We will create and print 10,000 brochures about CFK. The brochures will contain information on the history of CFK, the different ways donations are used and the impact they have on childhood cancer patients, and how you can get involved with CFK, including volunteering, donating and fundraising opportunities. The brochures will be placed in the Cincinnati Children's Hospital as well as local Cincinnati businesses. In addition, the brochures will be handed out at all events where CFK is present. The brochures will include the CFK website and social media usernames to connect with and find out more information. This allows us to analyze the effectiveness of the brochures. Brochures will be placed around the Cincinnati area on June 15, 2019, and the last set will be distributed on March 15, 2020.
- Magazine advertisement
 - A magazine advertisement will be created and placed in Cincinnati Magazine. This magazine was chosen based on the publics and their interests. The advertisement will be placed every month from June 1, 2019, to April 1, 2020. The advertisement will be one full page and will feature a group of childhood cancer survivors. The CFK website and social media usernames will be included in the advertisement to connect and find out more information about the organization. This allows us to analyze the effectiveness of the magazine advertisement.
- Newspaper advertisement
 - A newspaper advertisement will be designed and published in The Cincinnati Enquirer. This newspaper was chosen based on the publics and its high circulation in the Cincinnati area. The advertisement will be placed in the last Sunday issue of every other month starting from May 26, 2019, and ending on March 29, 2020. The advertisement will be displayed as a banner on the bottom of a page. The CFK logo, website, and social media usernames, and contact information will be included in the advertisement to inform readers on how to connect and find out more information about CFK. This allows us to analyze the effectiveness of the advertisements.
- **Media**
 - Feature story
 - A feature story will be aired to tell the story behind CFK and the cancer survivor who is the reason behind the founding of the organization.

Shayna Flannery, now 22 years old, was diagnosed with Retinoblastoma with tumors in both eyes when she was five months old. Shayna will tell her story of being an infant with cancer and the struggles that she faced growing up. She is now a healthy college student thanks to advances provided by childhood cancer research. The goal of the story is to create empathy with viewers and make them feel like they need to donate to CFK. The message of the story will be that through donations to organizations like CFK, childhood cancer research can help children like Shayna grow up to be healthy, inspiring, and strong adults. The feature story will be aired on FOX 19 due to the fact that a previous relationship has been established with CFK. The feature story will be three to five minutes in length and will be aired on November 15, 2019. This date was chosen to raise awareness of CFK and increase donations and attendance at the organization's annual CancerFree Christmas event that takes place on November 30, 2019.

- **Social media**

- Facebook

- Through research, we found that 84 percent of U.S. online users ages 30 to 49 are on Facebook and 72 percent of U.S. online users ages 50 to 64 are on Facebook. Currently, 4,500 people follow the CFK Facebook page. In order to increase the number of followers, we will increase content on the Facebook page through pictures, videos, articles, and posts. Posts will include updates on CFK, event promotion and information, childhood cancer survivor stories, and information on how to connect and donate to CFK. We will also run advertisements through Facebook, which will be targeted toward our publics and further promote the organization and its goals. Said advertisements will appear in users news feeds and will run monthly. The page will be monitored and utilized daily starting on May 15, 2019, and ending on May 1, 2020. We will use Facebook Analytics to track activity and engagement on the CFK Facebook page as well as the number of clicks from Facebook to the CFK website.

- Instagram

- Through research, we found that 40 percent of U.S. online users ages 30 to 49 are on Instagram and 21 percent of U.S. online users ages 50 to 64 are on Instagram. Currently, 1,000 people follow the CFK Instagram page. In order to increase the number of followers, we will increase content on the Instagram page through pictures, videos, and utilizing Instagram Stories. Posts will include updates on CFK, event promotion and information, childhood cancer survivor stories and information on how to connect and

donate to CFK. The hashtags #CFK, #CancerFreeKIDS, #FTK, and #ForTheKids will be used in posts to increase social media presence. In order to increase visibility for the page, we will run sponsored posts that will display the account to those who are in our target demographic but do not yet follow the account. Said posts will be the size of a regular post and will run monthly. The Instagram account will be monitored and utilized daily starting on May 15, 2019 and ending on May 1, 2020. We will use Instagram Insights to track activity and engagement on the CFK Instagram account as well as the number of clicks from Instagram to the CFK website.

- Twitter

- Through research, we found that 27 percent of U.S. online users ages 30 to 49 are on Twitter and 19 percent of U.S. online users ages 50 to 64 are on Twitter. Currently, 1,400 people follow the CFK Twitter page. In order to increase the number of followers, we will increase content on the Twitter page through pictures, videos, news, articles, and posts. Posts will include updates on CFK, event promotion, and information, childhood cancer survivor stories and information on how to connect and donate to CFK. The hashtags #CFK, #CancerFreeKIDS, #FTK, and #ForTheKids will be used in posts to increase social media presence. The Twitter account will be monitored and utilized daily starting on May 15, 2019, and ending on May 1, 2020. We will use Twitter Analytics to track activity and engagement on the CFK Twitter account as well as the number of clicks from Twitter to the CFK website.

- **Internet**

- Website

- The CFK website will be updated and developed in order to portray a more recognizable and consistent brand image. The main goal of the website update will be to make it easier to donate to CFK. This will include a 'Donate' tab on the homepage. In order to reinforce the CFK brand image, the CFK name, logo and images will appear on the 'Donation' page. Included on the 'Donation' page will be giving levels. The levels will be \$5, \$10, \$25, \$50, \$100, or the option to choose your own donation amount. Also included will be the option to make the donation a monthly contribution or dedicate the donation to a specific person or entity. The website will be launched on August 1, 2019.

- Promotional Emails

- Emails will be sent out once a week to individuals who sign up for the email subscription from the CFK website. The emails will contain

information on current CFK events, the impact donations have on childhood cancer patients, and how you can get involved with CFK. Links will also be included to direct viewers to CFK's social media accounts. We will track the number of clicks from the emails to the CFK website, donation page, and social media platforms. This allows us to see the effectiveness of the promotional emails. The email campaign will start on May 4, 2019 and end on April 30, 2020.

- Newsletter
 - A newsletter will be created and sent out through email once a month to individuals on CFK's mailing list. Individuals can join the mailing list through the CFK website. A pop-up box will appear when first entering the CFK website to join the mailing list. The pop-up box will allow us to track how many people are signing up for the newsletter. Included in the newsletter will be a highlight story on a childhood cancer survivor. The first email newsletter will be sent out June 1, 2019 and the last on April 1, 2020.

TIMELINE

- **May 2019**
 - 01: Campaign launches
 - 02: First direct mail sent out
 - 04: Email campaign begins
 - 15: Social media campaign begins
 - 26: First newspaper advertisement sent out
- **June 2019**
 - 01: First magazine advertisement sent out, first email newsletter sent out
 - 15: First brochures distributed
- **August 2019**
 - 01: Launch new website
- **November 2019**
 - 15: Feature story airs
- **March 2020**
 - 15: Last brochures distributed
 - 29: Last newspaper advertisement sent out
- **April 2020**
 - 01: Last email newsletter sent out, last magazine advertisement sent out
 - 02: Last direct mail sent out
 - 30: Email campaign ends

- **May 2020**
 - 01: Campaign ends, social media campaign ends

BUDGET

Item	Unit Cost	Quantity	Total
Research			
SurveyMonkey Subscription	\$37.00/month	1	\$37.00
List of addresses for Survey	\$1/respondent	2000	\$2,000.00
Communication Audit	\$5,000.00	1	\$5,000.00
Direct Mail			
Printing	\$.10/piece	10,000	\$1,000.00
Shipping (stamps and envelopes)	\$.65/piece	10,000	\$6,500.00
Brochure			
Printing	\$.15/brochure	10,000	\$1,500.00
Magazine Ad			
Placement in Cincinnati Magazine	\$1,000/ad	11	\$11,000
Newspaper Ad			
Placement in Cincinnati Enquirer	\$2,380.05	5	\$11,900.25
Media			
Feature story production	\$5,000.00	1	\$5,000
Social media			
Facebook	\$45/promoted ad	11	\$495
Instagram	\$45/promoted ad	11	\$495
Website			
Development	\$5,000.00	1	\$5,000.00
		Total	\$49,927.25
		Budget	\$50,000.00
		Remainder	\$72.75

EVALUATION

- Post-research survey
 - We will do a post-research survey to evaluate the effectiveness of the marketing communications campaign. We will utilize SurveyMonkey.com to send a survey to individuals between the ages of 35 to 55 living in the Cincinnati area. This is the same demographic group as used in the initial survey. The survey will include questions that will allow us to see if we have met the objectives of the campaign and if we increased the number of individuals donating to CFK as well as its annual donation figures.
- Post-research content analysis
 - We will do a post-research content analysis to evaluate the effectiveness of the marketing communications campaign. The content analysis will be conducted through reviewing external documents, presentations, videos and pictures along with messages that appear in the media about CFK. This will allow us to determine the level of awareness adults ages 35 to 55 living in the Cincinnati area have of CFK.
- Analyzing annual reports
 - We will review and analyze CFK's 2019 annual report as well as the 2018 annual report to evaluate the effectiveness of the marketing communications campaign. We will compare the 2018 annual report and 2019 annual report to determine if the annual donation figures have increased from the previous year.

We look forward to reviewing this plan with you.