

Fight For Five



2018 PRSSA Bateman Case Study Competition

Louisiana State University PRSSA Bateman Team

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Executive Summary

One in five children diagnosed with cancer will not survive. Tigers With Purpose, a group of Louisiana State University students representing the pediatric cancer advocacy organization With Purpose, unified the Baton Rouge community and surrounding areas in its fight to provide all children with safe and effective treatment options.

Tigers With Purpose sparked the Fight for Five campaign to educate people about the issues surrounding pediatric cancer. Specifically, that only four percent of the National Cancer Institute's budget is allocated to pediatric cancer research, and only four pediatric cancer treatments have been FDA approved in the last 30 years, according to With Purpose (A-2). There is too much work to be done to settle at these statistics. Our fight against pediatric cancer is a fight for improvement, a fight for the fifth percentage, the fifth treatment option and the fifth child.

There is a sense of cultural pride in Louisiana unparalleled in any other state. In the heart of Louisiana lies Baton Rouge, the capital city and home to Louisiana's beloved LSU Tigers. Our campaign harnessed this local pride and provided a platform upon which Baton Rouge residents could rally together as a community to support affected individuals and families. We focused our campaign around institutions, businesses and events that embody the pride and spirit of Baton Rouge. From LSU athletics to popular eateries to state hospitals, we positioned our movement so that everyone in the community could relate, regardless of their ties to pediatric cancer.

The symbol of our campaign was a handprint, visually encompassing our Fight for Five, which was brought to life by a community-wide art project that unified participants, of all backgrounds and experiences, toward a greater good. As community members placed their handprints on our canvases and banners, they were reminded of their childhood, capturing the spirit of our mission and With Purpose's youth-led approach. The handprints embrace individuality, while the art pieces as a whole represent the unity of Baton Rouge. Our canvases and banners showcased both the importance of one voice and the power of a community. Through this art project we educated young advocates, mobilizing them to inspire long-term solutions and solidify a future for With Purpose in Baton Rouge.

We shared the stories of community members, and as a result, inspired even more to tell their own story. Our campaign unearthed experiences and emotions that were previously overlooked. In a city where everyone knows everyone, these stories gave Baton Rouge residents a personal attachment to our mission. The first video highlighting local pediatric cancer survivors and affected families amassed roughly 10,000 views on Facebook within 24 hours (A-33). At that moment, we knew the Fight for Five was powerful, but we did not yet realize that it would extend beyond Baton Rouge.

The love, strength and solidarity experienced in our campaign lives on through the art that the Fight for Five generated, which was donated to the Children's Hospital New Orleans, the East Baton Rouge Central Library, local restaurant Curbside Burgers, University Laboratory School, the Manship School of Mass Communication and the families of children who battled cancer. These banners and canvases act as symbols of support and a reminder of the community dedicated to helping children diagnosed with cancer.

Research

Situation Analysis

With Purpose is a youth and community-led movement that advocates for and helps fund pediatric cancer research and treatments. When compared with larger organizations, such as St. Baldrick's and Dance Marathon, With Purpose goes unnoticed among the "competition," lacking brand recognition and awareness. As a result, there are strong opportunities to leverage With Purpose's mission in Baton Rouge.



Secondary Research

To better understand the industry in which our client exists, our team analyzed government websites, legislation regarding pediatric cancer and other similar nonprofits within the industry. Also, we analyzed the Texas A&M With Purpose chapter, the only existing With Purpose student organization as of November, to identify its strengths and weaknesses.

We conducted secondary research regarding our target audience, focusing on Generation Z and its habits. Finally, we researched opportunities and moments within our campaign time frame that we could use to best disseminate our message. Our secondary research resulted in the following findings (A-3 to A-7):

Parents of children diagnosed with cancer can experience moments of joy and a high percentage believes positive experiences should be highlighted.

Youth talking to youth resonates far more than an adult speaking to this audience.

We confirmed with With Purpose that four pediatric cancer treatments have been FDA approved in the last 30 years, rather than three treatments (A-7).

When conducting research, we wanted to obtain a general understanding of youth volunteer habits, gauge participants' knowledge of pediatric cancer and identify the most effective tone and key messaging for our campaign. Based on our research, we gained insight that our target audience involves itself with causes to which it has a personal connection.

Primary Research

Qualtrics Survey, distributed November 30, 2017 (A-8 to A-15)

We received a total of 307 responses from LSU students and community members, revealing the following:

- 30 percent of participants perceived the statistic "one in five children diagnosed with pediatric cancer will not survive" as the most powerful statistic compared to four other statistics provided by With Purpose.
- The statistics of "four percent of the National Cancer Institute's budget is allocated to pediatric cancer research" and "only three* pediatric cancer treatments have been FDA approved in the last 30 years" were also significant, with 16 percent and 20 percent of students finding these statistics to be the most powerful, respectively.
- 31 percent of participants said "identifying with the cause" is the most influential factor in deciding whether or not to volunteer.
- 36 percent of participants said social media is the most effective way to spread a message on LSU's campus.

After analyzing the results of our questionnaire, we developed the campaign slogan "Strive for Five." Through our focus groups, we wanted to further explore the insights provided by our survey and receive feedback regarding campaign messaging, tone and tactics.

Focus Groups, held in early January 2018 (A-16 to A-17)

We hosted three focus groups that involved approximately 35 LSU students, which revealed the following:

- Participants confirmed the "one in five children diagnosed with cancer will not survive" statistic to be the most effective for our campaign, but they also stressed the importance of the two supporting statistics.
- Participants confirmed personal connections to a cause influenced their willingness to volunteer for and support the cause.
- Participants revealed the "Fight for Five" slogan would be more effective than our original "Strive for Five" slogan.
- In regards to messaging and tone, participants responded best to positive tones and lighter colors compared to negative tones and darker colors, noting that LSU colors (purple and gold) would be too similar to other student organizations' advertising.
- Participants said they would attend participatory events opposed to strictly educational events.



*After survey distribution, we updated the statistic. See Secondary Research.

Using the information from our research, we chose to develop a campaign that resonated with our target audience on a personal level by appealing to nostalgia, participation and local pride. We recognized that not all of our target audience had a personal connection to pediatric cancer, so it was our mission to establish that connection for them.

Target Audience

Primary Audience — Louisiana youth, including high school and college students aged 13-25

Secondary Audience — Louisiana community members and Louisiana medical community

Key Messaging

What is the Fight for Five?

- A movement to show community solidarity, raising awareness for pediatric cancer.

Why do we Fight for Five?

- One in five children diagnosed with cancer will not survive. We are fighting for all five to survive.
- There is too much work to be done to settle at these statistics. Only four percent of the National Cancer Institute's budget is allocated to pediatric cancer, and only four pediatric cancer treatments have been FDA approved in the last 30 years.
- To accomplish our goal of all five children surviving, we must fight for that fifth percentage of the National Cancer Institute's budget and a fifth FDA approved treatment.

How can you Fight for Five?

- Engage on social media and raise further awareness by following and sharing posts.
- Come to events and participate in our activities.
- Take the initiative of our Fight for Five campaign and continue it in your own way.
- Volunteer with local pediatric oncology departments, donate to With Purpose and/or contact your legislators to advocate for increased funding and research.

Challenges and Opportunities

Challenge One: Roughly 96 percent of survey participants stated they had not heard of With Purpose, highlighting the client's lack of brand awareness in our community that already has established pediatric cancer organizations (A-15).

Opportunity: We capitalized on what makes With Purpose different. While With Purpose requires donations to fulfill its mission, the main focus of With Purpose and our Fight for Five campaign involved educating people about the pediatric cancer statistics. Most people associate St. Jude Children's Research Hospital and Dance Marathon with donation collection. Therefore, people were more inclined to listen to our message because it was not centered around donating.



Challenge Two: Multiple Baton Rouge establishments were unwilling to partner with Tigers With Purpose for a variety of reasons.

Example I:

Working with pediatric oncology departments proved to be difficult given legal concerns and restrictions (HIPPA). As a result, Our Lady of the Lake Hospital in Baton Rouge was unwilling to partner with Tigers With Purpose.

Opportunity:

We partnered with the LSU Medical School, which is part of the Children's Hospital New Orleans, to bridge the gap between the Baton Rouge and New Orleans communities. This gave us the opportunity to interact with both staff and pediatric oncology patients at the hospital. This partnership allowed us to win media attention in a neighboring city that had multiple local Bateman teams.

Example II:

LSU Athletics declined a partnership with Tigers With Purpose due to its nonprofit partnership policies, causing difficulties in our ability to promote around athletic events.

Opportunity:

We hosted a tailgate event for the LSU Baseball season opener in an adjacent, public parking lot with high foot-traffic. Also, this prompted our exploration into other partnership opportunities, which proved to be fortuitous.

Objectives, Strategies, and Tactics

Objective One: Demonstrate the **power of youth voices** within our community by personally engaging 250 high school and college students through participation in campaign activities between February 15 and March 15, 2018.

Strategy I: Implement a community-wide art project that acts as a foundation for our campaign and symbolizes our mission to fight for all five children (A-19 to A-20).

Rationale: *Our goal was to provide a nostalgic and participatory activity that entertains our target audience while allowing them to feel the joy of helping others. By adding their handprints, participants feel a personal connection to the cause.*

Tactic A: Collect painted handprints of community members on canvases and banners as a pledge to "Fight for Five."

Tactic B: Partner with the University Laboratory School students to design and create campaign banners, highlighting the youth-led spirit of With Purpose.

Tactic C: Hang large banners in high-traffic areas during our campaign.

Tactic D: Donate canvases to local hospitals, businesses and those affected by pediatric cancer to leave a lasting impression beyond the campaign dates.



Strategy II: Engage with youth audiences through scheduled visits, empowering them with the knowledge and inspiration necessary to make a difference in our community (A-21).
Rationale: Through our secondary research, we found that the best way to engage with Generation Z is by “youth talking to youth.” We knew that the only way to accomplish the long-term change our client desired required educating and influencing future generations.

Tactic A: Visit University Laboratory School on LSU’s campus to collect student handprints and to speak with three classes ranging from kindergarten through 12th grade.

Tactic B: Visit Children’s Hospital New Orleans to collect handprints from patients and to showcase the support of the Fight for Five community.

Tactic C: Visit the East Baton Rouge Central Library during a storytime event to engage children and their parents with our art project and With Purpose’s message.

Objective Two: Raise **community awareness** about With Purpose and our Fight For Five campaign by creating 500 personal connections with the general public and 10,000 cumulative impressions through social and earned media between February 15 and March 15, 2018.

Strategy I: Host events and promotions that garner traditional and social media attention through community engagement and education (A-23 to A-24).

Rationale: According to our research, our target audience would most likely attend participatory events. Further, community events and promotions with Baton Rouge establishments provide stories and visuals worthy of media attention and social buzz.

Tactic A: Launch our campaign with a tailgate at LSU Baseball’s season opener, which had an attendance of 12,844, the largest in LSU Baseball history (Feb. 15).

Tactic B: Conduct a free and professionally-taught yoga class on the Parade Grounds, and partner with Smoothie King to provide attendees with smoothies (Feb. 24).

Tactic C: Host a kids’ movie night fundraiser at the popular Baton Rouge restaurant Curbside Burgers (March 1).

Tactic D: Table at various campus locations, including the Manship School of Mass Communication and Free Speech Alley, bi-weekly during high-traffic hours.

Tactic E: Partner with Curbside Burgers to create a milkshake named The Fighter, and donate half of the proceeds collected from sales of this milkshake between February 26 and March 12 to With Purpose.

Tactic F: Distribute press releases and media advisories in preparation for each event.

Strategy II: Post powerful social media content that inspires our target audience to engage with Tigers With Purpose and establishes an emotional connection between our community and our client.

Rationale: Because our research identified social media as the best way to reach our target audience, it should be a focal point of our campaign, rather than a supplementary tool to spread our message.

Tactic A: Create a website (www.tigerswithpurpose.com) that serves as an information hub for our campaign (A-25 to A-26).

Tactic B: Write blogs to discuss campaign aspects and event recaps (A-22).



Tactic C: Develop **video content**, including an introduction video, testimonials of community members affected by pediatric cancer, event recap videos, a screen recording video of Sam's story and an "I am happy" conclusion video.

Tactic D: Repost and share earned media coverage on all of our social media platforms (Facebook, Twitter and Instagram) (A-28 to A-31).

Tactic E: Use Facebook, Twitter and Instagram stories daily to document our campaign activity (A-28 to A-31).

Strategy III:

Create and distribute materials with our handprint logo and key messages to increase With Purpose's brand recognition in our community and awareness of the issues surrounding pediatric cancer (A-27).

Rationale: In order to be visible within the community, it is best to showcase our strong and recognizable visual identity in many ways, maximizing the connections we make between our client and our community.

Tactic A: Make Fight for Five t-shirts for team members to wear at all events and around campus.

Tactic B: Partner with University Laboratory School to create t-shirts to be given away.

Tactic C: Design, print and distribute Fight for Five stickers.

Tactic D: Design, print and distribute information cards with our key messages.

Evaluation

Objective One: Exceeded!

Our first goal focused on the youth-led aspect of With Purpose. We aimed to personally interact with 250 high school and college students throughout our campaign. Our community-wide art project drew LSU students to our table in Free Speech Alley, allowing us to share our message with them. In addition, our visits to University Laboratory School and the Children's Hospital New Orleans allowed us to interact with children ranging from kindergarten to 12th grade.

Originally, our team did not plan on establishing a With Purpose chapter at LSU due to university policies that prevent chapter establishment in the spring semester. However, LSU students reached out to us, wanting to get involved. Following their lead, we began working with a core of LSU underclassmen to establish an LSU With Purpose chapter, truly demonstrating the power of youth voices.

- We engaged with over 300 high school and college students through events and scheduled visits (A-35).
- University Laboratory School students designed and made the banners used for the art project. In addition, we spoke with three classes of students during our visit, and all students added their handprint to a banner that hung in the school.
- A group of four LSU students are working together to establish an LSU With Purpose chapter in fall 2018. The members spoke with the founder of With Purpose, Erin Benson, regarding the chapter and received materials from the Texas A&M With Purpose chapter to help in the registration process. Future members volunteered with the Children's Hospital New Orleans at Hogs for the Cause on behalf of the incoming chapter, and they are scheduled to speak at the community concert Live After Five in April (A-43 to A-46).
- We achieved this objective by developing a participatory aspect to our campaign, reaching our target audience through social media and actively engaging high school and college students in their classroom and on other areas of their campus.



Objective Two: Exceeded!

Our second objective was to raise community awareness about With Purpose and our Fight For Five campaign by creating 500 personal connections with the general public and 10,000 cumulative impressions through social and earned media. Due to the success of our events and media coverage our campaign received through broadcast, radio, print and online, as well as the vast reach of our social media, we exceeded this goal (A-33 to A-35).

- We launched our campaign with a tailgate at the LSU Baseball season opener, which had the largest attendance in LSU Baseball history. This allowed us to gain 12,844 personal impressions.
- Throughout all of our events and visits, we received a total of 537 pledges (website: 125; handprint: 412).
- (Note: there is some overlap between the two categories. Also, many people who pledged online met with us in person, but opted to pledge online rather than paint their hands. Therefore, the majority of our online pledges resulted from a personal connection.)
- We gained 93,862 organic impressions on Facebook; 32,611 organic reach on Facebook; 18,831 organic Facebook views and roughly 13,000 Instagram impressions (A-33).
- Knowing social media would be a crucial aspect of our campaign, we created strong, original content that would appeal to our target audience and create a personal connection between our audience and our cause.

Fundraising

We raised \$1,434 for With Purpose (\$1,154 through our team fundraising page and \$280.77 directly to With Purpose via a Facebook fundraiser and remainder of cash donation) (A-35).

Media Coverage

Our Fight for Five campaign received extensive media coverage including eight different Baton Rouge outlets, one New Orleans outlet and coverage pickup in Louisiana, Texas, Mississippi, Alabama and South Carolina. Also, we made three radio appearances, appeared in three community calendars and featured in two blogs (A-36 to A-42).

Outlets and Original Coverage

- The Baton Rouge Advocate online articles (Movie Night With Purpose 1, Movie Night With Purpose 2)
- WAFB online articles (General Campaign, Yoga With Purpose)
- BRProud online articles (Visit With Purpose, Movie Night With Purpose)
- WGNO online article (Visit With Purpose)
- 98.1 The Eagle online article (Movie Night With Purpose)
- [WGNO broadcast \(Visit With Purpose\)](#)
- [WAFB broadcast \(Yoga With Purpose\)](#)
- [Fox44 broadcast \(Movie Night With Purpose\)](#)
- [WVLA broadcast \(Movie Night With Purpose\)](#)
- The Baton Rouge Advocate print article (Tailgate With Purpose)
- The Daily Reveille print article (General Campaign)
- [KLSU Radio Kennedy Show \(General Campaign 1\)](#)
- [KLSU Radio Kennedy Show \(General Campaign 2\)](#)
- [98.1 The Eagle Radio \(Movie Night With Purpose\)](#)
- 225 Magazine (Movie Night With Purpose)
- Children's Hospital New Orleans blog (Visit With Purpose)
- Medical Health News (General Campaign, Visit With Purpose)

Online Impact

- Articles written about us were shared 424 times on social media (A-34)
- Articles written about us reached an online news aggregated readership of 1,963,435 (A-34)
- Total ad equivalency of \$3,691 (A-34)

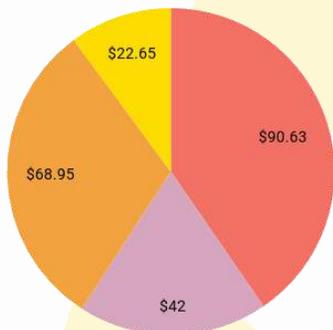


Budget

We made the most of each dollar received from our generous donors. Our scrappy and cost-efficient campaign enabled us to stay well within the allowed budget. For a full itemized budget, please see pages 9-10.

Cash Donation Budget

- Art Project Supplies
- Website/Social Media
- Merchandise
- Miscellaneous



In-Kind Donation Budget

- Donated Giveaway
- Donated Supplies
- Donated Services
- Donated Food



Conclusion

The Fight for Five campaign successfully educated the Baton Rouge community about With Purpose and its mission to increase research and funding for pediatric cancer treatments. By crafting a message of hope and support, we excited the Louisiana community about With Purpose's mission and ignited a youth-led movement that will continue for years to come. Our campaign opened Louisiana residents' eyes to the connections they have to With Purpose's cause and allowed them to make a difference by showing their support. We united the community through education and inspired them to advocate for change.

Impact

Our Fight for Five campaign sparked a conversation about pediatric cancer within the Baton Rouge community, a conversation that is too often ignored or under prioritized. We empowered those affected by pediatric cancer by giving them a platform upon which to share their story. Our community was heard. We reached roughly 45,000 people via our own social media accounts while thousands of others were reached through the sharing of posts from news outlets and our followers. Additionally, our message of hope and community solidarity extended beyond Baton Rouge to over 1.9 million people on a national scale via traditional media coverage. Over 500 people took the pledge to Fight for Five; the community art pieces served as a gesture of support to the patients and staff at the Children's Hospital New Orleans and bereaved families who lost loved ones to pediatric cancer.

Longevity

In developing and implementing our Fight for Five campaign, we aimed to create a lasting impression on our community. Through the individuals that we reached and the artwork hanging across the state, the Fight for Five lives on. Also, LSU students will officially establish a With Purpose chapter in the fall, giving the organization a forever-home in Baton Rouge. This campaign presented us with an opportunity to speak with and educate the next generation of doctors, nurses, lawmakers and pharmacists at community events, high schools and colleges. We informed our city's youth about the issues surrounding pediatric cancer and empowered them to use their voices to initiate change. We laid a foundation for pediatric cancer research advocacy in Baton Rouge, and the community continues to build from it.

