



CancerFree
KIDS

Research

■ Survey

- SurveyMonkey.com to individuals between the ages of 35 to 55 living in the Cincinnati area
- 11 questions regarding the awareness of CancerFree KIDS

■ Interviews

- Ellen Flannery, Founder, and Shayna Flannery
- 14 questions regarding donations, fundraising, organizational goals and areas of improvement
- One-on-one with staff to determine strengths and weaknesses, CFK's success in the next five years, and ideas for improvement

■ Field Research

- Attended the Flying Pig Marathon and Butterfly Walk and 5K
- Addressed awareness of CFK, event details, and the willingness to donate



Research

- **Communications Audit**
 - Collected data from donors on how they perceive CFK and how the organization's mission is being communicated
- **Content Analysis**
 - Analyze the awareness of the organization on different platforms along with engagement levels from CFK's current audience
 - Determine how often social media is drawing unique visitors to CFK's website



KEY FINDINGS



55% of adults ages
35 to 55 are unaware of
CancerFree KIDS and
its mission and goals



20% of adults ages 35
to 55 with awareness of
CancerFree KIDS have
donated to the organization
within the past year



53% of individuals with an awareness of CancerFree KIDS have learned about the nonprofit through social media,

while **47%** have gained knowledge from local news stations



75% of individual donations are between \$20 and \$40 to help CFK achieve its goal of funding childhood cancer research



In the 2018 fiscal year,
CancerFree KIDS
donated a total of
\$800,000 in
innovative research on
childhood cancer.



Publics

Primary

- a. Adults, both male and female, ages 35 to 55 living within 75 miles of Cincinnati, Ohio, who have never heard of CancerFree KIDS and the nonprofit's mission and goals.

Secondary

- a. Adults, both male and female, ages 35 to 55 living within 75 miles of Cincinnati, Ohio, who are aware of CancerFree KIDS but have not yet donated.



Goals

1. To increase the number of individuals who donate to CancerFree KIDS
2. To improve CancerFree KIDS' year-over-year growth in regard to monetary donations



Objectives

1. 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.
2. 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.
3. To increase CFK's annual donations from \$800,000 to \$1 million.



Strategy

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



Message

- CancerFree KIDS 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

- Sent out quarterly starting May 7, 2019, and end April 7, 2020
- Included in each mailing...
 - the history of CFK
 - different ways donations are used and the impact they have on childhood cancer patients
 - how you can get involved with CFK, including volunteering, donating and fundraising opportunities
 - CFK website and social media accounts



Brochure

- Placed around the Cincinnati area on June 15, 2019 and the last set will be distributed on March 15, 2020
 - Cincinnati Children's Hospital
 - Local businesses
 - Handed out at all events CFK has a presence at
- Included in each brochure...
 - the history of CFK
 - different ways donations are used and the impact they have on childhood cancer patients
 - how you can get involved with CFK, including volunteering, donating and fundraising opportunities
 - CFK website and social media accounts



Magazine Ads

- The advertisement will be placed every month from June 1, 2019 to April 1, 2020
 - Published in Cincinnati Magazine
- One full page
- Magazine advertisements will include...
 - Feature stories on groups of childhood cancer survivors
 - CFK's website and social media accounts



Newspaper Ads

- 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
 - Published in The Cincinnati Enquirer
- 1/2 page in color
- Newspaper advertisements will include...
 - Feature stories on groups of childhood cancer survivors
 - CFK's website and social media accounts



TACTICS

media



Feature Story

- Shayna Flannery, cancer survivor, will tell her story of being an infant with cancer and the struggles that she faced growing up, and how cancer research is the reason she is a healthy college student
- **Goal** is to create empathy with viewers and make them feel like they need to donate to CFK
- **Message** is that through donations, childhood cancer research can help children grow up to be healthy, inspiring, and strong adults
- FOX 19 will air the three to five minute story on November 15, 2019



TACTICS

social media



Social Accounts

- Increase content through pictures, videos, and Instagram Stories
- Posts will include...
 - updates on CFK
 - event promotion and information
 - childhood cancer survivor stories
 - information on how to connect and donate to CFK
- #CancerFreeKIDS #CFK #FTK #ForTheKids
- Utilized daily starting on May 15, 2019, and ending on May 1, 2020



TACTICS

internet



Website

- Update the site in order to portray a more recognizable and consistent brand image
- Goal is to make it easier to donate to CancerFree KIDS and easier to find the donate page
- The page will include...
 - Larger logo
 - More engaging images
 - Predetermined monetary levels
 - Option to donate regularly



Promotional Emails

- Emails sent out once a week
- Emails will include...
 - updates on CFK
 - event promotion and information
 - the different ways donations are used
 - information on how to connect and donate to CFK
- Social media accounts linked



Newsletter

- Sent out through email once a month to individuals on the mailing list
 - A pop-up box will appear when first entering the CancerFree KIDS website to join the mailing list
- Newsletters will include...
 - childhood cancer survivor stories
 - event promotion and information
 - information on how to connect and donate to CFK
- Send out on June 1, 2019, and end on April 1, 2020.



Timeline

May 2019

- 01: Campaign launches
- 04: Email campaign begins
- 07: First direct mail sent out
- 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



Timeline

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
- 07: Last direct mail sent out
- 30: Email campaign ends



Budget

- Goal: to pitch the lowest budget possible in order to create a realistic plan for CFK
- Budget: \$50,000
- Total spent: \$49,927.25
- Remainder: \$72.75



Evaluation

- **Survey**
 - SurveyMonkey.com to individuals between the ages of 35 to 55 living in the Cincinnati area
 - Will allow us to see if we have met the objectives and if there is an increase in the number of donations
- **Content Analysis**
 - Conduct a content analysis through analyzing external documents, presentations, videos and pictures along with messages that appear in the media about CFK
- **Annual Reports**
 - Review and analyze CFK's 2019 annual report to evaluate the effectiveness of the marketing communications campaign

