

Relay for Life

Advertising Proposal



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Customer Profile:

Relay for Life is a worldwide non-profit organization and is the signature fundraiser for the American Cancer Society. Relay is staffed and coordinated by volunteers in more than 5,200 communities and 27 countries. Volunteers give their time and effort because they believe it's time to act against cancer. For us, we are trying to advertise that Relay for Life is once again at UMass Lowell and want to get people to help fight cancer. Relay for Life has been at UMass Lowell for five years, but was briefly off campus last year. By bringing communities together, the purpose of Relay for Life is to remember loved ones lost, honor survivors of all cancers, and raise money to help the American Cancer Society make a global impact on cancer. Relay not only focuses on sponsorship to raise money to fight back against cancer, but to also engage the community by remembering those we have lost and to celebrate survivors of this disease.

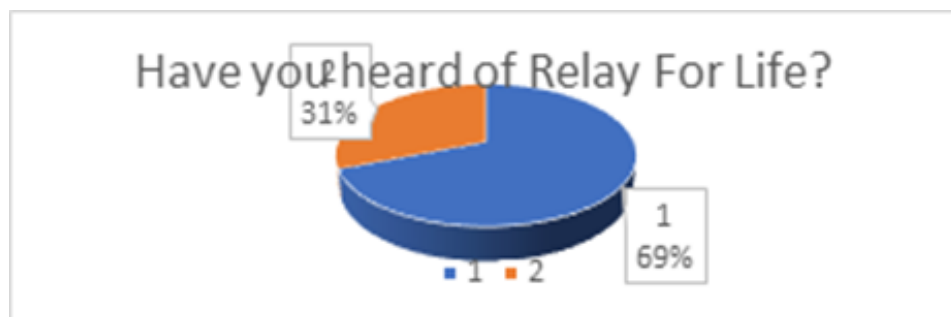
The Problem:

The main problem we are having with Relay for Life at UMass Lowell is that students are concerned about the awareness of the event. Students fought to get it back onto campus after its one-year hiatus, and successfully did so which resulted in UMass Lowell being overseen by the American Cancer Society. Because it was not on the campus the previous year, there needs to be a way for the Relay volunteers to get a better turnout for the event, even with the time-lapse.

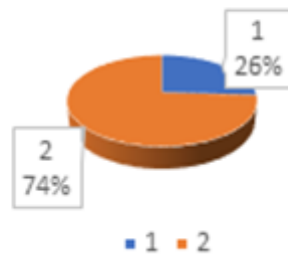
Research conducted:

The following were used to conduct research:

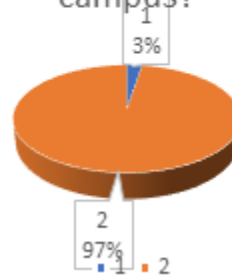
- Surveys have been given out to most of the senior classes within the Manning School of Business
- One on One interviews have been conducted inside Residence Halls to gain a wider understanding
- Conference calls with the Local and National American Cancer Society about our advertisements
- Research on what other campus Relays have done



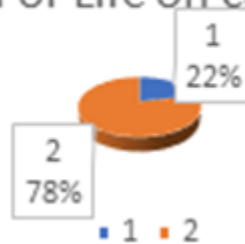
Have you ever participated in a Relay For Life?



Have you ever participated in Relay For Life on campus?



Did you know that there was a Relay For Life on campus?



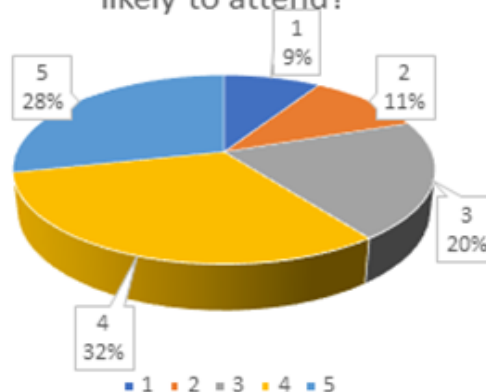
Did you know that the money raised from Relay For Life goes directly to the American Cancer Society to benefit cancer patients and finding a cure?



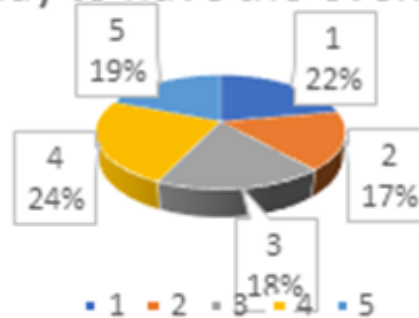
Does the \$15 registration fee dissuade you from registering?



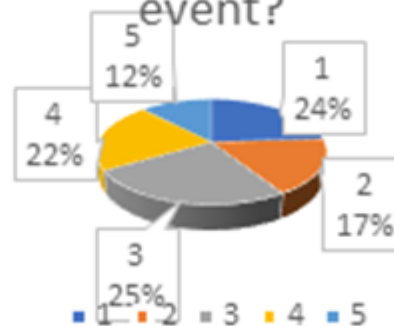
Do you think that making Relay a 6 hour event rather than a 12 hour event will make you more likely to attend?



Do you think that Friday is the best day to have the event?



Is Friday from 4pm-10pm a time frame that you would go to the event?

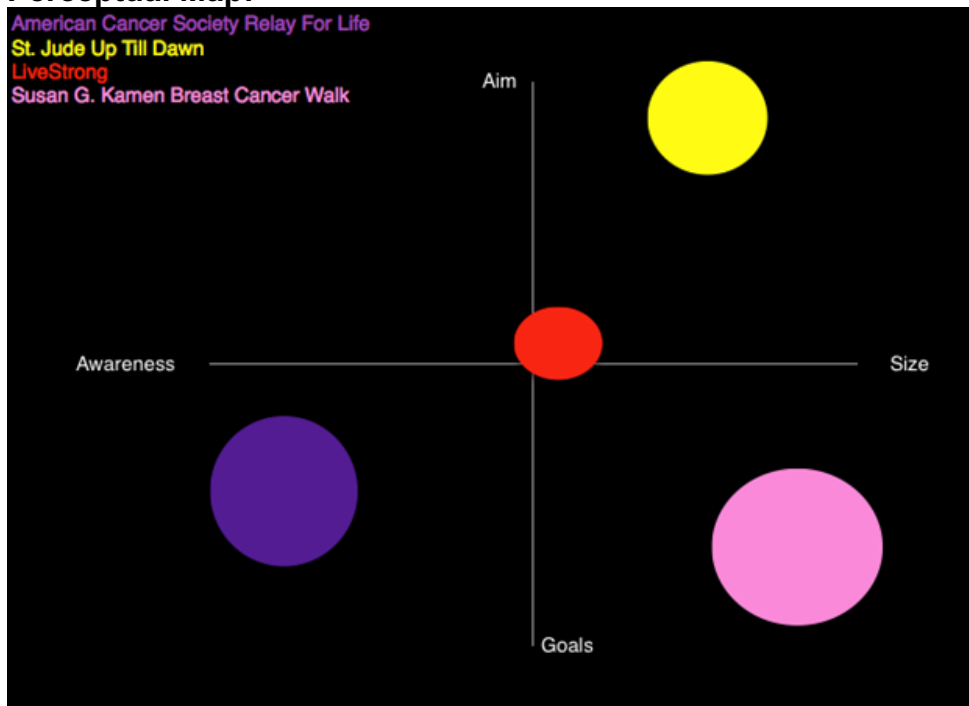


Based on the results of the research we conducted, we can see that only two thirds of all the people we surveyed had heard of Relay for Life, and only twenty five percent had ever participated in the event. Three percent of students had participated on campus, meaning a huge majority of the population can be targeted to do so. Many people supported the idea of a six-hour event rather than a twelve-hour event because of their busy schedules, and the day and time aspect was evenly distributed for the most part. Lastly, we concluded that although there is a fifteen-dollar participation fee, half of the students said it would not cause them to not participate in the event.

SWOT Analysis:

Strengths • Overall event image • Location time • Quality of the event, organization, and survivor and caregiver involvement	Weaknesses • Small planning committee • Advertising and communication publicly • Recognition • Volunteer burnout • Student engagement
Opportunities • Community and hospital involvement • Celebrity speaker • Partnering with other clubs/groups on campus	Threats • St Jude Up Till Dawn • Susan G. Komen Breast Cancer Walk • LIVESTRONG

Perceptual Map:



Target Market:

- Demographics: College students, faculty and staff, and the community
- Lifestyles: Those who are introverted motivated and volunteer for other non-profits or community events
- Psychographics: Those who are willing to not only support the change to get a cure for cancer, but to help make the differences needed themselves
- Patterns and commitment levels: Participated in a Relay for Life in their high school or home town before attending the university and the commuter population who already stay after their “school day” is done to be more involved within the University

Campaign Objectives:

There are both behavior and awareness objectives we are trying to achieve.

Behavior Objective:

- Influence community members and students to come together for the event to participate, volunteer, recruit, and/or donate to help with the fight against cancer

Awareness Objective:

- Engage the community in the mission and advocacy efforts of the American Cancer Society, Relay for Life, as well as where the money goes for the event.

Barriers:

Although Relay for Life has been on campus before, there are still some serious barriers that need to be broken to capitalize on the potential number of participants for the event. One of these is the fact that based on survey results, many students lack knowledge about Relay for Life. Some did not know where exactly their money was going in the whole process, while others had never even heard of it before. Also, for students that did know what Relay for Life was, some may feel as though their participation won't make an impact. However, by informing students of what their money and time goes toward, they will feel better about participating in the event, leading to more participants and donations. The last barrier we face is that there are not enough marketing efforts going on outside of campus. This will be combatted by briefly talking about the event in classes and improving the social media marketing to create a buzz around the event that it previously did not have.

Benefits:

There are many benefits by participating in Relay for Life. The first benefit is that all donations to Relay for Life go towards cancer research, critical patient care services, education and prevention initiatives, and more (see image below). It also raises

awareness about both cancer and the overall event. People will make certain associations because they know what Relay for Life is, and can potentially make it something people continue to do year after year. The event also gives back to the community, and specifically the University of Massachusetts Lowell, so participants feel good about what they are doing and get internal satisfaction. The community also benefits because they can join something that is organized by the school and bring the students and faculty closer to the people of Lowell. Lastly, it allows all participants to become part of an organization, the American Cancer Society. This might appeal to both students and faculty, because it is something they can use on documents like a resume.

Competition:

The main competition that we face are other organizations that are trying to fight cancer such as St. Jude Up Till Dawn, the Susan G. Komen Breast Cancer Walk, and LIVESTRONG.

Positioning Statement:

For the introvert motivated college student, The American Cancer Society is the leading non-government cancer research center in the world. Relay for Life will raise funds to improve the likelihood of cancer survival, also decrease the chance of developing cancer, and improve the quality of life for cancer patients and their caretakers. Our funds raised will one day provide a world that is cancer free. The end goal is to reduce the occurrences of cancer, the severity of cancer, and someday eliminating cancer all together.

Value Proposition:

The value proposition is **hope**. Hope that those lost to cancer will never be forgotten, hope that those who face cancer will be supported and hope that one day - cancer will be eliminated. Many cancer survivors attribute a big part of their treatment and overcoming of cancer to hope, and believing that they will overcome the odds set against them. Hope is a very powerful emotion and feeling, and one that can be used to overcome and conquer unfortunate things such as cancer.

Creative Ideas:

Message: "Bon Voyage Cancer!" Say goodbye to cancer! This is our main message as it is an inspirational goal to eliminate cancer.

Media Channel: In-Person and social media such as Facebook, Twitter, Snapchat, and Instagram. In-Person meetings will make people feel closer to our cause and spread word of mouth, and social media outlets will help to spread our message to as many people as possible.

Budgeting: Limited / None. There is no budget since we are not spending money.

Relay for Life Campaign

Campaign #1: Where Does the Money Go?

The first campaign that will be run will focus on “Where Does the Money Go”. The American Cancer Society uses donations to fund the most promising, most innovative research. That is why **47** of our researchers have gone on to win the Nobel Prize. This is something they are extremely proud of and can be highlighted to show how hard the researchers, and everyone at the American Cancer Society work to achieve the goal of reducing and eliminating cancer. (“Nobel Laureates and the American Cancer Society”, 2017) The images below are sample advertisement images that would be used for this campaign.





- 25 dollars could help provide free information and support for one person. When you give to Relay for Life, you give peace of mind. Help keep our hotline open 24/7 to answer questions about cancer. It is very important for people who become diagnosed with cancer, or have loved ones diagnosed with cancer, to be able to have their questions answered. Our hotline gives them useful information, support, and advice.
- 35 dollars could help support the follow-up for one participant enrolled in our cancer prevention study-3. Your donations help the American Cancer Society continue our long-term studies to better understand factors that cause or prevent cancer, and in turn be able to better help and support cancer patients.
- 50 dollars could help provide five rides to and from treatment for a cancer patient. Cancer treatment should never be out of reach. Your donation can today can help us provide free rides for patients who have no other way to get to their appointments. This is a vital factor that comes into play for a lot of cancer patients who can't drive or don't have a car, and with your help we can provide them with transportation to their appointments.
- 100 dollars could give a cancer patient a place to stay during cancer treatment. What would you do if your best option for treatment was hundreds of miles from home? Our Hope Lodge Program provides free lodging for cancer patients and their caregivers during treatment. This is a common difficulty that many cancer patients face, and by donations we are able to help out these patients by providing them with a supportive and caring environment through our Hope Lodge Program.

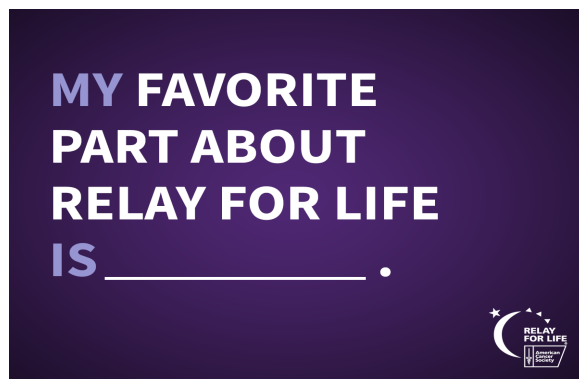
Research Saves Lives:

In the survey conducted 53% of students responded that they were not aware that “the money raised from Relay for Life goes directly to the American Cancer Society to benefit cancer patients and finding a cure”. The goal with this campaign is to educate the target audience that their donations help this organization be the leading, non-governmental, researching organization for all types of cancers to hope for a cure for

tomorrow's diagnosis. Every single person can make a difference. No matter how small or big the donation, their support and donations can make a difference in a cancer patient's life, prevent someone from being diagnosed, and hopefully eliminate cancer as a whole one day.

Campaign #2 Awareness and Education

The second campaign will focus on bringing awareness and educating the community on what Relay for Life is. Based on the research conducted we learned that 31% of students have never even heard of Relay for Life and 78% weren't aware that their campus had a Relay for Life event. To target these students who have a lack of knowledge on the event it will be more effective to use testimonials from previous participants and cancer survivors. The images below can all be used for the following purpose. They allow past participants and those interested to discuss their connection with the event or why it is important for them. This is a good way to create a buzz because friends and family will want to learn more about an event that is important to their friends. This will help encourage social media followers to share the following images and posts to other friends and family members. ("Pre-Marketing Strategy: 8 Ways to Build Buzz", 2016)



Also, most people don't know that Relay for Life is a Global phenomenon so advertising messages such as "If You Could. Where in The World Would You Relay?" will start a conversation on the social media accounts. Every year, more than 4 million people in 20 countries join the American Cancer Society Relay for Life events to help finish the fight against cancer. It is important for students and community members who haven't heard of Relay for Life to know more about the event they are participating in. The American Cancer Society helps people get well and stay well, find cures, and fight back against cancer. The main message will be "we always remember our loved ones we have lost, and HOPE for a cure for tomorrow".



Campaign #3: Feel Good Atmosphere

The third campaign will focus on getting participants and community members to feel good about the organization. The image below will generate more awareness on what HOPE is all about. This poster can be presented in classes, hung up in the dining halls and posted around campus to generate buzz. Word of mouth marketing is still one of the most powerful marketing techniques for nonprofit organizations because there's a stronger sense of establishment and likeability. There are other similar organizations on campus in Lowell so by encouraging supporters to talk about Relay for life on their social platforms in their own words will help with call to action. "84% of respondents in 58 countries said recommendations from friends and family is the most trustworthy source." ("Word of Mouth Marketing Fuels Nonprofit Influencer Engagement", 2017) By encouraging supporters and providing them with marketing images we can have the influencers needed to escalate the kind of reach needed to get more people interested in the event.



The three campaigns' will run at separate times during the following months before the event date. The first campaign will run from February 4th to the 9th with one image and caption released on Facebook / day. The second campaign will run from March 18th to the 26th with one image and caption released on Facebook / day. Finally, the third campaign will run in classrooms from April 2nd to April 6th - the day of Relay.

Expected Results

Our goal for this campaign is to increase the percentage of participants to attend the event by 10%. We believe that this is a realistic goal with our consistent advertising efforts because we will be able to reach those individuals who were not aware of what Relay for Life was about and those students who did not know that their campus offered this event. We also believe that through gorilla marketing, and strategic alliance with other organizations this will be obtainable.

Summary

We are confident that we can create awareness for your organization and increase participation through our advertising campaigns, consistent social media usage, and strategic alliances with other organizations on campus. The look and content of all the marketing images and electronic materials that will be used will give the organization the positive and trustworthy impression it desires to attract new supports.

Bibliography

Nobel Laureates and the American Cancer Society. (n.d.). Retrieved December 07, 2017, from <https://www.cancer.org/research/acs-researchers/nobel-laureates-american-cancer-society.html>

Hennerberg, G. (2016, August 24). Pre-Marketing Strategy: 8 Ways to Build Buzz. Retrieved December 07, 2017, from <http://www.targetmarketingmag.com/post/pre-marketing-strategy-buzz/>

Word of Mouth Marketing Fuels Nonprofit Influencer Engagement. (n.d.). Retrieved December 07, 2017, from <https://www.business2community.com/non-profit-marketing/word-of-mouth-marketing-fuels-nonprofit-influencer-engagement-01258295>