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MULTI-GENERATIONAL MARKETING: VARIATIONS AND IMPLICATIONS OF
NONPROFIT APPROACHES

by
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A thesis submitted to the faculty of The University of Mississippi in partial fulfillment of
the requirements of The Sally Barksdale Honors College

Oxford, Mississippi
May 2017

Approved by:

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Reader: Dr. Robert Magee

2017
Emily Alexandra Lindstrom
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Dedicated to all the children of St. Jude Children's Research Hospital who have survived childhood cancer and to those that lost their battle. You will not be forgotten.

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ABSTRACT

Multi-Generational Marketing: Variations and Implications Between For-profit and Nonprofit Approaches
(Under the direction of Dr. Kathleen Wickham)

Research reveals that today's nonprofit organizations have shifted their longtime marketing efforts away from Baby Boomers to target the younger Millennial and Generation Z audience. In their effort to reach the new audiences, nonprofits have been forced to change their marketing strategies, including the adoption of new and more effective social networking media. Despite their shift in focus, nonprofits remain in a battle for funds with their for-profit competition.

Using past and present nonprofit marketing strategies, this thesis isolates the difference between nonprofits and for-profits and identifies the influence that nonprofits have on society today. It further analyzes the current marketing strategies used by nonprofit organizations to remain competitive and, in some cases, survive. Its purpose is to identify the different marketing techniques between small and large nonprofits and how effective the techniques are in targeting Baby Boomers, Millennials, and Generation Z.

St. Jude Children's Research Graduate Program of Biomedical Sciences in Memphis, Tennessee, and LovePacks in Oxford, Mississippi, were chosen to develop marketing campaigns to increase the public's awareness of their respective missions and develop material that each can use to implement a marketing plan. The research marketing campaigns include mass media marketing created by the researcher. This study

identified what differences lie between the two, recognized the shift in marketing both have seen throughout the years, and what ways they will shift when the target audience changes as well. Insights were gained on how multiple generations view and interact with local and national nonprofits short-term and long-term.

PREFACE

While working as philanthropy chairman for Tri Delta Sorority at Ole Miss, I discovered my passion for nonprofits, in particular St. Jude Children's Research Hospital in Memphis, Tennessee. St. Jude was a place that I had heard of for several years, but did not know much about. Being completely submerged in fundraising for St. Jude, I discovered the passion, kindness, and meaning this nonprofit possessed. It also allowed me to learn about other nonprofits and the work that they did. Nonprofits have often struggled to start and survive but were able to become stiff competitors with for-profit companies in the fields of medicine. The employees who work at nonprofits are committed to the organizations. Their belief in a meaningful mission drives them to raise funds and garner support on behalf of the organization.

This past summer, I was afforded the opportunity to work for ALSAC, which is St. Jude's fundraising partner. ALSAC is in charge of donations used to support the medical work within the hospital. Throughout the summer, I was assigned to do research on colleges across the United States to determine whether or not student organizations raised funds for St. Jude. I worked on the Collegiate Leadership Seminar and shadowed other executives and employees who worked in field operations and development.

Throughout the summer I fell in love with St. Jude. St. Jude will continue researching childhood cancer until its famous slogan becomes true, "No child should die in the dawn of life." No patient at St. Jude ever pays for food, housing, treatment, or travel. It is because of the kindness that every employee shows for patients, the passion that I see in the marketing the company does, and the importance of the work that both

ALSAC and St. Jude do that cause this organization to make a difference.

In addition to St. Jude, the town of Oxford has significantly shaped my college career. The University of Mississippi would not be the same if Oxford was any different. Because of Oxford and my passion for nonprofits, I have chosen to also work with a local nonprofit in order to help the organization increase their awareness.

The nonprofit organization LovePacks began several years ago. I remembered that I had seen the LovePacks logo on a bag of coffee. High Point Coffee had done a partnership where a percentage of sales on coffee beans went to LovePacks. Since working as Philanthropy Chairman of Tri Delta, I have become intrigued with local organizations and how to assist them.

During this time, I was conducting the campaign for St. Jude and came up with the idea to create a campaign for this local nonprofit LovePacks, to increase their awareness to the public. The work would be free, and the purpose was to create new marketing ideas. From that point, the rest of the thesis became clear to me. I would take the work for St. Jude that I had completed and compare it to how a small, local nonprofit functioned and how their marketing schemes differ from one another.

I am honored to be collaborating with and basing my thesis off both of these organizations.

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INTRODUCTION

In our ever-changing society, one thing that remains the same is the passion and value that serves as a foundation for nonprofit organizations. The United States of America was established on principles that align with the missions of the nonprofits: to make society a better place.

In the 1950s, nonprofits became a significant part of the U.S. economy. Nonprofits significantly increased in number and size, creating an industry that positively impacted society. This research seeks to review the past, present, and future of the nonprofit sector and the differentiating marketing strategies used by large and small organizations. This research further seeks to identify the specific target audiences and marketing tools that facilitate the nonprofit's ability to raise funds and advance their benefit to society.

Working on multimedia marketing campaigns for a small local charity, LovePacks, and a large international charity, St. Jude Children's Research Hospital, the researcher identified the variations between the two, focusing particular attention on the challenges faced by smaller organizations. The researcher selected St. Jude to compare and contrast a larger metro-based nonprofit with a small-town nonprofit. LovePacks, located in Oxford, Mississippi, was selected because of the researcher's access to the charity, its impact on the local community, and desire to improve marketing techniques. This research and campaigns will show the importance of nonprofits in the Oxford community and on society as a whole. Then on a broader scale, it seeks to determine what challenges nonprofit organizations face in their journey to make a difference in the

world.

St. Jude Children's Research Hospital's is examined to illustrate the history of nonprofits marketing, fundraising efforts, and the progression of large campaigns throughout the years. Danny Thomas, American comedian, TV and movie star, fulfilled his promise to St. Jude Thaddeus, by founding a research hospital that not only wanted to treat cancer, but to cure it. He began his efforts by driving across the country with his wife, Rose Marie, asking for donations from friends, businessmen, and anyone willing to listen. Unlike today's marketing campaign and fundraising, Thomas' one-on-one approach involved him talking and presenting his dream to potential donors. His first fundraising event took place in 1951 in a Chicago Theater at one of his film's premiere; raising \$51,000.

St. Jude's partnership with the American Lebanese Siberian Associated Charities or ALSAC, was formed prior to the hospital's opening. ALSAC became the official fundraising and awareness advisor, responsible for all marketing efforts.¹

ALSAC's first step was to form small chapters across the country, establishing over 142 chapters before St. Jude opened its doors. Small fundraising events, such as the Memphis Open golf tournament held in Memphis in 1960, raised only \$600 for the hospital. After the hospital opened, ALSAC's headquarters officially moved from Peoria, Illinois, to Memphis. In the beginning, private donations and small events were the primary source of funds for the hospital. As the hospital grew, so did ALSAC and its efforts. ALSAC headquarters began opening across the country, hosting events in large

¹ St. Jude Children's Research Hospital, "History of St. Jude Children's Research Hospital," Accessed November 2016. <https://www.stjude.org/about-st-jude/history/timeline.html>.

and small cities.

Over the years, St. Jude's logo went through many changes. Today, it has established a successful, international brand. The brand, its logo, and all marketing material are consistent with its message and mission that "No child should die in the dawn of life." The primary role of ALSAC today is to raise awareness of the hospital's generosity that it not only treats children, but also completely pays for their cancer treatment, travel, food, and housing. No child will ever receive a bill.

In "St. Jude's Goes From Humble Beginnings to Media Ubiquity," the author discusses the different marketing strategies and campaigns that St. Jude has orchestrated. One strategy that St. Jude has successfully implemented is forming strategic partnerships with for-profit organizations such as: Target, Domino's, Williams-Sonoma, Regal Cinemas, and Expedia. These partnerships and their strong alliance have helped St. Jude to soar in the industry. Its status now parallels the competition between nonprofit and for-profit companies.

The partnerships offer a different form of marketing that does not put them in competition with the for-profits that they market alongside. For example, Expedia's holiday commercial features a Santa flying on a plane on his way to St. Jude to take the children toys. The commercial proceeds to inform flyers that should they purchase a plane ticket during the holidays a percentage would go to St. Jude. This is a partnership that allows St. Jude to have awareness, but also for Expedia to receive money as well. Customers look to support companies that support their favorite charity, and this is the avenue that St. Jude utilizes in different markets. By using partnerships, the organization

is looking for additional ways to stand out. St. Jude has multimedia platforms that do not focus on one marketing tactic, but instead have incorporated integrated marketing into part of its mission in order to present material on different platforms with different content for target audiences.²

In contrast, LovePacks provides an example of a small, local nonprofit that has very little marketing, and is spread primarily by word of mouth. In 2010, Bramlett Elementary experienced a need to provide food for children from lower-income families. Four women took the initiative to form an organization that package meals for children on the weekend.

Beginning with just 10 food packs, the women used their own money and home kitchen to prepare meals for children. They slipped the food packs into the children's backpacks before the children left school, providing food for the entire weekend. Today, LovePacks provides over 160 packs per week at 11 different schools in the Lafayette/Oxford/ University community.

In an interview, Camille Bianco, one of LovePacks' founders, said, "[i]n the past three years we have grown tremendously, and mainly all by word-of-mouth. We are a group of mothers that doesn't really have time to post on social media, but the good thing is people always come to us first." With the growth of LovePacks, it has the opportunity to expand its resources even further with marketing assistance. With a functioning website and little social media, LovePacks operates with little to no outside help. Bianco says that in the past several college students have assisted them, but they just have never

² Natalie Zmuda, "St. Jude's Goes From Humble Beginnings to Media Ubiquity," Accessed February 2017. <http://adage.com/article/news/st-jude-s-humble-beginnings-media-ubiquity/148820/>.

really learned how to use social media. Word of mouth can be used as an effective tool, but if LovePacks wants to continue its growth, its marketing strategy must improve.

In order for the reader to fully understand the difference in marketing strategy between large and small nonprofits, this thesis gives a brief overview of the history of the nonprofit sector. The history looks at the nonprofit sector as a whole, its shift throughout the years, and the current demographics, challenges, and competition that nonprofits have experienced. In this research, the importance of nonprofits in society today and the competition between for-profits and nonprofits must be defined before campaigns can be analyzed.

The research will discuss and answer how the marketing techniques differences affect audiences and increase awareness. The research concentrates on two separate campaigns, complete with primary and secondary research, visuals, and execution plans.

While a nonprofit's mission is to work toward the betterment of society, the difference between large and small local nonprofits affect the marketing strategy each conducts to appeal to its target audience. Thus, the purpose of this project is to answer the following questions:

RQ1: How are the marketing techniques between a large billion-dollar nonprofit different than that of a small, local organization?

RQ2: How are similar marketing campaigns influenced by different audiences and what strategies are used to target these markets?

Chapter 1:

The History of Nonprofit Organizations

The term “nonprofit” organization and its origin are broadly defined, often including formal and informal organizations that offer a voluntary, beneficial, religious, charitable, or other low cost or free service on very little money.³ A better definition, however, is found in the John Hopkins “Comparative Nonprofit Sector Project,” a series of publications that seek to analyze the scope of the nonprofit sectors in America. It places nonprofits into one of three sectors. The first sector includes organizations that “produce public, or collective type good for the society.”⁴ The second sector classifies a nonprofit by the difference in the efficiency and effectiveness by which they present their goods or services. The last sector references “the features of social organization, such as trust, norms and networks, that can improve the efficiency of society by facilitating coordinated actions.”⁵

Because of the diversity used in defining a nonprofit, their origin is unclear. The Bible includes numerous examples of charity and service to others, however, the more modern definition was more clearly identified in the eighteenth century with many emerging leaders referring to “nonprofits” as charities and philanthropies to those today in the “nonprofit sector.”⁶

Two of the first well-known examples are the Boy and Girls Club, dating back to

³ Peter Hall, "A Historical Overview of Philanthropy, Voluntary Associations, and Nonprofit Organizations in the United States, 1600–200," 32-48.

⁴ Susannah Morris, "Defining the Nonprofit Sector: Some Lessons from History," *Voluntas: International Journal of Voluntary and Nonprofit Organizations*, 11: 25-43.

⁵ *Ibid.*, 28.

⁶ Robert Herman, *The Jossey-Bass Handbook of Nonprofit Leadership and Management* (2004), 1-26.

1860, and the Boy Scouts of America, which started in 1910.⁷ At the formation of these early nonprofit organizations, the adoption of a personal income tax came into being. During legislative debates, concerns rose that this tax would reduce ‘charitable’ donations, but in fact Congress exempted the funds that were donated to such charities from being taxed. Henceforth, nonprofits increased catering to social service agencies, healthcare, and cultural and educational groups.⁸ As the number of nonprofits grew and became more popular, nonprofits no longer just existed, but were growing globally.

In the United States the number grew from fewer than 13,000 organizations in 1940 to over 1.5 million today. This growth corresponded directly with the new policies that legislation put into place that benefitted those that supported such organizations.⁹ Hospitals are another example. Predominantly public hospitals became nonprofits because of the changes in tax and health policies. After the changes in tax law, the historical growth of the sector became problematic because of the mass increase of money that was due and changes of businesses practices.¹⁰ As the number of nonprofits grew and became increasingly popular, nonprofits no longer just existed, but were making their mark in the economy. The obvious difference between a for-profit company and a nonprofit was that nonprofits worked for the betterment of society and not to make money. They do not have investors who expect to be paid dividends, or expect to see stocks increased in value. As the economy grew, nonprofits simply could not just exist, in

⁷ Boys and Girls Club of America, "Mission & History," Accessed Feb. 2017. <http://www.bgcpawt.org/who-mission.asp>.

⁸ Ryan Pevnick, "Women and Power in the Nonprofit Sector," *Nonprofit and Voluntary Sector Quarterly* 24, No. 4 (February 2011): 260-282.

⁹ Steve Maclaughlin, *50 Fascinating Philanthropy Stats*, National Center for Charitable Statistics, Accessed 2017. <https://institute.blackbaud.com/asset/50-fascinating-philanthropy-stats/>.

¹⁰ Pevnick, "Women and Power in the Nonprofit Sector": 32-33.

order to survive they had to become competitive. As nonprofits became more commercial with their efforts and more entrepreneurial in their approach into the competitive economy, the difference began to show in how nonprofits were accepted by society. Robert Herman in *The Jossey-Bass Handbook of Nonprofit Leadership and Management* writes, “[h]istory shows, if nothing else, that ownerless collectivities of the nonprofit type are remarkably flexible instruments that can be put to a multitude of uses, empowering the masses in democracies, shaping public opinion for the benefit of elites, carrying out the tasks of government in authoritarian regimes, promoting peace and prosperity, and spreading terror.”¹¹

¹¹ Herman, *The Jossey-Bass Handbook of Nonprofit Leadership and Management* (2004): 27.

Chapter 2: *Nonprofits vs For-Profit*

Since the formation of philanthropic organizations, nonprofits have coexisted amongst for-profit companies with the similar goal of reaching target marketing audiences in search of revenue or to make money. According to a study done by Duke University on social entrepreneurship, “We live in an age in which boundaries between the government, nonprofit, and business sectors are blurring.”¹² However, nonprofits have stood out because of noneconomic benefits such as making a difference, pride, or generating a feel good feeling that stems from donating or volunteering. As nonprofits have developed over the last few decades, government agencies and nonprofits have developed more sophisticated business practices in fundraising, and marketing, to improve obtaining revenue.¹³ While the framework of both nonprofits and for-profits are similar, one key difference is how each is viewed by society.

A case study done by Carlson University portrays nonprofits as “warm” and for-profits as more “competent.”¹⁴ The study outlines the differences between two companies alongside the stereotypes that each one encompasses. The question is whether or not those stereotypes have any influence on their market. In comparing whether or not an organization or company is “warm” or has “competence,” these perceptions often stem from the behavioral patterns of employees. If a for-profit company does well, then the

¹² Gregory J. Dees and Beth Battle Anderson, "For-Profit Social Ventures," *Social Entrepreneurship*, 2003.

1.

¹³ Ibid. 1-12.

¹⁴ Jennifer Lynn Aaker, Kathleen Vohs, and Cassie Mogilner, "Non-Profits Are Seen as Warm and For-Profits as Competent: Firm Stereotypes Matter," *SSRN Electronic Journal* (2010): 277-291
doi:10.2139/ssrn.1540134.

manager is promoted based on skill. However, for a nonprofit, it is seen as warmer because of the employees “promotion based on attachment to the organization and mission.” The case study reports that, “An independent line of research also suggests that perceptions of warmth and competence might be particularly relevant as a lens for consumers.”¹⁵

How a company is perceived, whether it is a nonprofit or for-profit, is important because its reputation either lures customers and donors in, or pushes them away. The study concluded several factors that contribute to these differences in perception in relation to the market. First that being “warm,” a nonprofit cannot compete with a for-profit’s “competence” in producing higher quality goods. A nonprofit’s “warmth” stems from the good mission and services that the organization brings “good feelings” back, instead of a high-quality product. If a nonprofit is selling a product, the for-profit will excel simply because of the notion that the company depends on revenue and must produce a great product to fulfill the need. However, to fight the stereotype, the study reveals that nonprofits may increase their competence factor by adding credible cues into the marketing mix.¹⁶ Because for-profits’ goals are not to inspire and motivate but rather to only make money, nonprofits fall short with the reputation of being soft that doesn’t offer a high-quality offering. While the tax aspect and mission are clear differences, the subtle ones lie behind this reputation difference. The ability to successfully produce a campaign where an organization is not seen as warm, but is able to compete with a high-

¹⁵ Aaker, Vohs, and Mogilner. "Non-Profits Are Seen as Warm and For-Profits as Competent: Firm Stereotypes Matter," 277-291.

¹⁶ Ibid.

quality for-profit organization lies behind the marketing efforts and strategies to reach the new age of donors.

Chapter 3: *The Influence of Nonprofits Today*

Acting as active agents of change, nonprofits strive to look at historical and societal marketing trends and incorporate their message into a message that can reach different audiences. One of the best ways to present the current state of nonprofits today, is to take a closer look at some of the larger organizations and their statistics. According to National Center for Charitable Statistics, there are over 1.5 million nonprofit organizations that are fully functioning in the nonprofit sector.¹⁷ According to Forbes, the top five organizations include United Way Worldwide, Task Force for Global Health, Feeding America, Salvation Army, and YMCA of the USA, each earning over a billion dollars each fiscal year.¹⁸ Today to continue earning over a billion dollars a year, these nonprofits are in marketing competition with top for-profits for their messages to be seen across medium.

In the past 10 years, how technology based-media platforms have significantly changed by increasing media outlets and continuously upgrading technology that can often leave nonprofits resources strained.¹⁹ With marketing, the first step is to identify the target market; then focus on valuable donor's and determine what will draw them into the

¹⁷ National Center for Charitable Statistics, "Quick Facts About Nonprofits," Accessed Nov. 2016. <http://nccs.urban.org/data-statistics/quick-facts-about-nonprofits>.

¹⁸ William P. Barrett, "The Largest U.S. Charities for 2016," Forbes (2016), Accessed Nov. 2016. <https://www.forbes.com/sites/williambarrett/2016/12/14/the-largest-u-s-charities-for-2016/#5139d6204abb>.

¹⁹ Teri Kline Henley, "Integrated Marketing Communications for Local Nonprofit Organizations: Developing an Integrated Marketing Communications Strategy," *Journal of Nonprofit & Public Sector Marketing* 9(2001): 141-55, doi:10.1300/j054v09n01_08.

mission.²⁰ The audience is shifting in the 21st Century. A problem that companies face is the changing donor base of Baby Boomers (born between 1946 to 1964) to Millennials (born between 1977-1995) with Generation Z (born 1996 to present) becoming the new audience.²¹ As Baby Boomers hit retirement age, declining incomes often results in declining donations. The goal is the development of Legacy gifts, defined as inheritance gifting. For Millennials the goal is to develop a donor base that receives the instant gratification they long for, while also remaining a consistent donor throughout their lives. Millennials often want to see the results for what they are supporting, and if a nonprofit can achieve this, then Millennials will remain loyal to their specific mission.

ALSAC CEO Richard Shadyac Jr. said in an interview that “[w]e want those people that are in pre-school now to be with us when they get to be 70 or 80 years old and are ready to make that Legacy gift.”²² With the shift in target audiences, nonprofits are continuing to search for the best techniques in order to hit the generations that are technology driven and can not devote themselves as donors to one specific organization.

Born during 1946-1964 after WWII, Baby Boomers are in the current age range from 52-70. This generation defines themselves by the careers, lifestyle, attitude, and by their health. This is the generation that likes fixing things, but wants little or no change. Technologically savvy, boomers tend to use mobile phones, but in the simplest form. They are able to learn and navigate, but whatever they invest their time in online it must

²⁰ Ibid.

²¹ Elspeth Revere, "After 25 Years Of Grant Marketing, I Worry We Have Lost Sight Of Nonprofit Struggles," *Chronicle Of Philanthropy* (2016): 28-31.

²² Zmuda, "St. Jude's Goes From Humble Beginnings to Media Ubiquity."

be relevant to their lives.²³

As nonprofits and other organizations are seeing this shift in audience from Baby Boomers to Millennials, the shift in values and media by advancing technology follows suit. The Generation Y or often known as Millennials were born from 1977-1994. Millennials grew up in a fast-paced lifestyle where technology has never stopped improving and changing the way people live. This generation is seen as individualistic and satisfied by instant gratification. Within brands, especially nonprofits, this audience wants to see real life examples, experiences, and see how they are instantly influencing something. Millennials are open to, and encourage, change. Connection is an important method to reach them and the best marketing strategies are proving to be by technology or word-of-mouth.²⁴

The *2016 Millennial Impact Report*, which began in 2009 and studies the Millennial Generation and its involvement with philanthropic causes, gives four insights on how nonprofits influence Millennials and how they respond to nonprofits ongoing marketing and fundraising efforts. The first statistic reports that over 52 percent of Millennials made a donation to a social cause in the last month. Donating less than Baby Boomers or Generation X, Millennials still make up over half of the giving population and should not be dismissed.²⁵

The second insight and statistic claim that Millennials are activist with 64 percent of the generation signing a petition or attending a rally about something they care about.

²³ Kaylene Williams, "Marketing to the Generations," *Journal of Behavioral Studies in Business*: 1-11.

²⁴ *Ibid.*, 8.

²⁵ The Millennial Impact, "The Millennial Impact – 2016 Report," (2016)
<http://www.themillennialimpact.com/2016-report/>.

Even if they won't sign a petition online, this still relates to the fact that they care.

Nonprofits are able to engage them on social media by videos, social media posts, and groups online.

The third insight stems from Millennials and volunteering their time. Over 46% of Millennials spent time volunteering for an organization or issue they cared about. The fact that Millennials will volunteer is the way that nonprofits reach and impact different groups. Whether that be from a peer-to-peer fundraiser or getting social media posts after the volunteering has occurred, because of their willingness to participate, media is attracted from the acts they perform.

The final insight is an overview about Millennials on social media in relation to nonprofits and social causes. Millennials post online at least once a week about social issues, with Facebook used eighty-eight percent of the time.²⁶ The influence that nonprofits have on Millennials incorporates connection, and as they move into the future, it will require organizations to continue having engaging, social media campaigns that will reach many.

With the audience shift, the influence that nonprofits have in marketing toward Millennials has to be strategic and influence in a certain way. The *2013 Millennial Impact Report*, researches the best ways for nonprofits to reach Millennials and gives a four-step approach. This approach includes the best way to reach Millennials and have them engage in their cause or organization. The four steps are "inspiration, monthly

²⁶ Tina Jepson, "4 Insights For Nonprofits From The 2016 Millennial Impact Report," CauseVox (2016), Accessed Nov. 2016. <https://www.causevox.com/blog/2016-millennial-impact-report-nonprofit>.

giving options, transparency, and peer-to-peer engagement.”²⁷ Many of these approaches listed in the report relate to the overarching theme of connection and forming a relationship.

So the question is how have nonprofits moved into this sector of forming relationships through their marketing efforts in order for donors to engage in the mission? The goal is to make donors feel like they are engaged and needed in something bigger than themselves. An example of a marketing campaign that promoted connection was the Human Rights Campaign. This was the wave of temporary profile pictures supporting the victims of the Paris attacks or marriage equality. Celebrities, students, people of all ages, and nationalities joined together to promote this cause. It was something simple, yet effective that made donors feel engaged and connected to one another.²⁸ As nonprofits continue into the future generation of Millennials, the creativity and innovation behind their marketing must result in instant gratification that inspires and fulfills the ultimate goal of acquiring long-term donors.

²⁷ Eleventy Marketing Group, “7 Statistics Showing How Millennials Prefer To Support Nonprofits,”(2013), Accessed 2016. <http://eleventygroup.com/2013/08/05/7-statistics-showing-how-millennials-prefer-to-support-nonprofits/>.

²⁸ Neil Patel, "Top 4 Examples of Effective Social Media Strategies for Nonprofit Organizations," Inc.com(January 2016), Accessed 2016. <http://www.inc.com/neil-patel/top-4-examples-of-effective-social-media-strategies-for-nonprofit-organizations.html>.

Chapter 4: ***Methodology***

Since Millennials do recognize the importance in supporting a philanthropic cause and are looking to make a tangible difference, it is crucial to portray those elements in the local marketing campaigns. In efforts to connect this with the LovePacks and St. Jude marketing Campaign, it is important for Millennial donors to see that they are making a difference while supporting the cause. By connecting these themes for Millennials and the missions of the nonprofit organizations, the campaign will include testimonies, events, and ways to donate that will allow the target audiences to build authentic, personal relationships with these companies in order that donors stick with the organization for long term. From these insights, comes the basis for LovePacks and St. Jude's campaign books.

For this study, the research zeroed in on two specific companies, St. Jude Children's Research Hospital and LovePacks, a local nonprofit in Oxford, Mississippi to portray specific marketing campaigns. Both companies have undergone brand and marketing changes and experienced many of the same issues that the other has faced, regardless of size.

The purpose of this is to find the trends that have shifted and changed as the target audience, technology, and overall field have changed. Regardless that the two companies are difference in mission and size, the goal was to figure out the differences in between the two marketing strategies and to figuring out the potential future of marketing for both of these fields.

St. Jude Children's Research Hospital was chosen because of the researcher's tie with the company. Close to Oxford, St. Jude is not one of the largest five nonprofits, but has seen a steady increase in revenue, which has pushed it to raising over a billion dollars a year. The nonprofit was chosen, because it allowed the researcher to compare a large nonprofit campaign to a small nonprofit campaign.

LovePacks, the nonprofit in Oxford, Mississippi, that packs meals for over 160 children every weekend, was established in 2014. Though this company may be small, it has reached many even though it has a limited social media profile. This organization was chosen because the researcher sought to analyze the different tactics that have been taken for smaller nonprofits in order to get their mission accomplished.

The researcher worked with St. Jude as an intern. In the Integrated Marketing Communications capstone class (IMC 455), the researcher completed a marketing campaign for St. Jude. Secondary research was conducted on both organizations in order to understand it more. Through this research, elements such as history of the companies, ownership, target audience, previous marketing strategies, and overall company elements were analyzed.

The second aspect of research came in the form of primary research. The researcher interviewed key employees, owners, and board members of the organizations to discuss the organization, budgets, targets, future goals, brand awareness, programming, and other points that the organizations had in mind. The research also included interviews (In the Appendix), surveys, and observations about client bases.

The purpose of creating two campaigns was to not only take the research learned from the past changes in marketing trends, but to also have a first look into the two different marketing schemes on a local versus national setting. Even though this work was done as volunteer work, it was done in the hopes to give each organization insight into their own business and volunteers.

LovePacks' Survey Methodology

Survey questions were sent to over 100 participants that ranged in the ages from 21-35. The questions began with a general understanding of the participant's information such as age, gender, hometown, and then moved into broad questions regarding awareness of nonprofits in Oxford. The survey focused on LovePacks and their knowledge of the organization and involvement with it. If the participant was familiar with LovePacks the question "How did you hear about LovePacks?" The answer choices ranged from word-of-mouth, social media, fundraising event, or other. This question was one of the most important questions asked because the results were used to gauge how participants first came into contact with the organization in order to assist the campaign's target medium. If participants were not familiar with LovePacks, general questions were asked about their involvement with other national or local nonprofit organizations; specifically, if those nonprofits' social media accounts were proficient in providing awareness about their mission or increase awareness.

At the end of the survey there was an open-ended question that asked if their participants had any "Comments, questions, or concerns about LovePacks or nonprofits

in the LOU area.” This was to inform the researcher as to if participants were more interested in the organization, had concerns about their social media, or any other concerns regarding local nonprofits.

The participants chosen for LovePacks’ survey was based off of the target audience that LovePacks currently targets: Older Millennials and college age students. The researcher sent the survey to several mothers and had them forward link to their friends. The survey was sent out on various mass medias to large groups such as Facebook and GroupMe. Several professors at the University of Mississippi sent the survey to their classes to take in order to target the correct audience.

St. Jude’s Survey Methodology

For St. Jude’s survey, the participants spread across the United States. The graduate program was looking to find applicants from different parts of the country. The researchers for this project created a survey that asked participants about what enticed them about graduate programs. It discussed medical graduate programs as well as general programs. The main questions centered around what drew them as students to a specific school, whether that be location, degree, cost, or faculty. Another important question that the campaign drew insights from was how participants heard about different graduate programs. The choices ranged from social media, word-of-mouth, print media, and campus visits. The goal behind these questions were to figure the most effective means of marketing and what to center the campaign based on what drew students to a program.

Survey questions were sent to 100 students between the ages of 20-23. The questions began with a general knowledge of age and plans after graduation. The questions then began to focus in on specific graduate programs and if participants were aware of St. Jude's competitors. Because this survey was class based, the Institutional Review Board's approval was not needed. To finish the survey, the insightful questions were asked regarding marketing for such programs. The participants for this survey ranged from students at The University of Mississippi to students that had worked in research studies at St. Jude during the program. The survey was sent by email, GroupMe messaging, and various Facebook groups. The participants were from a diverse pool that targets the students that St. Jude was looking for. The results of the survey were the factors that our campaign focused most on.

Chapter 5: ***LovePacks Campaign***

Execution Plan:

Concept: To increase the brand awareness of LovePacks' nonprofit organization in the Lafayette/Oxford/University community and to improve social media efforts to target multiple audiences. With little budget, this campaign aims to incorporate different free media that will allow the appropriate marketing to increase awareness and draw in monetary donations, food drives, as well as voluntary actions.

Objective: To increase the LOU community's knowledge of this local nonprofit, the influence that it has in children's lives, and to educate citizens on how they can become involved all with a campaign that features LovePacks different missions and efforts.

Strategy: To create, update, and develop new social media marketing ideas for LovePacks that incorporate awareness of every avenue that community members are able to be involved with the organization. The ads and updates are to give LovePacks new ideas about what the organization's social media is capable of in regards to ads about monthly food, events, and acquiring volunteers.

Campaign Elements (4 P's): With any marketing campaign, the most important factors are the four P's that incorporate all aspects of an organization or companies marketing. These four P's include product, place, promotion, and price. The specific four P's for LovePacks are basic because of its size and relative newness.

The first element *product* is defining what LovePacks does. LovePacks packages meals for elementary age children who live in a low-income family and are in need of food on the weekend. The service is packaged at The Pantry located in Bramlett Elementary by PTO members and volunteers distribute them to the schools LovePacks serves. The second element is *place*, which are the schools that LovePacks serves. It delivers meals to the 11 schools in Lafayette County to almost 160 children.

The next element is *promotion*. LovePacks has several forms of social media that include Facebook, Instagram, Twitter, and an online website. There is no specific person who manages the accounts and posts are not regular. The posts feature groups of volunteers, donations made by groups, and any updates with the organization. In order to bring more awareness, all of the promotion avenues will be updated, changed, and new posts will be created to successfully target LovePacks target audience.

The final element is *price*. For LovePacks, the organization is run solely on food donations and very few monetary donations. There is no budget for LovePacks marketing efforts because board members expressed that the organization wished to only do social media and marketing on free media. Currently, the organization's main source of awareness is word-of-mouth and social media, and these avenues will be predominantly focused on.

Decision Reasoning:

For the LovePacks' campaign, all aspects were created and updated based off of the opinions and budget given by LovePacks. There is a reason behind the logo, updates on Facebook, Instagram and Twitter posts, as well as updated website design. All

changes and campaign ads are created to appeal to the audience and to modernize the techniques LovePacks executes.

Target Audience:

The target audience that “Let’s Pack It, Oxford,” will focus on is on college-age students, specifically freshman and older Millennials (age 30-35). The purpose of college-age students is to increase awareness early on. As freshman come to The University of Mississippi, they are eager to become involved in many different things on campus as well as the community.

The goal for this age will be to draw them into the organization early on in their college career so that they may stay involved for their time in Oxford. This is the first target audience that is selected because as younger volunteers, they are able to increase awareness on campus, especially by word-of-mouth. The second benefit is with LovePacks’ budget; this audience will be able to be targeted on social media, which will be free. As the students begin school and hear about LovePacks, they will feel the draw to become a volunteer and create a relationship with an organization that makes a difference in the community.

The second target audience that “Let’s Pack It, Oxford” will focus on is the older Millennials. Oxford is a family oriented community, and they are the mothers and fathers who have children that are the same age as the children who will be receiving the packs. They may not have any experience with helping underprivileged children, but this is an outlet to help the community not just with their children’s schools. As there is already a huge participation from the parental age, the campaign will revamp LovePacks’

marketing strategy to draw more volunteers, food drives, and monetary donations.

Logo:

The LovePacks' logo has undergone one rebranding since it began in 2010, when a different logo was chosen by board members who were presented logo designs by a marketing class at The University of Mississippi. Because LovePacks feels strongly about their logo, the logo used for this campaign was similar to portray the message of community.



(Original Logo)



(Current Logo)



(Campaign Logo)

The logo that was designed for the campaign features “Oxford LovePacks” with the “A” in LovePacks being a clipart photo of a backpack. The color choices are a warm, burnt orange that compliments the backpack’s color. “LovePacks” is featured in white to lighten up and draw attention to it. The black background is featured only when the logo is used on a white background in order for the logo to stand out. For several campaign elements, it will be used with no black background. The font choice for the logo is “Norwester” which creates a simple impression that does not distract or draw attention away from the mission. The image below shows the logo with a building skyline in Oxford in order to still create the unity between the community and the organization.



(This photo will be used throughout the campaign mediums)

Digital Advertisements:

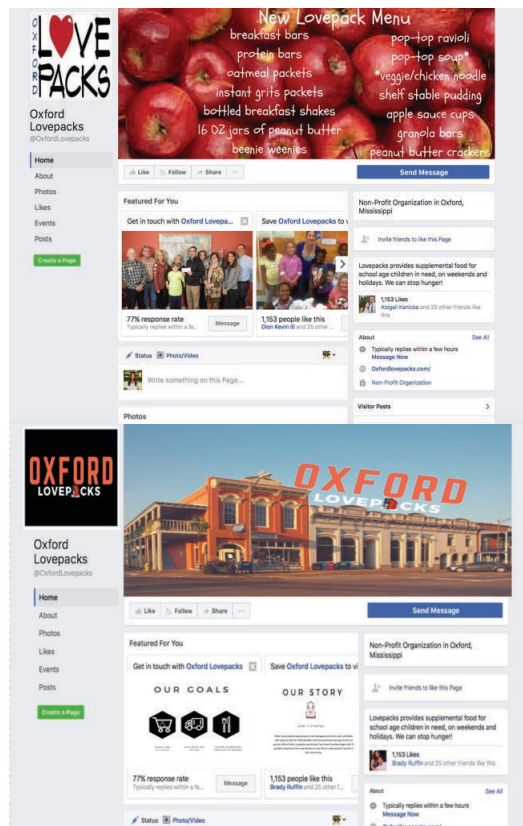
Because of a strict budget, the mediums that this campaign will feature are social medium campaigns. Digital advertisements are continuously evolving and must keep up with technology and the needs of the audience. All ads created will be used amongst all mediums in order to keep the brand consistent. The ads created focused on several aspects on the organization. The first being LovePacks need, which is food donations. Different posts featuring the “Food of the Month” will showcase the specific food that LovePacks will need in order to complete their packs for the month. In the past, LovePacks social media only lists the needs once, but to keep the social media updated, posts will be made each month regarding the need by webpage, Facebook, and Instagram.

The second type of advertisement involves events that LovePacks will have, whether that be “Profit Nights” at local restaurants, food drives that businesses are hosting, or a need for volunteers. Previously, the website featured an ad about Monday’s at McDonald’s McCafe, which donates a percentage of coffee purchased to local nonprofits, but the goal is to give LovePacks as many profit night ideas as possible.

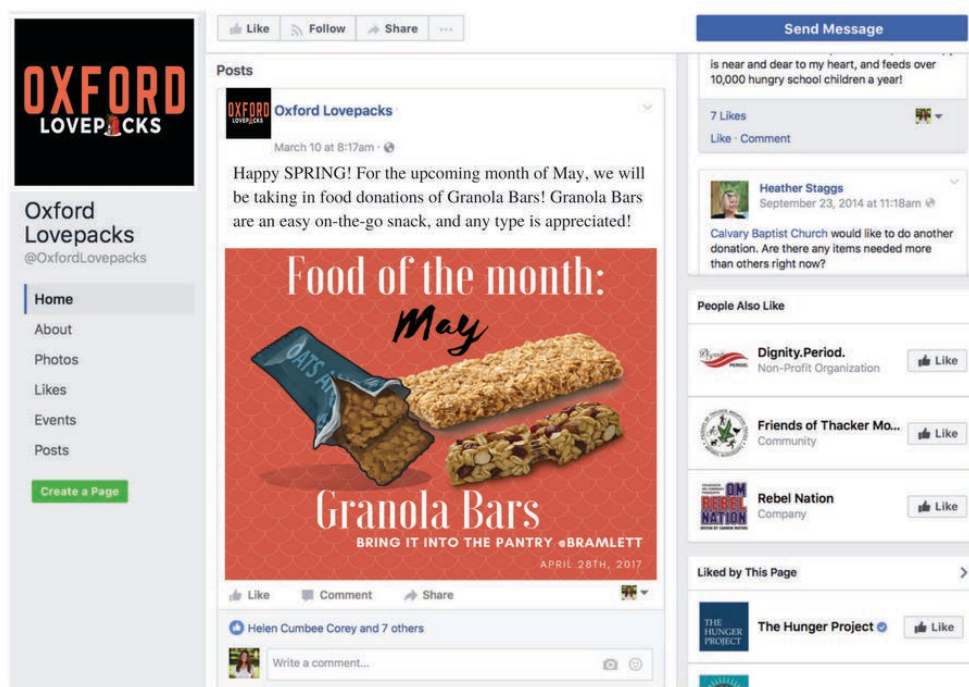
The last type of campaign element involves updating the look and design on all aspects of social media, which include profile pictures, cover photos, biographies, and the look LovePacks strives to achieve with posts and captions. Consistency is the goal for the organization, and by these ads and new features, their goal of awareness will be achieved. Several elements of current social media will remain the same, such as type of post and pictures of volunteers working with groups that donate.

Facebook:

The first social media avenue that is updated and changed is Facebook. In the image below appears LovePacks' current page versus the new campaign page. The goal is to make first glance readable and easy to navigate. On its current page, the profile picture and cover photo are hard to read and very busy. In changing the pictures, the goal was to make it simple for readers to view and get a sense of what the mission is about. The "Oxford" aspect is readable as viewers are able to view it in the new profile picture and see it in the picture on the cover photo. Below both new pictures, are descriptions of the goals of LovePacks and the story behind its beginning.



The first advertisement below features the “Food of the Month” with a picture of the food, the location to drop it off, and the date that the food is due. On the right side, a community member has commented and said “Calvary Baptist Church would like to do another donation.” With posts that feature the needs, users will be able to easily see what LovePacks is in need of at the time by just scrolling on the page.



One of the problems that LovePacks face is that not one of their board members has time to do the social media. Camille Bianco, co-founder and board Member of LovePacks, said in an interview “We are four mothers, three of which work. We don’t know how to manage the page very well or have time to do it.” In the past, the University has given them an employee that does volunteer work for a class and earned credit to update the page. This campaign post is created for them in order to seek an intern. The

intern can receive academic credit and can manage all of their social media posts. This targets the student population, because marketing majors need local internships. Another way to gain awareness by this is emailing the head of the department. Job and internship postings are sent to deans or professors and will be sent out to all the students in Integrated Marketing Communications. This is a way for the brand to be on student's radar, as well as earn volunteer and internship experience.



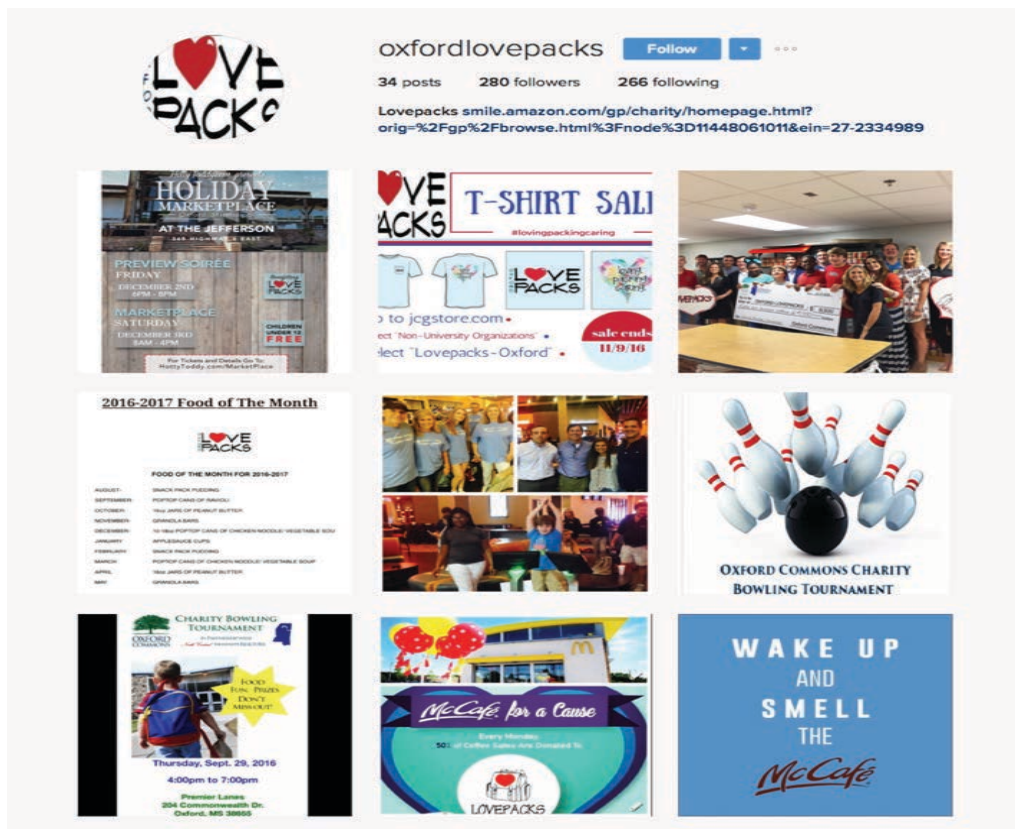
If an intern does not fit the needs or wants for LovePacks, then there is a feature on Facebook that will be utilized. When going to make a post on Facebook, instead of clicking “Publish” there is feature that lets a user choose “Schedule.” LovePacks can use this feature in order to schedule posts, minutes, days, or months in advance. The

webmaster creates every “Food of the Month” post at once, they can schedule the posts for a year in advance, that way it will take less time and the organization will have the ability to plan it out in advance.

An additional marketing tool called Postcron may fit the needs of the organization. It is a social media post planner that allows organizations to post and plan posts to Facebook, Instagram, LinkedIn, and Twitter at the same time. Several features that allow planning will benefit LovePacks and solve its social media management problem.

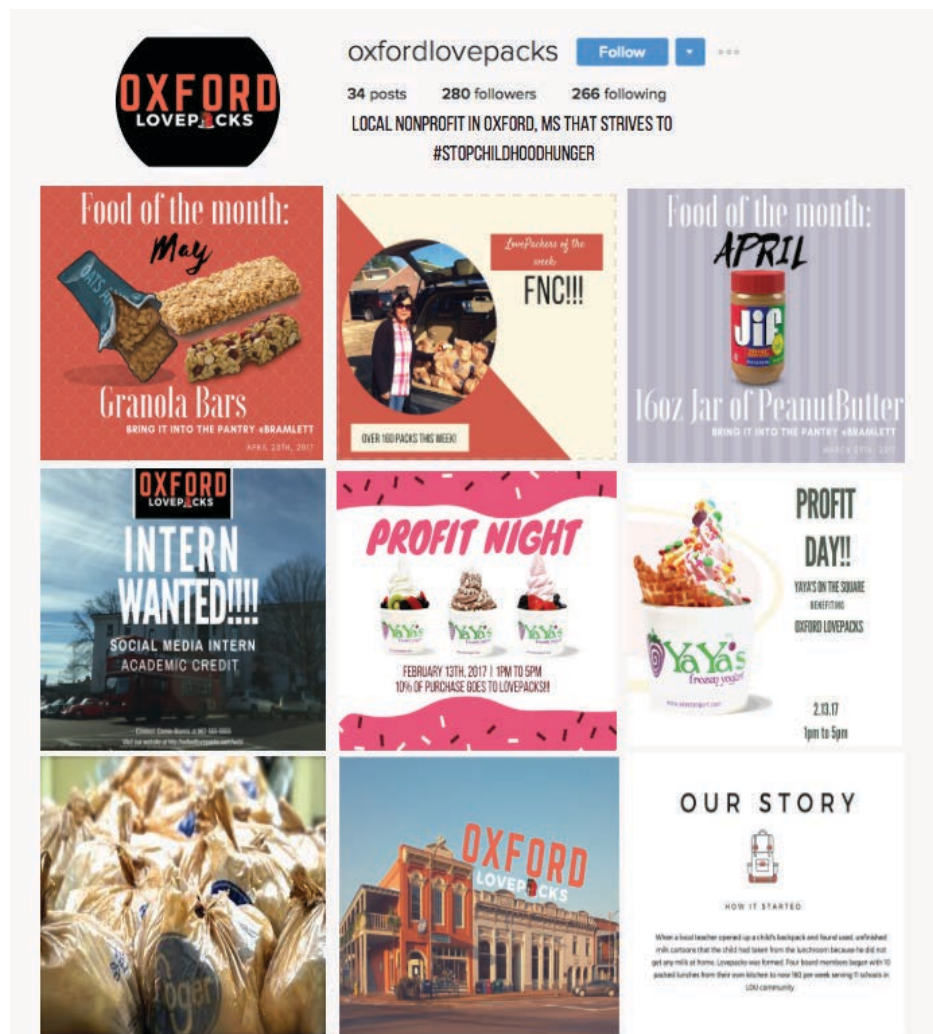
Instagram:

Instagram is a social media platform that allows users to follow accounts and see others post as well as post their own. The posts feature a main picture with a caption and a tagged location. As of December 2016, Instagram has over 600 million daily users.²⁹ This platform will be used to target both audiences, the college age as well as parental age. Even though the parental age is engaged more on Facebook, Instagram is a medium that is growing for this older Millennial age. The following image is the current Instagram page.

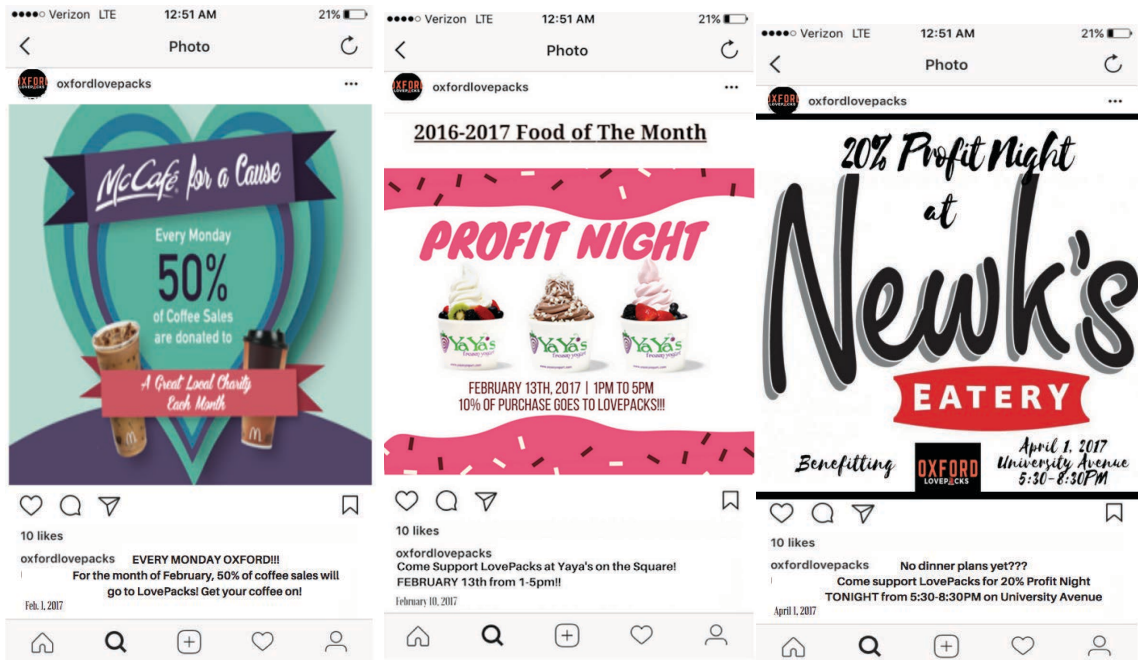
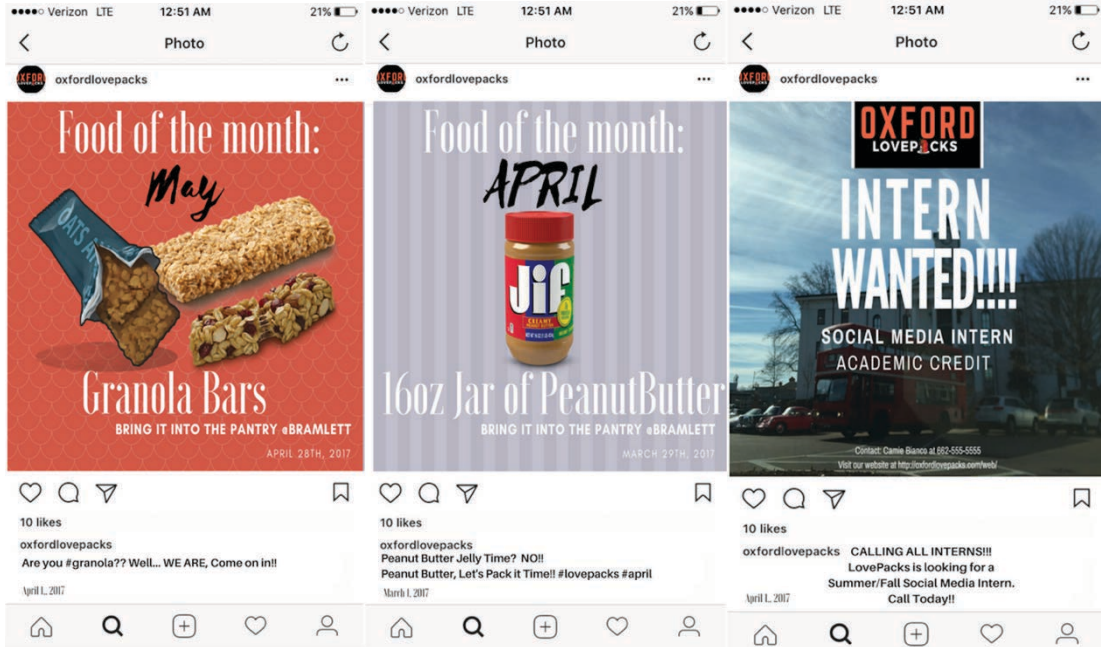


²⁹ "Instagram: Active Users 2016." Statista. December 2016.
<http://www.statista.com/statistics/253577/number-of-monthly-active-instagram-users/>.

The main updates and changes for this medium are the profile picture and the profile’s biography that reads “Local Nonprofit in Oxford, MS that strives to #stopchildhoodhunger.” This bio is to describe to users the organization’s goals and mission as soon as the profile is viewed. The posts have changed to target a greater need for the organization such as the “Food of the Month,” the “Profit Night Event,” and still features the “Group of Volunteers.”



Several posts below show the images closely as well as the captions that appeal to the audiences.



Current Website:
Below are images of LovePacks' current website.



McCafe For A Cause
It's that time of year again! Don't forget about McCafe MONDAY's during the month of August. 60% of purchases from the McCafe drink menu will be donated to LovePacks. Valid at 80715 Oxford, MS locations.



2016-2017 Food of The Month



listings can also be found on our "Donor" page.

(Home Page)



Founder's Story

A teacher at a local school noticed that a child's backpack was dripping as he walked down the hall. When she opened it up, she found several unrefilled milk cartons. The child had taken the unwanted milk from his classmates trays because he didn't get any at home.

This story inspired Mary Lacey and John Phillips to form LovePacks with the help of school counselor Linda Vaughn at Brantlett Elementary in 2008. What started with 10 packs coming out of their own kitchens has grown to an astounding 600 packs a week, with the help of Alyce Krouse and Cassie Blaine. The four boardmembers received nonprofit status in 2010, and the service has expanded to the eleven schools in the Oxford/Lafayette school district.

How do the kids get the Lovepacks?

- The packs are discreetly slipped into the children's backpack on Friday before they leave for home.

Who receives the Lovepacks?

- The teachers and counselors work together to determine who receives a Lovepack.

What is in a Lovepack?

- Non-perishable, kid-friendly food.
- Pop-Top Soups
- Pop-Top Roll-It!
- Peanut Butter Crackers
- Cheese Crackers
- Roll-It Crackers
- 16 oz. Jar of Peanut Butter
- Pudding
- Granola
- Snack Waxies
- As the name suggests, a lot of love!

What schools do we serve?

- Brantlett Elementary School
- Della Davidson Elementary School
- Lafayette Lower Elementary School
- Lafayette Upper Elementary School
- Lafayette Middle School
- Lafayette High School
- Oxford Elementary School
- Oxford Middle School
- Oxford High School
- Oxford Intermediate School
- Scout Center
- Learning Center

(About Us Page)



Please e-mail us to let us know if you plan on holding a fundraiser, we appreciate your support!

Food Donations

You can drop off your donations at any of our schools ([Click Here](#)) with the label "Lovepacks". If you have a rather large donation, email lovepacks@oxford.ms for more information. We greatly appreciate any to open, single serves...

- Pop-Top Soups
- Pop-Top Roll-It!
- Pudding
- Cheese/Peanut Butter Crackers
- 16 oz. Jar of Peanut Butter
- Snack Waxies
- Granola Bars

Monetary Donations

Some of donations go towards food for the children. If you would like to donate, please send checks or money orders to:

LovePacks
P.O. Box 703
Oxford, MS 38655

For inquiries about Birthday, Holiday, In Honor Of, or In Memory of granting needs, please contact Alyce Krouse at akrouse@lovepacks.org.

Amazon Smile

We are now on Amazon Smile! Go to www.smile.amazon.com and a 0.5% of your purchase will be donated to LovePacks!

2016-2017 Food of the Month

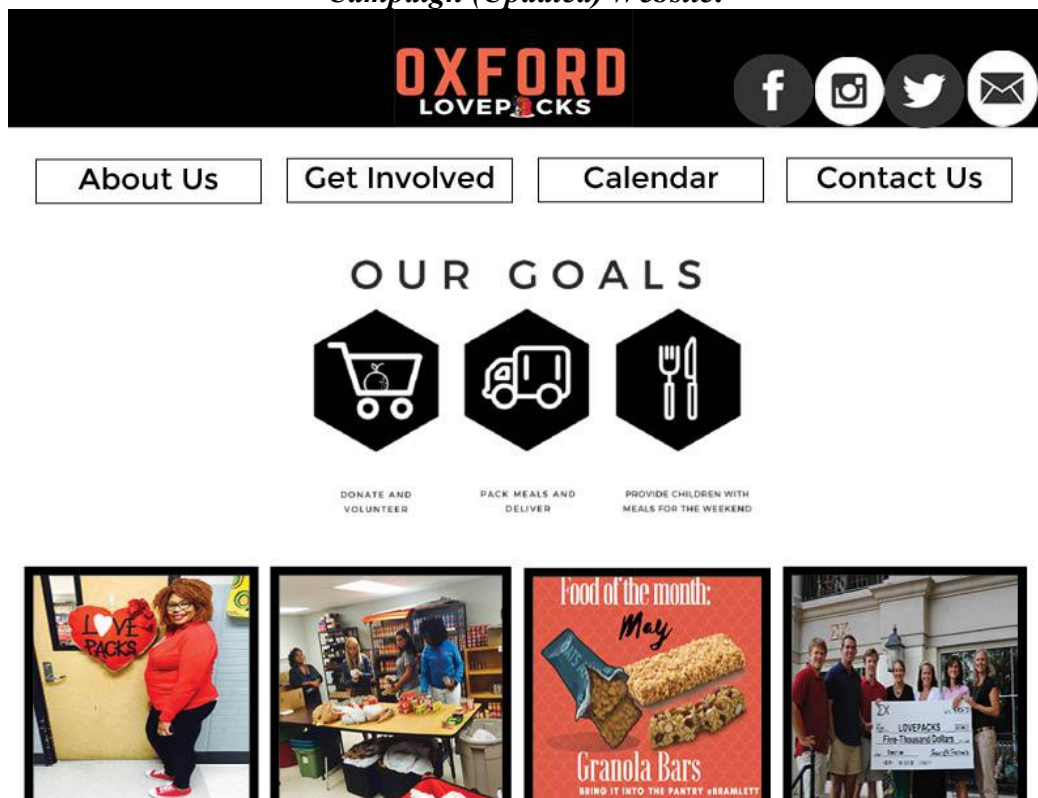
- August - Snack Pack & Pudding
- September - Pop-Top cans of Soup
- October - 16oz Jar of Peanut Butter
- November - Granola Bars
- December - 16 oz Pop-Top cans of Chicken Noodle or Vegetable Soups
- January - Applesauce Cups
- February - Snack Pack Pudding
- March - 16 oz Pop-Top cans of Chicken Noodle or Vegetable Soups
- April - 16 oz Jar of Peanut Butter
- May - Granola Bars

(Donation Page)

The current website for LovePacks was designed several years ago after the organization began by a student who was voluntarily doing social media. The website is simple, however the arrangement of content distracts and draws viewer's eyes to several different things. The main information on the "Home Page" is adequate, but the layout is not designed well. In addition to the other pages, the information presented is important, the layout and how it is placed looks outdated. The blue tones that serve as a background do not match the logo well and the font for the top buttons needs to be larger.

Several strengths on the website include the pictures on the Home Page that showcase many groups of volunteers. The mission statement and food calendar are also necessary items. The website needs a simple layout that is easy to scroll and read through.

Campaign (Updated) Website:



The above image is the Home Page of the LovePacks website. A background color of black and white where chosen in order for the logo to be prominent as well as the pictures to stand out. In the center of the website is a simplified and easy to read description of the goals of LovePacks. It is an easy illustration that allows the website to have a sleek and navigational site.

In the top left hand corner are icons for the organization's social media. The icons have become a popular way for website to link users with their pages. The icons will all become hyperlinks to the various social media accounts. In addition to the icons, the buttons have increased in size with a font change to "Montserrat." This font falls in between the traditional Times New Roman and a more modern font. The boldness aligns with the black and white background and logo.

The last update is the changing layout of the pictures. Instead of having one frame that rotates pictures, the website can have four frames that rotate pictures or have just four pictures and change them regularly. The goal of this homepage is to make it easier for the user to navigate while giving it a modernized feel.

The image below is the updated "About Us" page. The content remains the same as what is currently featured on the page. The font is easier for users to read and follow as well as placed in simple, readable layout. The "About Us" button has been changed to black to indicate that the user is on the page and the social media icons remained the same.

The last addition is the picture of the founders at the bottom. It adds a mental image for users reading to know who the four women who began the organization are.

[About Us](#)

[Get Involved](#)

[Calendar](#)

[Contact Us](#)

OUR STORY



HOW IT STARTED

When a local teacher opened up a child's backpack and found used, unfinished milk cartons that the child had taken from the lunchroom because he did not get any milk at home.

This story inspired Mary Leary and Helen Phillips to form Lovepacks with the help of school counselor Linda Vaughn at Bramlett Elementary in 2010. What started with 10 packs coming out of their own kitchens has grown to an astounding 160 packs a week, with the help of Alyce Krouse and Camille Bianco. The four boardmembers received nonprofit status in 2012, and the service has expanded to the eleven schools in the Oxford/Lafayette school district.

WHAT SCHOOLS?






- Bramlett Elementary School
- Della Davidson Elementary School
- Lafayette Lower Elementary School
- Lafayette Upper Elementary School
- Lafayette Middle School
- Lafayette High School
- Oxford Elementary School
- Oxford Middle School
- Oxford High School
- Oxford Intermediate School
- Scott Center
- Learning Center

WHATS IN A LOVEPACK?

- Non-perishable, kid-friendly food
- Pop Top Soup
- Pop-Top Ravioli
- Peanut Butter Crackers
- Cheese Crackers
- Saltine Crackers
- 16 oz. Jar of Peanut Butter
- Pudding
- Granola
- Beanie Weenies
- As the name suggests, a lot of love!



The final page that is showcased is the “Get Involved” page. Additionally, the page contains the same information as the current page, but in a readable fashion. The information on the current website is listed vertically down the whole page. This website has three boxes with the information in it, indicating the different sections. This design makes it easier to read as the information is in categories. The titles are larger making the reader easily find which category is needed. The bottom information about Amazon Smile is placed in a box to distinguish it from the others, as well as the icon to make it noticeable and draw the users eyes to it.

About Us

Get Involved

Calendar

Contact Us

**2016 - 2017
FOOD OF THE MONTH:**

August - Snack Pack Pudding
September - PopTop cans of Ravioli
October - 16oz Jar of Peanut Butter
November - Granola Bars
December - 10-18oz PopTop cans of Chicken Noodle or Vegetable Soups
January - Applesauce Cups
February - Snack Pack Pudding
March - 10-18oz PopTop cans of Chicken Noodle or Vegetable Soups
April - 16oz Jar of Peanut Butter
May - Granola Bars

MONETARY DONATIONS


If you would like to donate, please send checks or money orders to:
 Lovepacks
 P.O. Box 721
 Oxford, MS 38655

100% of donations go towards food for the children.


ANYTIME FOOD

Pop-Top Soups
 Pop-Top Ravioli
 Pudding
 Cheese/Peanut Butter Crackers
 16 oz. Jars of Peanut Butter
 Beanie Weenies
 Granola Bars

Please e-mail us at lovepacks@gmail.com to let us know if you plan on holding a fundraiser, we appreciate your support!




You can drop off your donations at any of our schools (View Map) with the label "Lovepacks".



P . S .

We are now on **Amazon Smile!** Go to www.smile.amazon.com and 0.5% of your purchase will be donated to Lovepacks!



The pictures are taken from donations made to LovePacks. They are placed on the website to give users a visual aspect to create a break from all of the words. In the campaign booklet for LovePacks, additional aspects are analyzed.

Primary and secondary research were conducted before marketing material was created. The secondary research consisted of a survey and an interview. The survey insights revealed the nature of the nonprofit industry in Oxford. The data indicated that the majority of participants (135) had heard about LovePacks. The top result was 51% had heard byword-of-mouth and the second highest being social media.

In the final question, “Any addition comments/concerns/questions about LovePacks or other Nonprofit Organizations in the Lafayette/Oxford/University area,” several comments were left. The first relevant comment says “Maybe more information about the organization and events held by them should be advertised more around campus.” Other comments include “If you were able to promote it to people of all ages through simple word of mouth, it is more likely to spread around and cause an increase in participation,” and “It’s hard to get engagement from outside groups like college students, who probably do care about the LOU area, but it is hard to do long term impact work with nonprofits.” These comments give insight as to why some college students do not participate with nonprofits, as they will be leaving, but then some students do want to know more information around campus.

The researcher’s hope that this campaign will give LovePacks new ideas on how to rebrand the organization to fit the target audiences that will best benefit the group. With no budget this campaign is all based on the board member’s time to willingly work

on social media. As LovePacks continues to grow, social media will become a more relevant aspect for volunteers and acquiring donations. These ads can and hopefully will be utilized to create more brand awareness in the LOU community.

Chapter 6: ***St. Jude Children's Research Campaign***

This campaign was conducted in the Fall of 2016 in the Integrated Marketing Communications capstone class, IMC 455. The study led by Professor Jennifer Sadler was set up as a working agency. Teams were divided based upon different personalities and team skills, a tactic that made teams work well with one another. The client was St. Jude Children's Research Hospital, specifically targeting its new Graduate Program of Biomedical Sciences. At the start of this project, the hospital had no marketing content for the school. Our team took a trip to Memphis to tour the hospital as well as see the new school. Two of the deans and admissions officers met with the students in order to answer any questions about their goals with the program or the marketing for it. To begin this campaign, primary and secondary research was conducted that consisted of surveys, a focus group, and multiple interviews with doctors and professionals in graduate programs.

Execution Plan:

Concept: To increase the brand awareness of St. Jude Children's Research Hospital's new Graduate Program of Biomedical Sciences Program and to recruit a diverse applicant pool for the upcoming year. Given no specific direction to follow, this campaign aims to incorporate different free and paid mediums to reach a large target audience.

Objective: To increase the brand awareness of the graduate program and to reach different prospective students across the United States. The goal is to create a campaign

that sparked student's interest into what this graduate program is offering, and to create a unique marketing tool that the industry's competitors do not possess.

Strategy: To create a unique marketing technique that other graduate programs do not have, and to make students understand the importance of the location of the school in Memphis. In addition to Memphis, a main aspect of this campaign was the St. Jude campus. The ads and marketing tools were created to target Memphis as a prime location and to feature the different research advantages that St. Jude has to offer.

Campaign Elements (4 P's): The specific four P's for St. Jude are complex because the brand is already well established. The first element *product* defines what St. Jude is offering. St. Jude is offering a five-year program where students earn their Masters in Biomedical Science at a world-renowned research hospital. The program consists of education teaching, hands on experience, and ability to remain at the hospital to continue doing research. The second element *place*, is centered around the results of the survey. The first place is the location of the school. Participants answered that location of the school is one of the most important factors when deciding on a program. Therefore, Memphis and the St. Jude campus is featured in many of our advertising. The place that most of the advertising is targeting is around the South and the Midwest regions. The survey and the focus group reported that students are most likely to go to a graduate program near their hometown. For this reason, the south is targeted because of the location of Memphis and close to student's homes. The next element is *promotion*. St. Jude has its separate brand on social media, and therefore the graduate program had not begun its own social media pages. The promotion features email marketing, Facebook

Ads, Google AdWords, virtual Q&As, flyers sent to schools, campus visits, and the main promotion Event Day at the St. Jude campus. The final element *price* is given by St. Jude. The budget for this campaign is \$25,000. This budget allows the campaign to expand its marketing tools and efforts more than free social media.

The campaign created for St. Jude is called “Home Sweet St. Jude.” The rationale behind this title is to create a campaign centered around the goal of the program and the location of Memphis and the St. Jude campus. The marketing campaign’s objective is to allow the target audience to feel as if St. Jude could become their potential new home. Because this campaign was much larger, the images below give an overview and an idea about what the campaign centered around and targeted. Similar techniques to LovePacks’ campaign was used, but on a different scale.

Images & Marketing Material from the campaign.

***ST. JUDE CHILDREN'S RESEARCH HOSPITAL
GRADUATE SCHOOL***



Alex Lindstrom, Callie Mayo, Lucie Barbour, MK Phillips and Robin Douglas

Budget:

The budget that St. Jude gave the researchers allowed the campaign to feature and focus on the following avenues: event day, print advertisements, and social media.

Budget Breakdown

□—————□
We will launch our campaign in February 2017 and it will continue through September 2017. The three focus areas are event day, print ad, and social media.

<p style="text-align: center;">Event Day:</p> <p>St. Jude Graduate School will host an event day where prospective students come to visit their campus and hospital. A tour will be given to all in attendance. After the tour, a Lunch and Learn will take place. There will also be a patient panel for students to listen to patients speak about their St. Jude experience. This day will be full of activities that will feature St. Jude and Memphis.</p>	<p style="text-align: center;">Print Advertising:</p> <p>100 full page flyers will be sent to 20 different schools during the months of February, March, April, August and September. In addition to sending flyers, the graduate program will print out applications, with postage included, to send alongside. Other promotional material will be sent as well.</p>	<p style="text-align: center;">Social Media:</p> <p>Ads on Facebook and Google will run throughout the 7 months. St. Jude's personal Instagram account will post graphics related to the biomedical graduate school. We are also going to create a promotional video for their website that will highlight the St. Jude experience, faculty, patients and the city of Memphis. We will also encourage St. Jude to post on their personal Instagram account graphics related to the graduate program.</p> <p style="text-align: right;">49</p>
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The event day will be for prospective students to travel to the St. Jude campus for the chance to experience and see what the campus and city have to offer. The Event Day takes much of the budget as there will be two different days that students can come. The day will feature a tour of St. Jude and Memphis, a lunch and learn, faculty and patient panels, and a community event on campus that allows students to see the Memphis culture.

Event Day Schedule

St. Jude Graduate School of Biomedical Sciences

EVENT DAY

Tour of St. Jude Grounds

10:00 AM

Guests will be taken on an extensive tour of the entire St. Jude grounds. This includes a guided tour of the hospital and the St. Jude Graduate School.

Lunch n' Learn

11:45 AM

This is an opportunity for prospective students to learn more about the Graduate School. While students enjoy lunch, Brian Walton and Racquel Collins will share why they think the St. Jude Graduate School is the perfect fit for students.

Faculty & Patient Panel

1:00 PM

Guests will have the opportunity to ask questions to a panel of St. Jude faculty and former patients of St. Jude. This panel will give prospective students an inside look at St. Jude.

St. Jude City Cruiser

2:00 PM

Guided tours of Memphis will be given on our St. Jude City Cruisers! This fun and exciting tour gives prospective students a chance to see everything Memphis has to offer.

Community Come & Go

3:30 PM

The Community Come & Go will end the day by welcoming guests into the Memphis community. There will be food trucks, live music, and Memphians galore!



Learn more about Event Day at www.stjude.org

Research proves that students look first at the location of a program. This event day is created in order to assure that the students see all that Memphis and the St. Jude facilities have to offer.

Print Advertisements:

The goal of the print advertisements is to send them to various schools to place them around the Biology departments. The ads were crafted in order to give the student an idea on how he or she could make a difference in the program. The images below feature the ads that target inclusivity and diversity, two qualities that the graduate school wants to advance awareness.

make **your** mark

 **Xinwei Cao, PhD**
Beijing University
Xinwei Cao has helped to define mechanisms that regulate the growth of the vertebrate nervous system.

 **Rachel C. Brennan, MD**
Johns Hopkins University School of Medicine, Baltimore, Maryland
Dr. Brennan has offered her skills as a lab liaison and helped translate preclinical research into clinical trials.

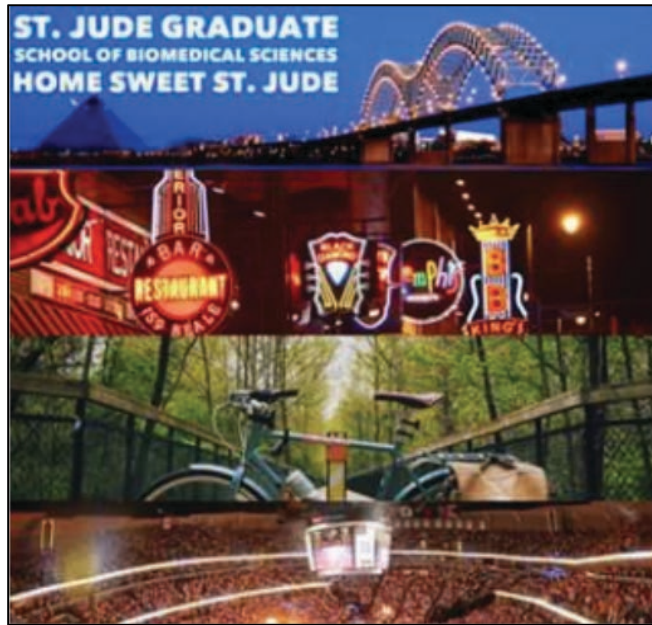
 **Thomas E. Merchant, DO, PhD**
PhD - University of Utrecht, The Netherlands
Dr. Merchant designed new treatments for children with brain tumors and modeled radiation-related CNS effects.

St. Jude Graduate School of Biomedical Sciences
www.stjude.org/graduateprogram

make your mark



St. Jude Graduate School of Biomedical Sciences
APPLY today at www.stjude.org



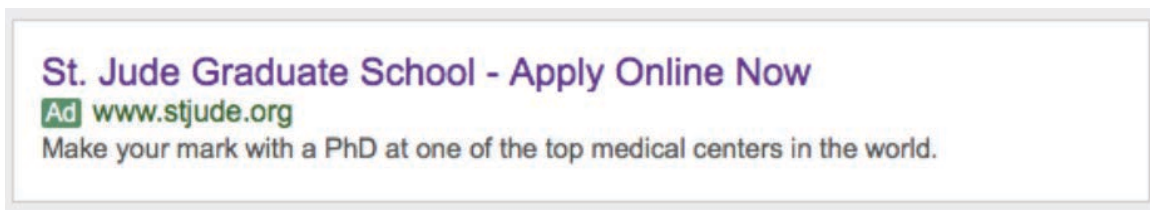
In addition to flyers, promotional items will be sent to schools in order to promote awareness of the graduate program.



In addition to these flyers being sent to schools, applications will be sent in the mail to select schools. The idea behind this tactic is due to the admission officer's want for low-income students to be able to apply. If applications are sent to departments and made available, then the application process will be as simple as possible.

Social Media:

Social media for the graduate program will feature the same ads that will be used as flyers. Despite the graduate program's lack of social media, several ads will be featured on the main St. Jude pages. The following is so large that the few ads will cause an increase in knowledge about the new program. For social media, budget is spent on sponsored ads on Facebook, Instagram, and Twitter. Google AdWords will also play a large role into the social media execution. When keywords such as "Graduate Programs," "Biomedical programs," and "St. Jude School" the display ad below will appear.



The goal of Google AdWords is for students to learn about the program when researching different graduate programs in the industry. Since the program is new, increasing awareness and knowledge of the graduate school is the main objective. Google AdWords provides a larger medium to advertise on that will reach students from all areas just by the click of a button.

Chapter 7: ***Discussion***

After completing the campaigns for LovePacks and St. Jude Children's Research Hospital, the differences between the two nonprofit markets can be compared. When beginning the comparison, the obvious differences must be stated. St. Jude Children's Research Hospital is a large billion-dollar corporation. The price and budget that can be spent on their campaign is significantly larger. Budget is the first aspect that underlying determines how the rest of the campaign will be executed. St. Jude gave the team a budget of \$25,000 to use among different avenues such as Google AdWords, promotional items, an event day, and premium marketing mediums. The LovePacks organization has no steady monetary donations nor is it endowed and therefore, requested that all marketing be done on free mediums. There is a challenge in attempting to meet the marketing needs with a limited budget that large organizations do not face. Therefore, as small nonprofits hope to grow, the budget is a factor that must be allocated based on the growth that they wish to accomplish.

The second aspect is *existing brand recognition*. This aspect can be compared to the general business technique of buying a business. When a business is already established and a buyer comes and takes over, the buyer now must deal with the brand that is already established. As St. Jude has been established for much longer than LovePacks, its brand has seen many logo changes, shifts in marketing material, and very strict guidelines for marketing. LovePacks is similar to starting from scratch. It is taking

its original content and rebranding it to fit the more modern image that will draw audiences and volunteers.

Rebranding is common with businesses as needs and services change, but in this case, LovePacks' social media accounts have not been kept up and are lagging in serious marketing promotion. The existing brand in both of these campaigns is a large portion of what there was to work with, what needed to be changed, and what was already established that could continue to be used as marketing material.

However, in LovePacks' favor, the St. Jude Graduate Program did not have to set up social media pages because it had not begun the marketing process. The St. Jude brand recognition is enough in itself to assist with the program, but because the program is so new, no marketing plan existed. The overall brand, its name, and its logo play a large part long past once it is founded and grown.

When designing both campaigns, a similarity between the two that must be considered when creating marketing materials is the competition that each organization face. For St. Jude the main competitors included the Mayo Clinic, in Rochester, Minnesota, and MD Anderson, located in Houston, Texas, both highly sought after programs marketing themselves well. For LovePacks, its competitors included the local More Than a Meal organization and Feed the Hunger, both national nonprofits. LovePacks' "competition" is with two large organizations that have funding for their marketing material. LovePacks and St. Jude, when compared to their competition, were just beginning. The difference is, when looking at the industry, campaigns must find a niche that their competitors do not have, or a strength that the organization possess and

focus its campaign on those things. St. Jude's strength is its brand and the resources that it can acquire. LovePacks is a local nonprofit in a small town that is doing big things. Small communities focus on helping what is local and because of that the campaign is centered around the LOU Community and helping its neighborhood charity.

When focusing on the marketing material, the campaigns were based on the target audience. St. Jude's target audience had been decided by the program description and LovePacks knew who its audience was based on past donation factors and volunteers. The materials however, had to be specifically based on the target audiences needs, another similarity when creating both campaigns.

Unlike St. Jude's campaign that incorporated mass media flyers and press releases, LovePacks was centralized specific to its local needs. The food donation needs and free events had to be targeted to the community members in Lafayette County unlike St. Jude's national campaign. Specific events for LovePacks included profit nights at "Yaya's," "McDonald's," and "Newks," smaller, free events that bring in money for the organization. In comparison, St. Jude's campaign featured general inclusivity ads and an event day that targeted the entire applicant pool. Even though the "specifics" had to fit the general applicant pool, the ads were created in order for the students to see that there was a benefit in the program for everyone's needs. Another difference in the culture of nonprofits, the large nonprofit must focus on general audiences across a large area, while LovePacks is able to know exactly what will reach volunteers in town. The geographical area that each organization's target audience is located is a large factor in the marketing tactic.

Narrowing in on the target audiences of each, the analysis is simple due to the target audience's relationship to a specific nonprofit's needs. Unless the organization's missions are similar, then there will not be similar audiences unless the geographic area alone.

To complete a campaign, the first steps begin with primary and secondary research. Ultimately the ways in which to research are similar for a larger and smaller organization. The secondary research must consist of all background information on the organizations, the industry, the competition, and a SWOT analysis that analyzes the different aspects of a campaign. The primary research can be done through different avenues such as surveys, focus groups, observations, and interviews. The extent to how detailed the secondary research is depending upon the researcher. For St. Jude, since it is so large the range of interviews and people that could be surveyed stretched must farther than that for LovePacks. Research is the foundation for any campaign and both large and small organization undergo similar processes

Within the research, two large portions of the primary research were done by surveys. The surveys give insights into how the audience feels toward the subject matter and give insights into how the marketing material should target them. For example, the survey for LovePacks gave the insight that word-of-mouth was the way that most participants heard about an organization. For St. Jude's survey, a question was asked similarly, "How do you inform yourself about potential schools?" The result was exactly the same, word-of-mouth, but with print media following as a second. Within larger and smaller organizations, the result in how marketing reaches audiences is the same. Word-

of-mouth is ultimately the highest tool that results in awareness. How different organizations handle awareness by word-of-mouth, is where they differ.

A similarity that falls under word-of-mouth is by informing someone with access to a multitude of people. For both LovePacks and St. Jude, an aspect of the campaign was to inform a professor, whether it was about the social media internship or a biology professor about the biomedical sciences program. This avenue is used to access people in the organization's target audience by word-of-mouth.

A strong brand is the root of how word-of-mouth is successful. For this case, St. Jude's name is a strong brand name that has grown throughout the years. For any nonprofit or company to grow, a strong logo and brand must be recognizable. This is how brand awareness is spread. Smaller nonprofits have a greater challenge in creating a strong brand because of its size and capability to spread its name. In the case of LovePacks, the marketing and brand awareness has been pushed to the side because of lack of time and resources. Regardless of size, consistency of brand material is key to increasing awareness. The final similarity of nonprofits of different sizes is the goals of the organizations. For St. Jude, the goal is that "No child die in the dawn or life," while LovePacks is to "Stop Childhood Hunger." Nonprofits are created in order to make a difference in society and to better the world, and size does not stop this impact from occurring,

The St. Jude Graduate Program "Home Sweet St. Jude" campaign was shared with the program executives. The response was positive as they concluded that the idea of St. Jude becoming students' home was something that marketing could be focused on.

Since the presentation of the campaign, our team has not been contacted with updates.

The LovePacks campaign will be given to the LovePacks' Board of Directors with a presentation of material by the researcher. The goal is for LovePacks' to learn new marketing tactics, tools, and to implement new programs that are not currently utilized.

Chapter 8: ***Conclusion:***

The St. Jude Graduate Program campaign featured a much larger target audience that allowed its marketing tools to go beyond basic social media. The brand awareness that St. Jude possesses allows the program to successfully implement new tactics as well as back its campaign up with a large budget.

In contrast, the LovePacks' campaign is centered around free social media and updating platforms. Their audience was centered around a specific group that geographically is nearer the charity and can easily gain access to the facilities. The campaign was more targeted toward the charities' specific needs to keep the day to day operations running and to increase the general knowledge of the nonprofit in Oxford.

In conclusion, the basic research done for organizations sets the basis for the target audience and avenues that will be used during a campaign. The important factor in both campaigns is that the marketing material portray the nonprofit's need but also appeal to the donor. Had LovePacks' budget been larger, the material and avenues may have been more similar. The underlying goal for any nonprofit's marketing is to increase awareness, find long-term donors, and fit the needs of the target audience in order for the nonprofit to better society.

Appendix

LovePacks Survey Questions

This survey was created by The University of Mississippi Qualtrics system. During the month of February 2017, it was sent to over 200 participants whose ages range from college age students to parents in the Oxford Community. Approximately 135 surveys were completed.

1. Please select your age
 - a. Under 18
 - b. 18-24
 - c. 25-34
 - d. 35-55

2. What is your gender?
 - a. Male
 - b. Female

3. Are you from Oxford, MS?
 - a. Yes (Skip to question 5)
 - b. No (Skip to question 4)

4. If no, how long have you lived in Oxford?
 - a. Less than a year
 - b. 1-2 years
 - c. 3-4 years
 - d. 5 or more years

5. Have you ever heard of the Nonprofit Lovepacks?
 - a. Yes
 - b. Maybe
 - c. No

6. If not, are you familiar with any of the other Nonprofit Organizations in Oxford?
 - a. Yes (Skip to question 10)
 - b. Maybe (Skip to question 7)
 - c. No (Skip to question 7)

7. If so, which Organizations
Open Answer Question

8. How did you hear about Lovepacks or other Nonprofits in Oxford?
 - a. Word of Mouth
 - b. Social Media
 - c. Fundraising Event
 - d. Other

9. Are you an active volunteer or donate to any organizations/philanthropies in Oxford?
 - a. Yes (Skip to question 10)
 - b. Maybe (Skip to question 11)
 - c. No (Skip to question 11)

10. Are you involved with any national nonprofits?
 - a. Yes
 - b. No

11. If so, which organizations?
Open Answer Question

12. Does the organization you are involved with have social media or marketing?
 - a. Yes
 - b. Maybe
 - c. No
 - d. I have no idea

13. Do you think that their marketing efforts are proficient in increasing awareness?
 - a. Definitely yes
 - b. Probably yes
 - c. Might or might not
 - d. Probably not
 - e. Definitely not

14. Any other comments, questions, or concerns about Lovepacks or other nonprofit organizations in the Lafayette/Oxford/University area?
Open Answer Question

St. Jude Children's Research Hospital (Graduate Program) Survey Questions

The following survey was sent to over 100 participants that were either still in school or recently graduated. The goal of the survey was to figure out St. Jude's Graduate Program awareness and what students based their graduate school decision on. The most important question was the question that informed of the most important factor of a school. The data processed said the highest result was the location. Therefore, we focused our campaign around the location of St. Jude, Memphis, TN.

1. What is your age?
 - a. 18-28
 - b. 29-39
 - c. 40-50
 - d. 51 and older

2. What area of the United States are you from?
 - a. Northeast
 - b. South
 - c. Midwest
 - d. East Coast
 - e. West Coast

3. If still in school, what year are you?
 - a. Junior
 - b. Senior
 - c. Already Graduated

4. What are your potential plans after graduation?
 - a. Medical School
 - b. Graduate School
 - c. Unsure

5. Rank the following aspects in order of importance with 1 being the most important and 5 being the least important for your graduate school?
 - a. Location
 - b. Degree Program
 - c. Faculty
 - d. Cost
 - e. Accreditation

6. Would you be more likely to attend a joint graduate school and medical center or an independent graduate school?
 - a. Joint graduate school and medical center
 - b. Independent graduate school
 - c. No preference

7. Which of the following graduate schools are you familiar with? Check all that apply
 - a. Mayo Clinic
 - b. MD Anderson Cancer Center
 - c. Icahn School of Medicine
 - d. UT Southwestern Medical Center
 - e. John Hopkins Hospital

8. How do you inform yourself about potential schools?
 - a. Social Media
 - b. Word of Mouth
 - c. Print Media
 - d. Campus Visits

9. Did you know that St. Jude is opening up a 5-year graduate school program for biomedical sciences?
 - a. Yes
 - b. No

10. Would you consider applying to St. Jude's Program?
 - a. Yes
 - b. No

Campaign Booklets:

LovePacks

St. Jude Children's Research Hospital Graduate Program of
Biomedical Sciences.

ST. JUDE CHILDREN'S RESEARCH HOSPITAL **GRADUATE SCHOOL**



Alex Lindstrom, Callie Mayo, Lucie Barbour, MK Phillips and Robin Douglas



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SECONDARY RESEARCH

St. Jude

Located in Memphis, TN, St. Jude Children's Research Hospital was founded on February 4, 1962 by Danny Thomas. Danny had dreams of becoming an actor, but as he and his family struggled he realized he needed to find a stable job. He prayed to St. Jude Thaddeus, the Patron Saint of Hopeless Causes, for help in finding his way in life. In return he would build St. Jude a shrine. Eventually, he became one of the biggest stars in radio, film, and television. Thus, with the help of Memphis businessmen, Thomas built a hospital, St. Jude Children's Research Hospital, that would become a research institution where doctors and scientists would work together to cure childhood cancer, sickle cell and other deadly diseases. Because of his dream and with the funding of ALSAC, St. Jude has helped improve the survival rate of childhood cancer from 20% to 80% because no child should die in the dawn of life.



GRADUATE PROGRAM

10 years ago the idea of creating a St. Jude graduate program for biomedical sciences was brought up to faculty and staff. At the time there wasn't enough support for it. The faculty wasn't excited about it. In 2014 the new CEO, Dr. James Downing reopened the conversation. St. Jude will welcome its **first graduate class for biomedical sciences in August 2017.**



1 (800) 822-6344

262 Danny Thomas Place, Memphis, TN

stjude.org

PROGRAM ANALYSIS

Mission Statement :

“The mission of the St. Jude Graduate School of Biomedical Sciences is to educate and train future generations of scientists seeking to understand the molecular basis of human disease and develop novel therapies based on that understanding.”

Program:

St. Jude Graduate School of Biomedical Sciences is the **FIRST** degree-granting program on the campus of St. Jude Children’s Research hospital and the first biomedical graduate program with a focus on pediatric research. The application process started September 1, 2016 and ends December 1, 2016. The online application must be submitted by 11:59 p.m. PST on December 1. The inaugural class is chosen in the spring of 2017 and studies begin in August 2017. The class size is limited to **10 to 15 students per year**. St. Jude is looking for applicants of **all scientific backgrounds**.

Board:

The Board of Trustees for St. Jude Graduate School of Biomedical Sciences is Camille F. Sarrouf, Sr. (Partner/Senior Counsel), William E. Troutt, PhD (President), Steven J. Bares, PhD, MBA (President and Executive Director), James I. Morgan, PhD (Chair) and Stephen W. White, DPhil (Chair)

St. Jude Graduate School of Biomedical Sciences was designed, without any preconceived notions about graduate education, for independent students who seek an interactive and challenging research environment.



PROGRAM ANALYSIS



This **innovative** training program is designed for students to be able to graduate in **five years**. Students will receive **immense support, guidance, and mentoring from the faculty and staff**. Top faculty from many, diverse scientific fields will train students in laboratory rotations and guide them throughout their dissertation research. The graduate students will be learning the **top, new research methods and technologies**. Students will have the opportunity to interact with patients and research professionals throughout clinical care experiences to improve and strengthen their scientific research. Students will also receive **comprehensive career preparation**, including skills in research independence, grant writing, laboratory management and transferable skills for many, different career options. Students will complete the core of their **coursework and lab rotations in their first year**. During their second year, any additional discipline-specific training will be provided for the students as required. Throughout the program, students are required to participate in journal clubs, seminars and laboratory meetings.

COURSEWORK

Schedule and Requirements

Year 1

Coursework

Three six-week laboratory
rotations

Clinical assignments

Year 2

Dissertation research topic selected

Prep for Candidacy Qualifying
Examination

End of Year 2

Candidacy Qualifying Examination

Years 3-5

Dissertation research

Grant application submitted

Two manuscripts
accepted/published

Year 5

Preparation of dissertation

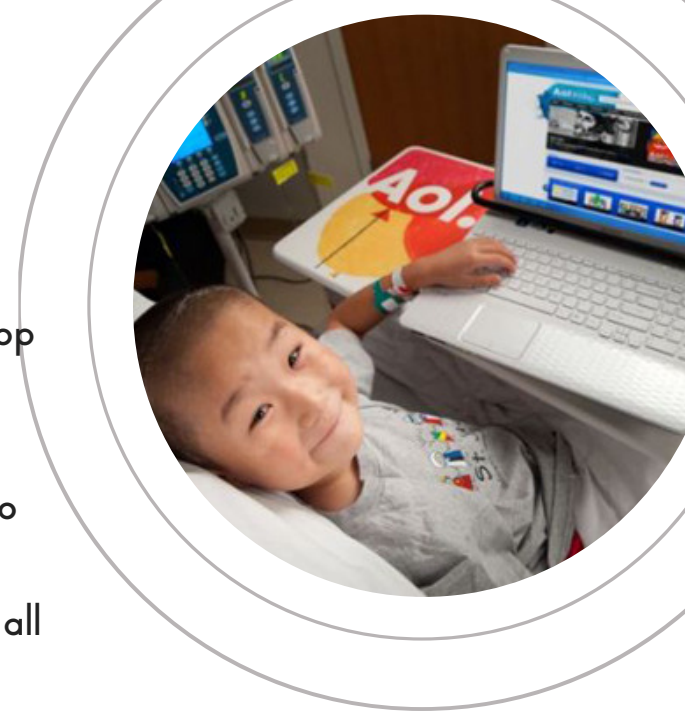
Oral defense of dissertation



Graduation

BENEFITS & FEATURES

Students are given the opportunity to make a **real world impact** as they learn how **bench science** is translated into patient care. Students will develop specialized expertise in their areas of interest, and they will experience the full spectrum of scientific exploration—from basic lab research to a translational pipeline and clinical trial runs. Students will have free access to secure on campus parking and an on-site fitness center, including exercise classes and wellness programs. Laptop and IT support will be available to all students as well. They will also receive a stipend of **\$35,000 per year**, **medical benefits**, **a full tuition waiver**, **time off for holidays, breaks, and medical and personal leave** and **professional development support**, including travel allowance for conferences, regular career- oriented seminars and events, networking opportunities, and exposure to internationally-recognized speakers. Instruction is given in an environment that annually provides education and training to more than 200 affiliated undergraduate and graduate students, 300 postdoctoral fellows, 170 medical students, and 45 clinical fellows. The Graduate School's **custom-designed 4,600-square-foot space** offers private study areas for first-year students, access to the Biomedical Library, a teaching facility and a student lounge. Lastly, there will be opportunities to volunteer in programs supporting St. Jude patients and their families, as well as other structured community service activities.



Strengths

Top Research Hospital in the World

Proton Therapy Beam

Core facilities that create faster research and subsidized by St. Jude

A bank of over 50 years of cells to help with research

Voted top place for Millennials to work

Weaknesses

1st Year opening

Not accredited yet (No international students)

Nothing to base experience off

No logo or school colors

No social media sites

Opportunities

New program that could eventually become very popular and groundbreaking for research

Chance to make this program any way that they desire

Various Partnerships (Dominos, Delta Airlines, Target)

Threats

Competitors with a bigger program

Other programs are located in bigger cities

SWOT ANALYSIS

St. Jude Graduate Program

Strengths

The reputation of St. Jude will reflect positively on the St. Jude Graduate School of Biomedical Sciences. St. Jude is the **top research hospital in the world**. The **core facilities**, campus, and hospital are features of the hospital that will attract potential students into the program. World renown **research faculty** will be teaching the graduate students. St. Jude was **voted the top place for millennials to work**.

Weaknesses

St. Jude Graduate School of Biomedical Sciences is in its opening year, which will be a weakness to the program. There is **no accreditation** of the program. Therefore, there can be no international students. Also, with it being in its first year, there is **nothing to base experience off of**. There is **not a current logo** for the program and there are no school colors. This will weaken the brand identity of the program. There are **no current social media sites**.

Opportunities

The first opportunity St. Jude Graduate School of Biomedical Sciences has is the **potential to eventually become very popular and groundbreaking for research**. St. Jude continues to push their boundaries to discover new scientific advances to improve cancer survival rates. The graduate school has the opportunity to advance this research. Being a new program, the St. Jude Graduate School of Biomedical Sciences will have the **opportunity to mold the program** in any way that they desire while upholding and reflecting the St. Jude mission.

Threats

Other graduate schools and competitors are a threat to St. Jude Graduate School of Biomedical Sciences. Competitors that have created a foundation and positive reputation within their graduate school will attract potential students. Another threat to the St. Jude Graduate School is the **location of the competitors**. Larger cities such as, Manhattan, Baltimore, and Rochester, will threaten St. Jude Graduate School in Memphis.

INDUSTRY

There are **five** other hospitals that have a similar infrastructure to St. Jude's graduate school program. First, there is the **Mayo Clinic** located in Rochester, Minnesota, **MD Anderson Cancer Center** located in Houston, Texas, **Icahn School of Medicine at Mount Sinai** in New York, New York, **John's Hopkins Hospital** located in Baltimore, Maryland, and lastly the **UT Southwestern Medical Center** located in Dallas, Texas. The majority of graduate programs in this industry advertise to students through multiple social media platforms

1. **Mayo Clinic**
2. **MD Anderson Cancer Center**
3. **Icahn School of Medicine**





Competitors *MAYO CLINIC*

In **1983** the Mayo Clinic became an independent degree-granting institution. In September of 2014 they celebrated their Graduate School of Biomedical Sciences's 25th anniversary. They have campuses in **Phoenix, Arizona** and **Jacksonville, Florida** as well as their main campus in **Rochester, Minnesota**. Students enrolled at the graduate school receive a stipend of \$27,420, full tuition, travel expenses to scientific meetings provided by mentors, low cost comprehensive medical insurance, dental assistance plan, Mayo Employees Federal Credit Union, access to Dan Abraham Healthy Living Center (exercise facility), and easy access to more than 200 graduate faculty members. Currently, **15% of enrolled students are from underrepresented backgrounds, 25% are international students, and 60% of enrolled students are women.**

Strengths

25 years of experience

Multiple Campuses

Flexibility in choosing research mentors.

Low Student to Faculty ratio

Available stipends and full-tuition scholarships for all students

Weaknesses

The various schools of education can take away focus from individual schools - too broad

Independent learning environment

Threats

Other graduate schools
Lack of high qualifying medical practitioners in America.

Criticism on researches by competitors

Opportunities

Career training

International reputation

Diversity in location

SWOT ANALYSIS

Mayo Clinic

Strengths

The school has **25 years of experience**, which is a big strength. The school has **credibility, proven results and a world renown reputation**. The graduate school has **multiple campuses**, so students have more flexibility on where they live. The main campus is in Rochester, Massachusetts, but graduate studies are also located in Jacksonville, Florida and Scottsdale/Phoenix, Arizona. These cities are all very different, which gives students choices on the atmosphere and part of the country they prefer to live in. At the Mayo Clinic Graduate School there are approximately 150 students, and they have access to more than 200 graduate faculty members. This aspect of the **school gives smaller class sizes and more opportunities for students to collaborate with faculty and other medical professionals**. The graduate program has its own Facebook page. This social media channel gives the school the opportunity to connect with people all over the world and further its reach.

Weaknesses

The Mayo Clinic Graduate School has five different schools of education. This **broad spectrum of focuses can take away attention** from each individual field. There are many different areas for students to focus on, that an argument could be made that the school has spread itself too thin. The school has an **independent learning environment**. There is a lot of guidance and mentorship offered from faculty and specialists in different fields, but the guidance must be sought out. It is up to the students if they want guidance from faculty, and they will not be checked on regularly. Students go through the program independently. There are certain required courses and trainings, but students have to decide for themselves how to be successful.

Opportunities

The school offers a wide variety of **career training experiences**, so that students graduate with versatile skills to better them in their future careers. The Mayo Clinic Graduate School has a strong **international reputation**. There are a lot of international students at the graduate school, giving an international, **diverse environment**. This aspect gives students the opportunity to meet people from all over the world and expand their scientific networks.

Threats

The Mayo Clinic is unique because it is a hospital that also offers a graduate school. The school is **threatened by other hospitals** that have taken the same approach and created graduate schools as well.



Competitors

MD ANDERSON CANCER CENTER

The University of Texas Graduate School of Biomedical Sciences at Houston was **founded in 1963**. The graduate school is sometimes referred to as GSBS (graduate school of medical sciences) and is known as a joint venture of UTHealth (University of Texas) and MD Anderson. The graduate school can be found on Facebook, Twitter, LinkedIn, Wikipedia, and YouTube. Their Facebook currently has 1,391, their Twitter has 191 followers, and their LinkedIn has 478 members.

Strengths

Existed for more than 50 years

Accreditation

Location: Houston, Texas

13 programs

Strong social media presence

Later application deadline

Weaknesses

Not as well known among
consumers nationally

Over utilization of
resources

Opportunities

Joint Venture with UT Health

Affiliation with other hospitals

Strong social media presence

Threats

Other graduate schools

Salary based compensation system may
increase cost of hospital

SWOT ANALYSIS

MD Anderson Cancer Center

Strengths

MD Anderson's graduate school was opened 53 years ago which gives them **credibility** in the field and a solid reputation amongst potential students. They have a **strong social media presence** on Facebook, Twitter, LinkedIn, and YouTube. This allows them to connect with the public and build relationships along with building a brand for themselves. MD Anderson's **location** in Houston, Texas attracts many students to the graduate school. They also **offer 13 programs** for a student to choose from which gives prospective student options.

Weaknesses

One weakness that MD Anderson faces is that they are sometimes limited with the things they can do because they are a **joint venture with UTHealth**. They do not have the ability to function like a lot of the other graduate schools, because they are tied together with another organization. Even though having 53 years of experience can be a strength it could also be considered a weakness. Due to longstanding traditions, they may **not have the ability to be as innovative** and creative as other newer schools. By offering 13 programs, the school faces the challenge of spreading themselves too thin. It may at time get confusing or overwhelming for students to have to choose what program upon entering.

Opportunities

The **joint venture with UTHealth** is an opportunity because it can bring in prospective students and faculty from the University of Texas Health Science Center at Houston. This joint venture makes the school unique and innovative, because it has two deans. The partnership gives students collaboration and different scientific opportunities to advance their educational experience. The graduate school has the opportunity to **reach people all over the world** with their social media accounts. The school has a Facebook, LinkedIn, Wikipedia and Twitter. These accounts can be used to reach prospective students and spread the mission and benefits of the graduate school.

Threats

The Mayo Clinic is unique because it is a hospital that also offers a graduate school. The school is threatened by **other hospitals that have taken the same approach** and created graduate schools as well.



Competitors

ICAHN SCHOOL OF MEDICINE

Icahn School of Medicine opened the Mount Sinai School of Medicine in 1968. Currently they have 283 PhD students. The school is made up of 29 multidisciplinary research, educational, and clinical institutes and academic departments. Women make up 58% of the students enrolled in the graduate program and 15.8% make up the underrepresented minority. The age range of students varies from 21 to 59. This past year they received 1,073 graduate program applications and only 480 were selected.

One Gustave L. Levy Place, New York, NY 10029-6574
(212)-241-6500
<https://icahn.mssm.edu/about>

Strengths

Opened 48 years ago

26,000-person alumni community

Small student to faculty ratio to
create close community

3 semester program rather than 5

Strong social media presence

Weaknesses

The least well known of its
competitors

Does not accept transfer students

Change of requirements

Opportunities

Joint Venture with Mount
Sinai Health System

Location brings diversity

Threats

The cost of living in
Manhattan's Upper
East Side

SWOT ANALYSIS

ICAHN School of Medicine

Strengths

Icahn School Of Medicine is **located in Manhattan's Upper East Side**. With this location comes prestige and numerous available resources. It has been open for almost **50 years** and has a alumni community of 26,000 people. The school has a **strong social media presence** in Facebook, Twitter, LinkedIn, and YouTube which increases connectivity with students around the world. Students that attend this school are able to finish their degree in **3 to 4 semesters rather than 5 years** like other programs. Lastly, there is a **small student to faculty ratio** which creates close relationships and a strong working environment.

Weaknesses

The Icahn School of Medicine is the **least known** out of its competitors. This will weaken the program through the pool of applicants to the graduate program. When students are applying to graduate school, the lack of awareness of the Icahn School of Medicine will lead to less applicants. The Icahn School of Medicine **does not accept any transfer students** who have previously enrolled into another medical school. This eliminates the opportunity to accept students with previous knowledge and experience. Within recent years, The Icahn School of Medicine dropped pre-med **requirements** and standardizing testing for half of its entering students. Half of the accepted students into the program and not required to take the MCAT. This is a major policy shift and this inconsistency could weaken the program as a whole.

Opportunities

The Icahn School of Medicine is the medical school for the Mount Sinai Health System, the **largest health system** in New York and one of the largest in the U.S. It consists of seven hospital campuses and has more than 5,000 faculty and almost 2,000 students, residents, and fellows. ISMMS is known for its **pledge to diversity**. It has received numerous awards such as the 2014 and 2015 Higher Education Excellence in Diversity (HEED) award from INSIGHT Into Diversity magazine, the oldest and largest diversity-focused publication in higher education.

Threats

The **cost of living** in Manhattan's Upper East Side is a threat to the program and will turn students away. The cost of living in Upper East side is 59% higher than the New York average and 93% higher than the national average. The cost of housing in Upper East side is 220% higher than the national average. The cost of being in the city as well as the increase of income tax in New York will threaten the applicants to the Icahn School of Medicine.

CONSUMER TRENDS



Common consumer trends in other biomedical sciences grad schools include an accumulative **grade point average of 3.0 on a 4.0 scale**. The GRE test is required and must submit a copy of their GRE test report. The Mayo Graduate School receives applications from approximately **300 to 400 national and international students each year**. It takes students approximately **5.25 years to complete their Ph.D. program**. After the Mayo Graduate School began to offer independent Ph.D. degrees, 87% of graduates have pursued a biomedical career in either academia or industry. Diversity is important at both the Mayo Clinic and the Icahn School of Medicine. **15 to 30 percent of each entering class represents minority populations** at the Mayo Clinic. While the Icahn School of Medicine is committed to promoting diversity throughout their research, clinical, and educational fields. And they were named to the 2015 Diversity Inc "Top 5 Hospitals and Health Systems" list, and received the 2014 and 2015 Higher Education Excellence in Diversity (HEED) award from INSIGHT Into Diversity magazine. The diverse pool of graduate students include **58% women and 25.8% underrepresented minorities**. The **ages range from 21 to 59**. Career Services at Princeton University gives a timeline for undergraduate students seeking to apply for graduate school and that year is **junior** year, which is why we have chosen this age to target.

Mayo Clinic. Mayo Foundation for Medical Education and Research, 1998. Web. 14 Sept. 2016. <<http://www.mayoclinic.org>>.

Icahn School of Medicine at Mount Sinai. N.p., n.d. Web. 14 Sept. 2016. <<http://icahn.mssm.edu>>.

<http://www.insightintodiversity.com/about-the-heed-award/2015-recipient/>

CONSUMER ANALYSIS

Facts & Figures of those that are the target consumer

Diversity:

Born in Macedonia, at age 14 Sara Kiparizoka moved to rural Laurel, MS when both of her parents started new jobs at Howard Industries as engineers. Graduating as Valedictorian from the Laurel public school system, Sara went onto The University of Mississippi to major in biology with a minor in psychology and chemistry. Throughout college Sara was in Tri Delta, won a Taylor Medal, graduated from the Honors College successfully defending her Thesis, all while doing cancer research throughout college and maintaining a GPA of 3.96 and MCAT score of 510. In her spare time Sara co-founded the App Cursty, which is now being invested and developed in San Francisco. She speaks English, Macedonian, and Spanish and enjoys playing tennis in her free time.

Patient Story:

At the age of 4, Henry was diagnosed with acute lymphoblastic leukemia. He went through several treatments and after 10 years of remission, at the age of 15, he was cured. His circumstances as a child inspired him to want go to medical school. Now, he is in his senior year of college. He is majoring in biology, and his GPA is 3.88. He hears about the St. Jude Graduate school and decides to put his medical school on hold to possibly attend this graduate school. He would love to be a part of an organization that did so much for him. To be able to save lives and find cures for kids just like him is his dream come true.





*PRIMARY
RESEARCH*

ST. JUDE CHILDREN'S RESEARCH HOSPITAL

GRADUATE SCHOOL FOR BIOMEDICAL SCIENCES

Research Proposal

Opportunity Statement:

An opportunity to attract a diverse applicant pool with various marketing tactics that portray every aspect of the St. Jude experience

Objective:

To examine what aspects of the St. Jude experience are the most marketable for prospective students and the most efficient way for them to receive the information.

Methods:

2 expert interviews

Surveys → student researchers from St. Jude, researchers at UT and undergraduate students interested in furthering their education in the medical field

Focus group → seniors at ole miss who are looking to further their education in the medical field

Goal:

To utilize the potential applicants input on their ideal graduate program and merge the St. Jude experience to create a strategic campaign that is customized to the target audience based on the information gathered



PRIMARY RESEARCH

STRATEGY & METHODS

Methods

1. Focus Group:

Conduct a focus group consisting of undergraduate seniors at The University of Mississippi. The participants will have mostly biology or medical field related majors, but also with a mix of prospective graduate students.

2. Survey:

A survey will be sent to groups of people with various ages, demographics, fields of study, and diverse qualities. 100 responders will inform us about their preference on graduate school choices and other influential factors that help them decide where to attend.

3. Interviews:

Two expert interviews were conducted to a surgeon that attended school in the south and another to a Pediatric Fellow who attended Mayo's graduate program previously. Our final interview was with the Assistant Dean of Student Media and Assistant Professor of Journalism at The University of Mississippi. She also serves on the Meek School of Journalism and New Media Diversity Committee.



FOCUS GROUP

OCTOBER 4, 2016



Participants: Ashleigh Harrison, Jessica Brewer, Collin Dietrich, Kelly Gilbert, Hayden Hudson, Shelton Wittenberg, Christian Schloegel, Molly Cocker, Ann Louise Seabrook, Erin Fowler

FOCUS GROUP

Moderator Guide

Welcome and Introduction (12:15 - 12:25)

Welcome, thank you for attending this focus group. This is being conducted for IMC 455 campaigns. The reason you are here is because we want your opinions on a certain topic. We are working with a client and will reveal that information shortly. For those that have never done a focus group before, it is just a small group discussion.

Ground Rules

There are no right or wrong answers

We are not trying to sell you or convince you of anything

We want to hear from everyone in the group

Only one person speaks at a time

We have to maintain a schedule- if we cut you off it is not that we are not interested we just have a lot to cover

Please answer each question honestly and be as descriptive as possible

Give your full attention; this will make it go by faster

Introduce yourselves: Name, where you are from, where do you plan on furthering your education after college (medical or graduate?)

Graduate Schools (12:25 - 12:35)

Let's talk about your ideal graduate school:

What comes to mind when you think of graduate schools?

What factors are the most important when deciding what graduate school to attend? (Location, price, programs)

What is the difference between medical school and graduate school?

How do you find out about new graduate schools?



FOCUS GROUP

Moderator Guide

Perceptions of Graduate Schools (12:35 - 12:45)

(List graduate programs that are linked to medical centers)

Mayo Graduate School **

John Hopkins University **

University of Texas Southwestern Graduate School

Icahn School of Medicine

MD Anderson Graduate School

Have you heard of these schools?

What do you know about them?

What comes to mind when you hear some of these names?

St. Jude Graduate School of Biomedical Science (12:45 - 1:05)

We want to share with you that our client is St. Jude Graduate School of Biomedical Sciences (give some info)

Have you heard of it?

What is your perception?

What do you know about St. Jude in general?

Would you consider attending this graduate school? Why or why not?

Paid tuition?

St. Jude Marketing Ideas (1:05 -1:10)

They want to create the best graduate program, attract the best students, and make their brand more well know, what should they do?

What should they be doing to promote themselves?

What do you see other graduate/medicals school doing that St. Jude should be doing? Or not doing?



FOCUS GROUP

Moderator Guide

Final Thoughts (1:10- 1:15)

If you were sitting down with faculty and staff from St. Jude Graduate School of Biomedical Science, what would you say?

What other things do you think we should address in this group?

Tell us 3 words that come to mind when you think of St. Jude Graduate School

Thank you all for coming this afternoon and participating in this focus group. It was a pleasure to meet all of you. Your answers and input will be very helpful as we move forward with this project. The data we collect from this research will be given to St. Jude Graduate School to better improve their business. Again, thank you for your time and have a great rest of the day.



FOCUS GROUP

Transcript

Have you heard of St. Jude grad school?

No, they had not heard of it until the focus group, but they think it will be successful in the south due to the strong support of St. Jude in the area.

How do you hear about grad schools?

Google them, research themselves, take tours

What can St. Jude do to make brand well known?

Dean of admissions of another school came to speak to one of the participants and gave interviews, and the group really liked this idea. The group suggested having a meeting with major colleges in the area.

Some of the group said that the small classes may be harmful because it would deter them from applying based on the thought that they would not get in. They did say that the extra attention from the faculty is a positive.

They think Memphis is good, Everyone agreed that a campus visit could help them make a decision about St. Jude. They need to be able to see themselves there and feel comfortable in the area, especially after a tour of St. Jude because it's so great. When you think of Memphis what do u think of? Justin Timberlake was the first answer.

Everyone said they would definitely want to meet the faculty before. They said they were looking for personable faculty not just smart.



FOCUS GROUP

Observations and Insights

The consensus from the group was that the top factors in choosing a school are the location and the programs offered. Some were interested in where they could get a good residency.

Lane wants her school to help her connect with community, diversity, and other aspects of school community.

The group thought higher of a graduate school if it was linked with a medical institution or hospital. Someone said a reason they chose to go to medical school over graduate was school was because of the type of research and he wanted to be with people more.

The group said they would take the risk of going to a new school in its first year if it was linked to an established hospital or medical center.

A majority of the participants said they wanted to choose a school in a city where they could see themselves ending up. Most preferred a bigger city.

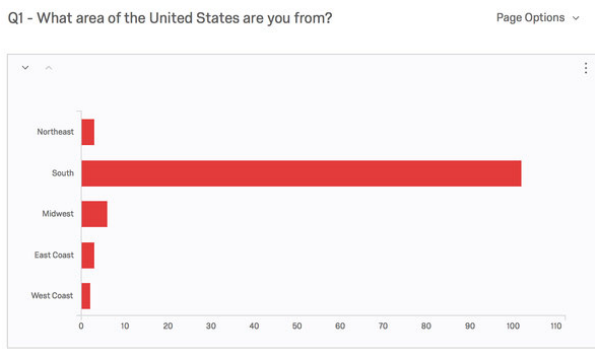


SURVEY SAYS...

Questions

What area of the United State are you from?

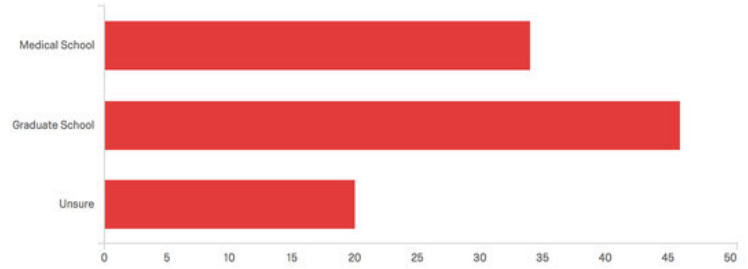
- Northeast
- South
- Midwest
- East Coast
- West Coast



What are your potential plans after graduation?

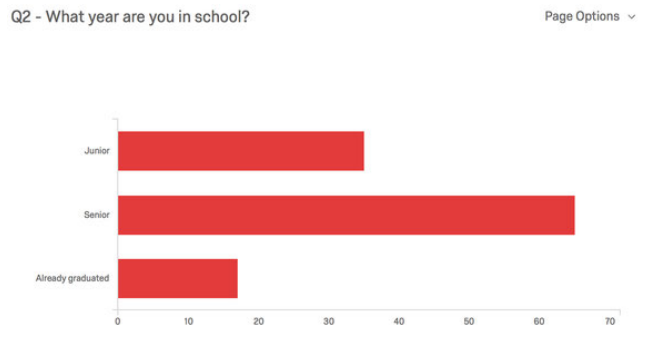
- Medical School
- Graduate School
- Unsure

Q3 - What are your potential plans after graduation? Page Options



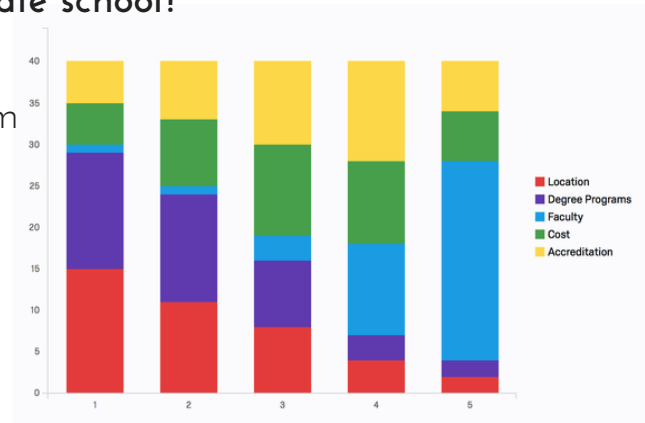
What year are you in school?

- Junior
- Senior
- Already graduated



Rank the following aspects in order of importance with 1 being the most important and 5 being the least important for your graduate school?

- Location
- Degree Program
- Faculty
- Cost
- Accreditation



SURVEY SAYS...

Questions

What is your age?

18-28

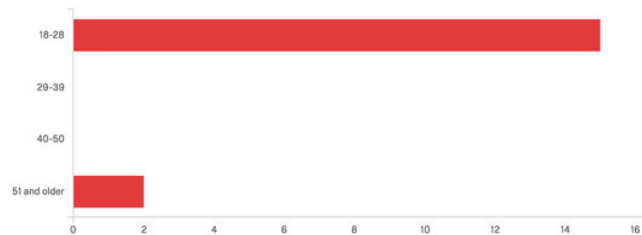
29-39

40-50

51 and older

Q11 - What is your age?

Page Options ▾



Would you be more likely to attend a joint graduate school and medical center or an independent graduate school?

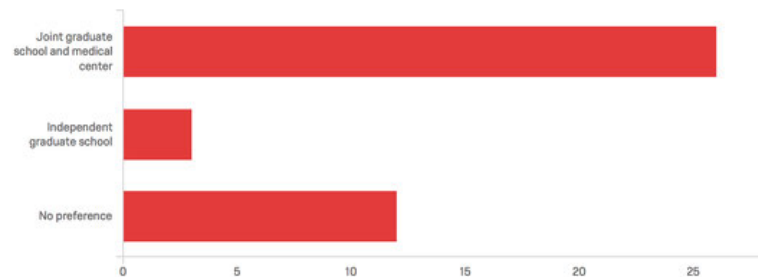
Joint graduate school and medical center

Independent graduate school

No preference

Q6 - Would you be more likely to attend a joint graduate school an...

Page Options ▾



SURVEY SAYS...

Questions Continued

Which of the following graduate schools are you familiar with? Check all that apply

- Mayo Clinic
- MD Anderson Cancer Center
- Icahn School of Medicine
- UT Southwestern Medical Center
- John Hopkins Hospital

How do you inform yourself about potential schools?

- Social media
- Word of Mouth
- Print Media
- Campus Visits

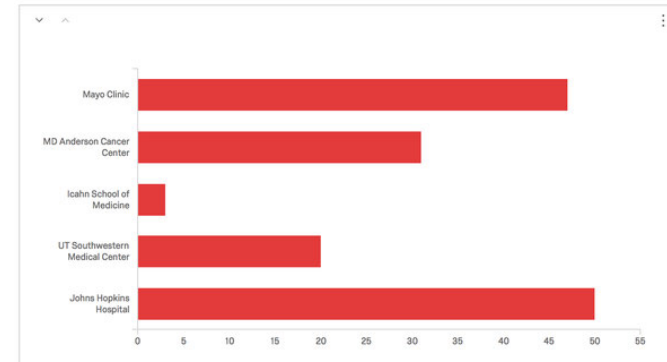
Did you know that St. Jude is opening up a 5 year graduate school program for biomedical sciences?

- Yes
- No

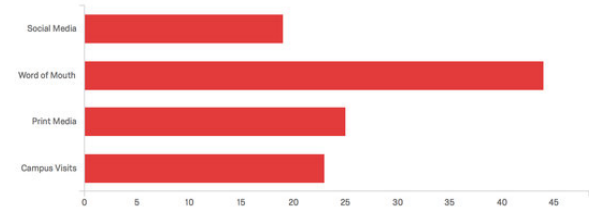
Would you consider applying to St. Jude's program?

- Yes
- No

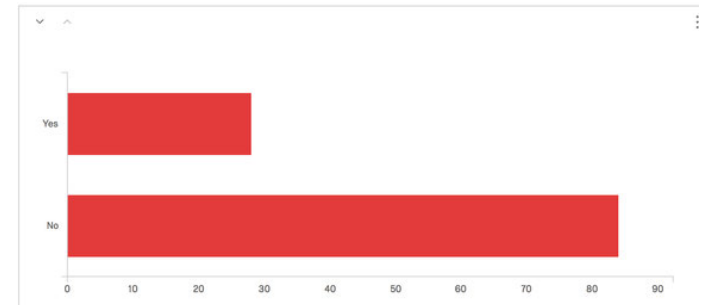
Q9 - Which of the following graduate schools are you familiar with... Page Options



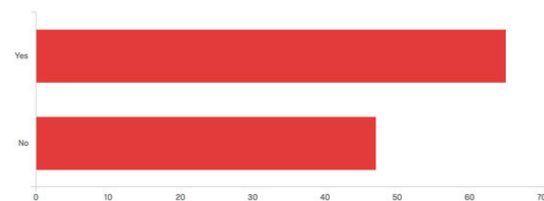
Q10 - How do you inform yourself about potential schools? Page Options



Q12 - Did you know that St. Jude is opening up a 5 Year Graduate ... Page Options



Q13 - Would you consider applying to St. Jude's program? Page Options





SURVEY SAYS...

Results and Analysis

Out of the 111 participants, 96 said they were from the south. That is 88.07% of the participant population.

Out of the 111 participants, 62 said they were seniors. 31 said they were juniors, and 18 have already graduated.

Out of the 93 participants that have not already graduated, 40 want to go to graduate school after graduation. 33 want to go to medical school, and 20 of the participants are unsure.

To the participants planning on going to graduate school, location is the most important aspect (37.50%). Degree program is a close second with 35%. Cost and accreditation are tied with 12.50%. And to most participants faculty is the least important aspect.

26 of the participants that are interested in graduate school prefer to attend a joint graduate school and medical center. 3 participants would rather attend an independent school. The remainder of the participants are unsure.

John Hopkins Hospital was the most well known competitor with 89.29%. Mayo Clinic was second with 83.83%. The least known of the five was Icahn School of Medicine with 5.36%.

Word of Mouth is the most popular way the participants inform themselves about potential schools (40%). While only 17.27% inform themselves using social media.

58.56% of the participants would consider applying to graduate school at St. Jude.

INTERVIEWS

PROFILE

Dr. Alexander John Haick, MD

Education:

Medical School: University of Mississippi School of Medicine, Jackson MS

Residency: Vanderbilt University Medical Center, Nashville TN

Specialties: Surgery

General Surgery, Breast Surgery, Colon & Rectal Surgery, Endocrine Surgery, Gastroenterological Surgery, Hepatopancreaticobiliary Surgery, Laparoscopic

Hospital Affiliations:

Baptist Medical Center Affiliation, Jackson MS, 39202

Restorative Care Hospital, Jackson MS, 39202



INTERVIEWS

Interview

Dr. Alexander John Haick, MD



Why did you choose the University of Mississippi School of Medicine in Jackson MS?

Dr. Haick was offered, after 3 years of undergrad, to attend the University of Mississippi School of Medicine in Jackson, MS. No other schools would accept students without an undergraduate degree. He walked into his interview and was given a spot at University of Mississippi School of Medicine.

What would you consider to be the “high” of your med. school?

The faculty. The faculty was outstanding at his school. Dr. Haick specifically pointed out Dr. Hardy, he specialized in surgery. He was a very “dynamic guy”. For Dr. Haick, the surgical residents were great at his school, which was a high for him.

Why did you choose Med. School over Grad School?/ Had you always known you wanted to go to Med School?

For the most part, Dr. Haick had always known he was going to attend Medical School. His parents had always assumed he would be a doctor one day. His father was adamant that Dr. Haick should work for himself and wanted him to be independent. Although his father was an engineer, his father’s brother and brother-in-law were both physicians. Dr. Haick had known for a long time that he wanted to be a surgeon. He says he is lucky enough to fulfill this dream and still save lives today.

INTERVIEWS

Interview

Dr. Alexander John Haick, MD



Why did you choose Vanderbilt for residency?

Dr. Haick says he “lucked out” in regards to his acceptance into Vanderbilt for residency. When it came to choosing a spot for his surgical residency, Dr. Haick wanted to go where he could see himself living and where he could get a spot. Dr. Haick also interviewed for Massachusetts General Hospital. However, he knew he would not get a spot there. (he said something about them not accepting people from the south usually)

Any concerns about the Grad School Program?

Dr. Haick did not have any concerns. However, he did mention the possibility of current research graduate programs through University of Tennessee School of Medicine in Memphis as well. He wanted to know if they would work together in any way? Will this help/hurt each program?

What are your thoughts about St. Jude Graduate Program?

Dr. Haick pointed out how well known of an institution St. Jude is. He knows how well-funded it is with a lot of clinical material. Because of this, he thinks it is a great place for a program like the graduate school.

INTERVIEWS

PROFILE

Gregory Chinchar

Education: PhD at Indiana University

Job: Director of the Graduate Program of Biomedical Sciences at UMMC, Jackson, MS



INTERVIEWS

Interview

Gregory Chinchar



Director of the Graduate Program of Biomedical Sciences at UMMC, Jackson, MS

The Program Itself:

The MS-BioMedSci program is mainly for students seeking to improve their credentials prior to applying to medical/dental school. However, we have had about a half dozen students use the program as a stepping stone into graduate school.

The School of Graduate Studies in the Health Sciences at the University of Mississippi Medical Center offers a Master of Science degree in Biomedical Sciences. The degree program is designed to meet the needs of several groups of students: Those seeking to broaden their scientific background prior to application to, or entry into, professional or graduate school, Those interested in teaching at the high school or junior college level. Those interested in improving their knowledge base prior to entering into governmental service.

Program Prerequisites:

Although a BS or BA degree in Biology, Chemistry, or another natural or physical science is preferred, graduates in other disciplines who have an interest in Biomedical Science are encouraged to apply.

Application Process:

The application deadline is June 1st. However, students are encouraged to complete their applications as early as possible because admission is made on a rolling basis beginning April 1st and continuing until the class is filled.

INTERVIEWS

Andrew Landstrom- Mayo Clinic Graduate



Interview via LinkedIn

What was your primary reason for choosing graduate school over medical school? How important was location to you? Did you want to be close to home? Far away from home? How did you find out about the graduate school? (social media, word of mouth, campus visits) What finally made your decision to go to this particular graduate school? Thank you so so much for your time. It is greatly appreciated.

"So I actually did both an MD and PhD through Mayo's Medical Scientist Training program. Rochester, MN wasn't close to any family but given the chance to train there I went and it was an easy decision for me. The graduate school is one of the best kept secrets of Mayo. It doesn't get as much press as the medical side, but is excellent. Faculty are very supportive. There are a number of research tracks depending on your interests. What are you interested in?"

I was wondering how you found out about the Mayo Clinic's program? Your feedback has been super helpful.

"I found out about Mayo while researching medical schools, and fell in love with the graduate program subsequently. I never thought I would move to Minnesota, but it was worth it."

INTERVIEWS

PROFILE of Patricia Thompson

University of Mississippi

Meek School of Journalism and New Media

Education: University of Missouri School of Journalism

Job: Assistant Dean, Student Media; Assistant Professor of Journalism



INTERVIEWS



**Patricia Thompson - Assistant Dean, Student Media
Assistant Professor of Journalism**

Goal: Target Diversity

Diversity is a very valuable thing for any higher education institution, but would you say that there are particular reasons that it is especially important in today's modern world?

Absolutely. The United States is expected to become majority minority later this century. Companies, organizations and universities must factor the diversity of their audiences into everything they do. And globalization affects our economy, our culture, our politics, our future. All college students should learn to thrive in a society where diversity in people, opinions, age and other areas are valued. It will make them not only better employees and leaders, but also make them better citizens of the world.

Does the Meek school of journalism and new media feel that diversity is an important aspect to the school?

Definitely. Valuing diversity is written in every syllabus for every course. We have a faculty Diversity Committee. It's part of our conversation on a daily basis. We look for diversity in student enrollment, diversity in faculty and staff hiring, diversity in student organizations. We teach respect for diversity, and we consider ourselves among the leaders in promoting a commitment to diversity on campus, in our community, in our state and beyond.

INTERVIEWS

**Patricia Thompson - Assistant Dean, Student Media
Assistant Professor of Journalism**



Are there strategic ways in advertising or attracting diverse students?

One way is to make sure you show the diversity of your student body in all your promotional materials. Make sure prospective students know about the opportunities you offer. At a university like Ole Miss, it is important to help students understand that, while every town and city has issues, many of the stereotypes about Mississippi are overstated, and that there are many people who live and work here who have devoted themselves to improving the state. It's a good place for students who want to make a difference. It's a good place for students to get, in some cases, an Ivy League-equivalent education at a moderate cost.

If so, what would you say are the most successful features at engaging a diverse population?

I would say one of the things that sets us apart from other college communications programs is the opportunities we offer students to participate in reporting projects in Mississippi and abroad. Just in the past few years, we have sent students - mostly undergraduates - to delve deeply into topics affecting the Mississippi Delta, Native Americans in Mississippi and Oklahoma, Belize, Ethiopia, Zimbabwe. We have regular forums that feature diversity of topics and speakers.

ST. JUDE CHILDREN'S RESEARCH HOSPITAL

Strategic Planning



Our Plan

Insight:

The insight that we discovered showed that **location** is the biggest factor to prospective students when choosing a graduate school.

Big Idea:

The idea is to link St. Jude's Biomedical Graduate Program to the local appeal of Memphis and portray the "Close to home" factor that students are looking for.

Campaign Idea:

"Home Sweet St. Jude"



Our Plan

Goals:

The goal is to create awareness of the St. Jude Experience while portraying the appeal of the city in which it is located.

The Strategy

The strategy is to reach out to prospective students through **virtual Q&A**, **advertisements** through mass media, and **word of mouth**. Target audience will be juniors in undergraduate programs seeking to further their education in the biology field.

Our Tactic:

To increase the graduate school's brand awareness, the slogan of St. Jude's choice will be featured in numerous social media platforms.

Tactic #1: Target school across the country with web Q&A Sessions

Tactic #2: Send flyers and applications across the country

Tactic #3: Host Event Day featuring St. Jude Experience and Memphis highlights



Budget Breakdown

We will launch our campaign in February 2017 and it will continue through September 2017. The three focus areas are event day, print ad, and social media.

Event Day:

St. Jude Graduate School will host an event day where prospective students come to visit their campus and hospital. A tour will be given to all in attendance. After the tour, a Lunch and Learn will take place. There will also be a patient panel for students to listen to patients speak about their St. Jude experience. This day will be full of activities that will feature St. Jude and Memphis.

Print Advertising:

100 full page flyers will be sent to 20 different schools during the months of February, March, April, August and September. In addition to sending flyers, the graduate program will print out applications, with postage included, to send alongside. Other promotional material will be sent as well.

Social Media:

Ads on Facebook and Google will run throughout the 7 months. St. Jude's personal Instagram account will post graphics related to the biomedical graduate school. We are also going to create a promotional video for their website that will highlight the St. Jude experience, faculty, patients and the city of Memphis. We will also encourage St. Jude to post on their personal Instagram account graphics related to the graduate program.

	January	February	March	April	May	June	July	August	September	October	November	December
	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget
Event Day	\$0	\$12,920.81	\$1,020.00	\$0	\$0	\$0	\$0	\$0	\$1,020.00	\$0	\$0	\$0
Lunch & Learn Food/Drink	0.00	0.00	300.00	0.00	0.00	0.00	0.00	0.00	300.00	0.00	0.00	0.00
Outdoor Balloon Arch	0.00	500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Event Day Decorations (tent, balloons, tables etc.)	0.00	5,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Banner (6)	0.00	483.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Grizzlies Game	0.00	2,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
City Cruiser	0.00	0.00	720.00	0.00	0.00	0.00	0.00	0.00	720.00	0.00	0.00	0.00
St. Jude Bumper Sticker (1000)	0.00	457.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St. Jude Flash Drive (480)	0.00	4,480.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Social	0.00	1,160.00	1,160.00	1,160.00	1,160.00	1,160.00	1,160.00	1,160.00	1,160.00	0.00	0.00	0.00
Facebook Ads	0.00	580.00	580.00	580.00	580.00	580.00	580.00	580.00	580.00	0.00	0.00	0.00
Google AdWords	0.00	580.00	580.00	580.00	580.00	580.00	580.00	580.00	580.00	0.00	0.00	0.00
Print	0.00	629.99	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Printed applications (500)	0.00	100.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stamps (500)	0.00	235.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Flyers (2000)	0.00	194.99	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Community Flyers (200)	0.00	100.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	\$0.00	\$14,710.80	\$2,180.00	\$1,160.00	\$1,160.00	\$1,160.00	\$1,160.00	\$1,160.00	\$2,180.00	\$0.00	\$0.00	\$0.00

Year-to-Date Summary	Budget	% of Budget
Event Day	\$14,960.81	60%
SOCIAL	\$9,280.00	37%
Print	\$629.99	3%
TOTAL	\$24,870.80	



Execution Plan



Execution Plan

St. Jude Children's Research Hospital is the leading hospital for childhood cancer research. St. Jude was founded on the idea that "no child should die in the dawn of life" and because of that its faculty vows to never stop till a cure for childhood cancer has been found. St.

Jude also prides itself on its diverse faculty and patient pool. The hospital is now expanding its research and creating a Graduate Program of Biomedical Sciences. When potential applicants hear "Home Sweet St. Jude," it will spark the collaboration of St. Jude's brand and Memphis. The goal is to showcase how St. Jude's Graduate School and Memphis can be a home to all and how its students will promote community and service through research.

Virtual Q&A:

Research showed that prospective students want to meet the faculty and staff before choosing their graduate school. The Virtual Q&A would allow prospective students to ask questions to faculty and staff and learn other important information about the graduate program all at the comfort of their home. At the same time, St. Jude would be able to interact with students without actually having to visit various campuses. A link would be posted to the website where students could join the virtual Q&A. An email will be sent to various undergraduate biology programs informing students about the Virtual Q&A.

ROI- Measure the amount of people that join the Virtual Q&A and evaluate results

Facebook Ads:

Our Facebook Ads will feature all created ads in our “Home Sweet St. Jude” Campaign. All of the ads will create brand awareness of St. Jude’s new graduate program. In addition, the ads will show that the school is searching for a diverse applicant pool. The ads will highlight the collaboration between Memphis and St. Jude and the different aspects that the school feels are vital to the success such as the research, the faculty, and the campus. Our research through our focus group showed that college students find new opportunities and valuable advertising on Facebook more than any other social media.

ROI- Measure CPC and evaluate results



St. Jude Graduate School of Biomedical Sciences added a new photo.

Like Page

Sponsored ·

make your mark



St. Jude Graduate School of Biomedical Sciences
APPLY today at www.stjude.org

Like

Comment

Share



St. Jude Graduate School of Biomedical Sciences added a new photo.



Sponsored ·



Like

Comment

Share



St. Jude Graduate School of Biomedical Sciences added a new photo.

Like Page

Sponsored ·

JOIN US FOR OUR
Graduate School Day
MEMPHIS, TN
MARCH 22, 2017 & SEPTEMBER 18, 2017

Schedule your visit today when you apply online at <http://bit.ly/2epGyNj>

The advertisement features a large photograph of the St. Jude Children's Research Hospital building in Memphis, Tennessee. The building is a large, modern structure with a prominent red curved walkway. The sky is blue with scattered white clouds. The text is overlaid on a dark grey background with a red bar at the bottom.

Like

Comment

Share



St. Jude Graduate School of Biomedical Sciences

Like Page

Sponsored · 🌐

All applicants are invited to join us for Event Day at St. Jude Graduate School of Biomedical Sciences on March 22 or September 18! Visit our website to sign up.

St. Jude Graduate School of Biomedical Sciences

EVENT DAY

Tour of St. Jude Grounds

10:00 AM
 Guests will be taken on an extensive tour of the entire St. Jude grounds. This includes a guided tour of the hospital and the St. Jude Graduate School.

St. Jude City Cruiser

2:00 PM
 Guided tours of Memphis will be given on our St. Jude City Cruiser! This fun and exciting tour gives prospective students a chance to see everything Memphis has to offer.

Lunch n' Learn

11:45 AM
 This is an opportunity for prospective students to learn more about the Graduate School. While students enjoy lunch, Brian Wilson and Esquivel Collins will share why they think the St. Jude Graduate School is the perfect fit for students.

Community Come & Go

3:30 PM
 The Community Come & Go will end the day by welcoming guests into the Memphis community. There will be food trucks, live music, and Memphisian talent!

Faculty & Patient Panel

1:00 PM
 Guests will have the opportunity to ask questions to a panel of St. Jude faculty and former patients of St. Jude. This panel will give prospective students an inside look at St. Jude.

Learn more about Event Day at www.stjude.org

Google AdWords

We will use Google AdWords to create online ads to reach prospective students when they make Google searches. Through our research, we discovered that prospective students use Google to search for information about graduate schools. Google AdWords will display our ads at the top of the page when students make searches using certain keywords. On Google AdWords, we will enter relevant keywords, so that when those keywords are googled, our ad will appear. Our keywords will include the names of competitor schools as well as generic words that students may Google when choosing a graduate school. The ad will tell students to apply now, and it will have a link to the website. We will target these ads to the locations we are sending flyers to.

ROI- Measure CPC and evaluate results

St. Jude Graduate School - Apply Online Now

Ad www.stjude.org

Make your mark with a PhD at one of the top medical centers in the world.

Print Advertisements:

A packet of flyers, applications, bumper stickers and flash drives will be sent to twenty different schools throughout our campaign period. The flyer will feature our focus on INCLUSIVITY. The purpose is to target a diverse pool of applicants. St. Jude is accepting and encourages all backgrounds and demographics to apply. The applications will be provided with an envelope and a stamp. This will give people, who may not have access to a computer, the chance to apply to the graduate school. The purpose of sending the bumper stickers and flash drives is to reinforce the brand. Promotional items will increase the conversation about the graduate school. Flyers will also be posted around Memphis encouraging the community to attend an event hosted by the graduate school.

ROI- No exact way to measure but great publicity

Target Schools

Washington: Washington State University
University of Washington

California: Stanford University
University of California- Berkley

New York: Columbia University
Cornell University

Arkansas: University of Arkansas
Arkansas State University

Texas: Baylor University
Texas Tech University

Arizona: Arizona State University
University of Arizona

Georgia: Georgia Tech
University of Georgia

Massachusetts: Harvard University
Massachusetts Institute of
Technology

Alabama: Auburn University
University of Alabama

Mississippi: Jackson State University
University of Mississippi

Print Advertisements

make your mark



Xinwei Cao, PhD

Beijing University

Xinwei Cao has helped to define mechanisms that regulate the growth of the vertebrate nervous system.



Rachel C. Brennan, MD

Johns Hopkins University School of Medicine, Baltimore, Maryland

Dr. Brennan has offered her skills as a lab liaison and helped translate preclinical research into clinical trials.

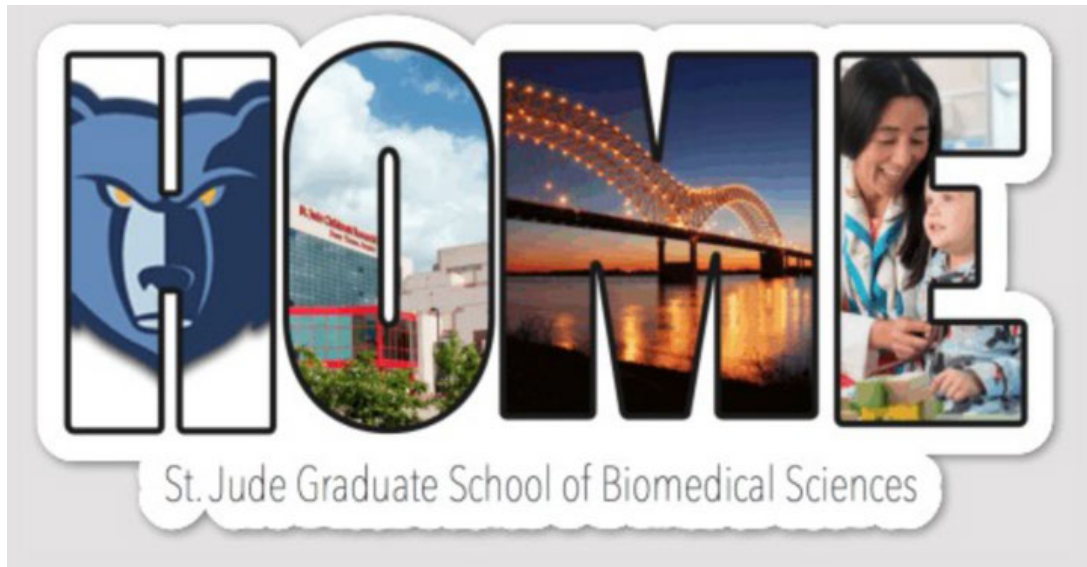


Thomas E. Merchant, DO, PhD

PhD – University of Utrecht, The Netherlands

Dr. Merchant designed new treatments for children with brain tumors and modeled radiation-related CNS effects.

Promotional Items



Event Day

St. Jude Graduate School of Biomedical Sciences will host two event days throughout the campaign period. The first event day will be held in March, and the second event day will be held in September. The event day will be open to the first one hundred prospective students that register on the website. Event Day will also go live on Facebook for those who are not able to attend. Several activities will take place at the event day. Prospective students will participate in a tour of St. Jude's grounds, a Lunch n' Learn and a faculty and patient panel. After, students will have the opportunity to ride the "St. Jude City Cruiser" around Memphis. The "Community Come & Go" will take place at the end of the day. There will be food, drinks, live music and other Memphis trademarks. This will give prospective students the chance to interact with the community they may live in during their time at St. Jude. The prospective students will also have the chance to bond with each other at either a Memphis Grizzlies in March or a Memphis Redbirds game in September.

ROI- A measurement of attendance by prospective students and community members

Event Day Banners



Event Day Flyer

JOIN US FOR OUR

Graduate School Day

MEMPHIS, TN

MARCH 22, 2017 & SEPTEMBER 18, 2017



Schedule your visit today when you apply online at <http://bit.ly/2epGyNj>

Event Day Schedule

St. Jude Graduate School of Biomedical Sciences

EVENT DAY

Tour of St. Jude Grounds

10:00 AM

Guests will be taken on an extensive tour of the entire St. Jude grounds. This includes a guided tour of the hospital and the St. Jude Graduate School.

Lunch n' Learn

11:45 AM

This is an opportunity for prospective students to learn more about the Graduate School. While students enjoy lunch, Brian Walton and Racquel Collins will share why they think the St. Jude Graduate School is the perfect fit for students.

Faculty & Patient Panel

1:00 PM

Guests will have the opportunity to ask questions to a panel of St. Jude faculty and former patients of St. Jude. This panel will give prospective students an inside look at St. Jude.

St. Jude City Cruiser

2:00 PM

Guided tours of Memphis will be given on our St. Jude City Cruisers! This fun and exciting tour gives prospective students a chance to see everything Memphis has to offer.

Community Come & Go

3:30 PM

The Community Come & Go will end the day by welcoming guests into the Memphis community. There will be food trucks, live music, and Memphians galore!



Learn more about Event Day at www.stjude.org

Memphis City Cruiser



Press Release



262 Danny Thomas Place
Memphis, TN 38105

For Immediate Release
For Information Contact

PRESS RELEASE

Assistant Dean, Racquel Collins
Racquel.collins@stjude.org

Launch of A New Campaign ***"Home Sweet St. Jude"***

St. Jude is launching a new campaign to promote its new graduate school

Memphis, Tenn. (February 1, 2017) – The St. Jude Graduate School of Biomedical Sciences is launching a new campaign, "Home Sweet St. Jude," to create awareness for its graduate school. The St. Jude Graduate School seeks to portray the St. Jude experience and the local appeal of Memphis to its prospective students throughout the campaign.

The St. Jude Graduate School of Biomedical Sciences strives to create scientific leaders who will discover the next generation of cures. In order to reach out to this diverse group of students, St. Jude will use campus visits, event days at St. Jude, social media and mass media advertisements, and word of mouth. The campaign will use these strategies to portray the St. Jude experience to students. Students like the "close to home" aspect, so the local appeal of Memphis will be featured throughout the campaign.

"The idea of community and service to the community is really important. We will strive to instill this mentality in our students" Assistant Dean Racquel Collins says.

The St. Jude Graduate School of Biomedical Sciences mission is to educate and train future generations of scientists seeking to understand the molecular basis of human disease develop novel therapies based on that understanding. This collaborative program uses an innovative curriculum and hands on clinical experience for students to learn the skills they need to become the next generation's scientific leaders. The website, www.stjude.org, contains additional information.

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Home Sweet St. Jude!



Alex Lindstrom, Callie Mayo, Lucie Barbour, MK Phillips and Robin Douglas (Not Pictured)

Campaign by: Alex Lindstrom

OXFORD

LOVE  BOOKS



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OUR STORY



HOW IT STARTED

When a local teacher opened up a child's backpack and found used, unfinished milk cartons that the child had taken from the lunchroom because he did not get any milk at home, Lovepacks was formed. Four board members began with 10 packed lunches from their own kitchen to now 160 per week serving 11 schools in LOU community.

FOUNDATION

"In the Spring of 2010, we found 12 children that we began to help out of the back of a car. From there with various connections and friends, we started with what we could. We are just four moms on the board, that wanted to make a difference in these kids lives."

-Camie Bianco



THE MISSION

Lovepacks provides prepackaged meals for school age children on weekends and holidays in over 11 different LOU schools. They aim to help and provide meals for as many children as are in real distress and need food. Because of the community, churches, and civic organizations that support Lovepacks, they are aiming to stop childhood hunger in Oxford! The possibilities are only limited by compassion.



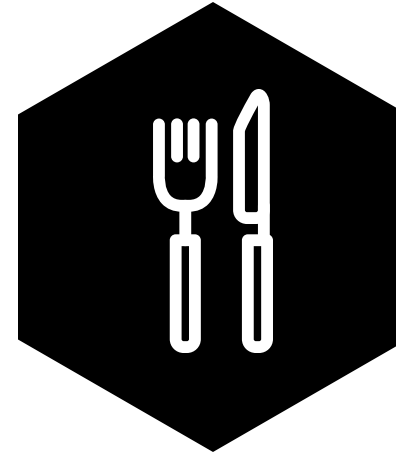
OUR GOALS



DONATE AND
VOLUNTEER



PACK MEALS AND
DELIVER



PROVIDE CHILDREN WITH
MEALS FOR THE WEEKEND

SWOT ANALYSIS

STRENGTHS

Widely known around LOU
Many donors & volunteers
Spread by word of mouth
Reliable space for food packing

WEAKNESSES

Lack of marketing & social media
Only 4 Board Members

OPPORTUNITIES

Large Nonprofit in LOU
Available to grow in
donors, volunteers,
and amount of children to
help

THREATS

Not many monetary donors
Other nonprofits in LOU
Community

SWOT ANALYSIS



STRENGTHS: Oxford is located in a small town of 22,000 and is a close knit community. The ability for word to spread about this organization is a strength that can be utilized in many different avenues. The space and schools that LovePacks operates in are widely know, will parents and a target audience that are overly willing to volunteer and donate.

WEAKNESSES: The lack of marketing and webmaster is a major weakness that allow other nonprofits in the industry to have leverage over LovePacks. The board members do not have time to devote to the social media page, and the awareness is not increasing by this avenue.

OPPORTUNITIES: Since 2010, LovePacks has grown exponentially and has the chance to continue to grow. The number of schools may not grow, but the number of volunteers and monetary donations by families, on campus organizations, and small businesses will only continue to grow since this is a local organization.

THREATS: The few threats stem from no consistent monetary donations and other nonprofits growing that also require the communities volunteer support.

INDUSTRY



THE PANTRY

A service that provides food for needy families in the Oxford-Lafayette community.



MORE THAN A MEAL

"Serving the of Oxford with good food, encouragement, and a sense of community. A warm meal, fellowship, and much much more.



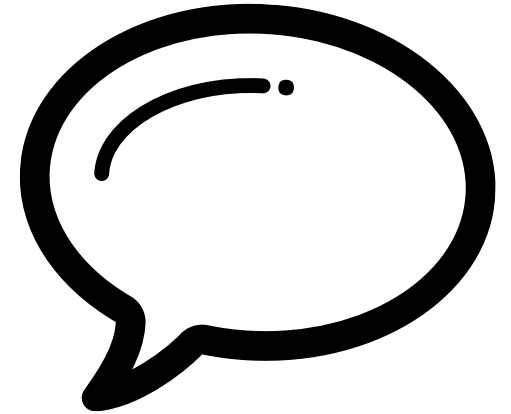
FEED THE HUNGER

Christian ministry that provides food for the homeless.



PRIMARY

RESEARCH



SURVEY SAYS

Surveyed 100 Students, Parents, & Community Members

via Ole Miss Qualtrics Surveying System



QUESTIONS ASKED



1. Are you from Oxford?
2. Have you ever heard of the Nonprofit Lovepacks?
3. If not, Are you familiar with any other Nonprofits in Oxford?
4. How did you hear about Lovepacks?
5. Are you involved with any national nonprofits?
6. Does the nonprofit you are involved with have social media?
7. Do you think that their marketing efforts increase their awareness?



RESULTS

67% of participants have knowledge about the LovePacks organization.

Overall, 76 participants are involved with a local nonprofit such as: Leap Frog, More than A Meal, Feed the Hunger, YMCA, Boys and Girls Club, and Humane Society.

46% of participants heard about LovePacks through Word-of-Mouth, while the others heard by social media and fundraising events.

52% of participants said that the nonprofit organization they were involved in, whether it be local or national , and some form of social media.

32 participants answered that the social media accounts "Probably" increased the nonprofits brand awareness.



INTERVIEW

Camie Bianco
Mother of 5 Children
Lived in Oxford for 17 Years
Board Member and Founder of
LovePacks



INTERVIEW

Q: How do you think that nonprofits are viewed in Oxford, MS?

A: "I think that nonprofits are a MECA in Oxford. We have a passionate community for charities. People are open and willing to give and get involved. There is always an amazing response from the community"

Q: Are nonprofits widely known about in Oxford and what is the main age that participates with LovePacks?

A: "A lot of people hear about nonprofits and volunteer opportunities by word of mouth. I think for our organization the biggest volunteer group is the parental-age group, since most of the children are school age."

Q: Tell me a little bit about LovePacks and how it works

A: "Well, we pack food for about an average of 170-175 kids per week. There is a point person at every school, typically the counselor and they will identify the children that need packs. We serve all schools in Oxford and Lafayette."



INTERVIEW

Q: Who donates to LovePacks? Food or monetary donations?

A: "We actually do not have any steady monetary donations, most of our donations come from food drives. We have church and civic groups, small businesses, youth programs, new businesses such as Mugshots or Orange Theory, and "Food of the month" that schools collect."

Q: Do you have any marketing besides your website?

A: "Oh, we are terrible at social media. We do have a Facebook, Twitter, and Instagram, but we have no set person doing marketing. There are only 4 Board members and 3 of them work. We are missing that element."

Q: Does LovePacks ever have any fundraising events?

A: "Not that we personally do, no. People come to us.... We hope that we don't have to do that, but people want to do it."



INTERVIEW 🔍

Q: How has the marketing or strategies changed throughout the years for LovePacks?

A: "Our perspective has changed... Lots of word of mouth, we go to speak at places all of the time. We did realize quite early though that we HAD to be on social media. We just aren't good at it."

Q: Do you have any comments about your marketing or the ideas that I may have for your nonprofit?

A: If we could have an easy way to get on and do it... We would. We don't want to spend and money and want to do it for free. Help us and teach us "Marketing for Dummies."

Q: Is there anything else that LovePacks needs?

A: "Well, we are about to start an endowment, just in the hopes that if people become uninterested, we will be ok. Our most need is money, food drives, or fundraisers."





STRATEGIC PLANNING

INSIGHT:

Word-of-Mouth is the most effective way that audiences hear about organizations. Social media **increases** awareness of nonprofit organizations in small communities.

GOALS:

The goal is to **increase the awareness** of the LovePacks organization in the Oxford Community while acquiring more volunteers that may potentially **donate time, food, or money**.

THE STRATEGY:

The strategy is to **target parental age Millennials** with children in Elementary School and **college age students**. through word-of-mouth, free social media mediums, and fundraising events in the community. Strategic posts **planned ahead** will allocate the workers resources in the most efficient and effective way.



THE TACTIC:

Tactic #1: Update all social media platforms.

Tactic #2: Post relevant posts featuring updates about the organizations, new donations, or local events.

Tactic #3: Schedule posts in advance to keep all social media platforms active.

CAMPAIGN:

The name for this campaign is "**Let's Pack it, Oxford.**" The name will bring awareness to the community wide effort to stop childhood hunger by packing "**LovePacks.**"



EXECUTION PLAN



EXECUTION



When members of the Lafayette/Oxford/Community hear "Let's Pack It, Oxford" the goal is for members to think of the local nonprofit in Oxford who's mission is to stop childhood hunger

The execution plan is to increase awareness through various social media platforms that have been updated with current posts that appeal to several target audience that volunteer for LovePacks.

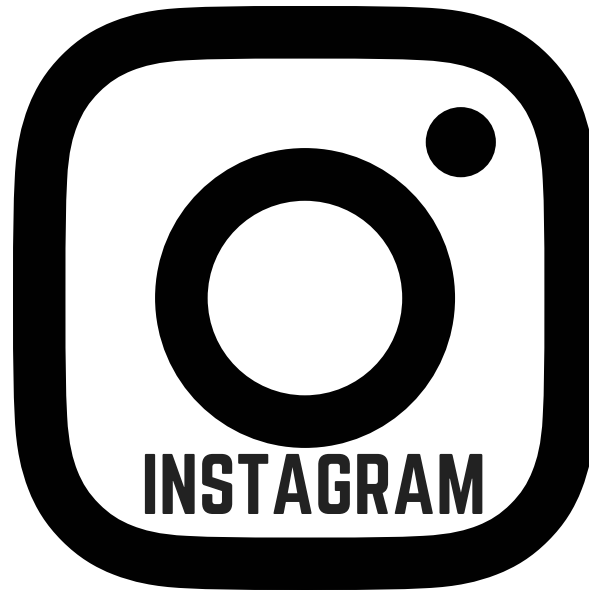
(CURRENT) LOGO:



LOGO:




The logo features a simple design that is updated and will look consistent among all posts that LovePacks' media will post. The black is used as a background color in order for the white and backpack color to stand out. The bold font "Norwester" is used to create



LovePack's instagram account will feature a profile pic change and an instagram bio update. The biography will include the organizations mission and their goal to #stopchildhoodhunger. The posts will change, become more frequent, and have a design upgrade. Volunteer groups will still be posted, but the posts will be made for more engagement.

SAMPLE INSTAGRAM POSTS:




oxfordlovepacks Follow ⋮

34 posts 280 followers 266 following

LOCAL NONPROFIT IN OXFORD, MS THAT STRIVES TO
#STOPCHILDHOODHUNGER

Food of the month:
May




Granola Bars

BRING IT INTO THE PANTRY @BRAMLETT
APRIL 28th, 2017


LovePacks of the week

FNC!!!



OVER 160 PACKS THIS WEEK!

Food of the month:
APRIL



16oz Jar of Peanut Butter

BRING IT INTO THE PANTRY @BRAMLETT
MARCH 29th, 2016


OXFORD LOVEPACKS

INTERN WANTED!!!!

SOCIAL MEDIA INTERN
ACADEMIC CREDIT

©2016 Oxford LovePacks. All rights reserved. | 601-322-4000 | 1000 N. Webster St. | www.oxfordlovepacks.com/interm


PROFIT NIGHT




FEBRUARY 13TH, 2017 | 1PM TO 5PM
10% OF PURCHASE GOES TO LOVEPACKS!!


PROFIT DAY!!

YAYA'S ON THE SQUARE
BENEFITTING
OXFORD LOVEPACKS




2,13.17
1pm to 5pm





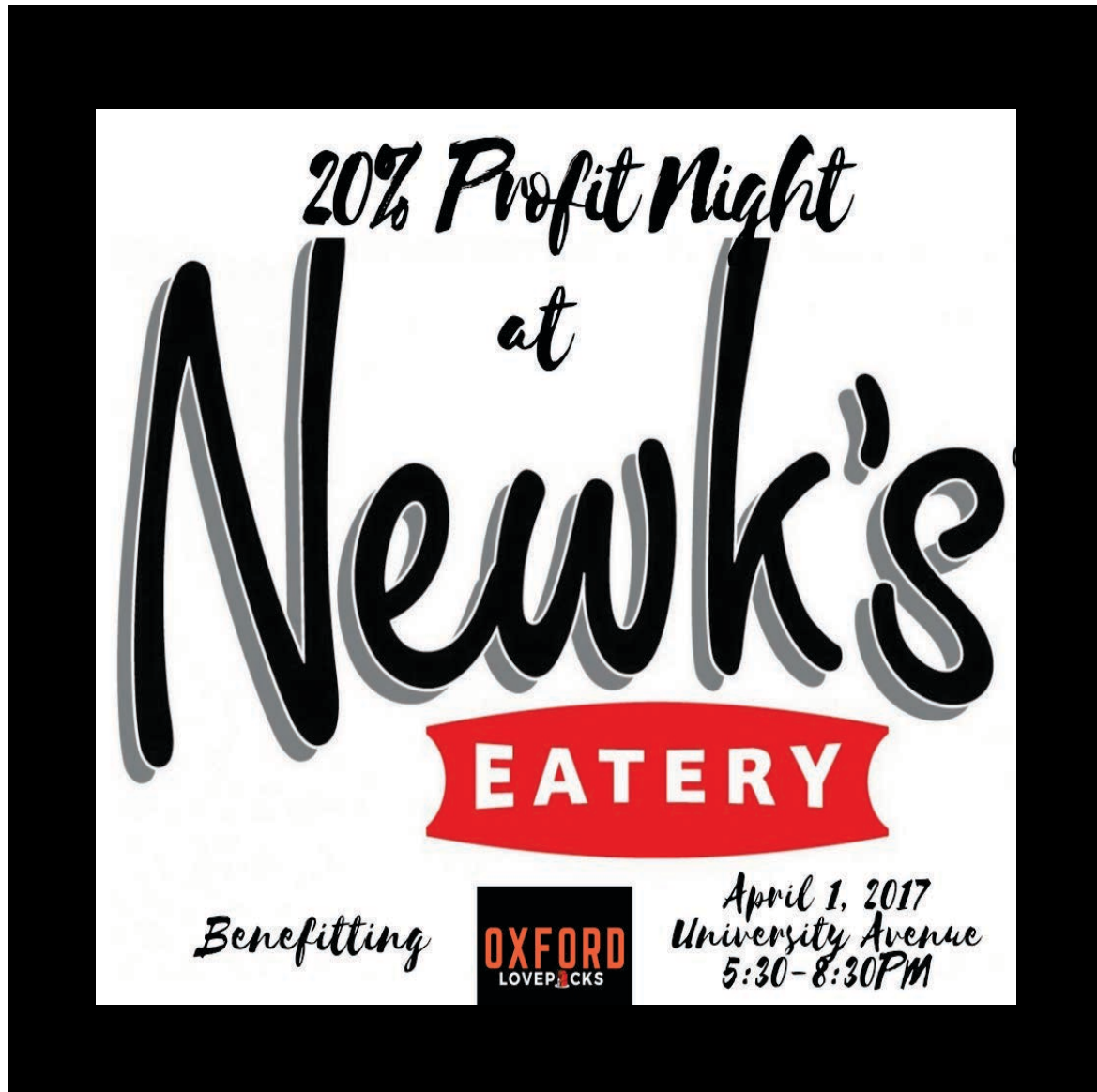
OUR STORY



HOW IT STARTED

When a local teacher opened up a child's backpack and found used, unrefilled milk cartons that the child had taken from the lunchroom because he did not get any milk at home, LovePacks was born!! Four board members began with 10 packed lunches from their own kitchen to now 362 per week serving 11 schools in LOU community.

SAMPLE INSTAGRAM POSTS:





PROFIT DAY!!

YAYA'S ON THE SQUARE
BENEFITING
OXFORD LOVEPACKS

2.13.17
1pm to 5pm

www.yayasogurt.com

Food of the month:
May

Granola Bars

BRING IT INTO THE PANTRY @BRAMLETT

APRIL 28TH, 2017



PROFIT NIGHT



FEBRUARY 13TH, 2017 | 1PM TO 5PM
10% OF PURCHASE GOES TO LOVEPACKS!!!

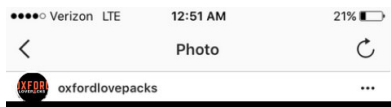


Food of the month:
APRIL

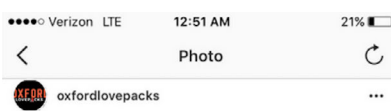
16oz Jar of Peanut Butter

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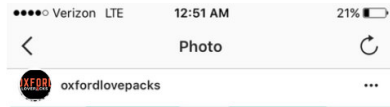
MARCH 29TH, 2017



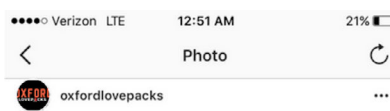
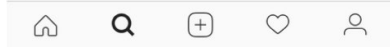
10 likes
oxfordlovepacks No dinner plans yet???
Come support LovePacks for 20% Profit Night
TONIGHT from 5:30-8:30PM on University Avenue
April 1, 2017



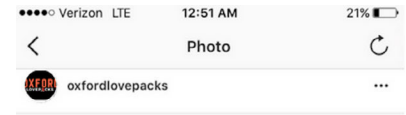
10 likes
oxfordlovepacks Are you #granola?? Well... WE ARE. Come on in!!
April 1, 2017



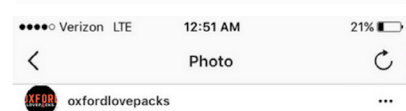
10 likes
oxfordlovepacks EVERY MONDAY OXFORD!!!
For the month of February, 50% of coffee sales will
go to LovePacks! Get your coffee on!
Feb. 1, 2017



10 likes
oxfordlovepacks Peanut Butter Jelly Time? NO!!
Peanut Butter, Let's Pack it Time!! #lovepacks #april
March 1, 2017



10 likes
oxfordlovepacks Come Support LovePacks at Yaya's on the Square!
FEBRUARY 13th from 1-5pm!!
February 10, 2017



10 likes
oxfordlovepacks CALLING ALL INTERNS!!!
LovePacks is looking for a
Summer/Fall Social Media Intern.
Call Today!!
April 1, 2017





FACEBOOK:

The Facebook will receive a profile makeover that changes the profile picture, cover photo, and featured photos. The goals and story of the organization will be easily accessible, and the posts from the page will be geared towards the audience. Posts will include what events are happening, "Food of the month," and volunteer opportunities. The Facebook post planner will be used so that the board members can plan posts months in advance to avoid not having to actively post everyday.

SAMPLE FACEBOOK POSTS:

OXFORD LOVEPACKS

Oxford Lovepacks
@OxfordLovepacks

Home
About
Photos
Likes
Events
Posts

Create a Page

Like Follow Share ... Send Message

Featured For You

Get in touch with **Oxford Lovepacks** ✕

Save Oxford Lovepacks to vi

OUR GOALS

OUR STORY

HOW IT STARTED

When school lunch opened up a little backpack and food went unattended into corners but the staff had ideas from the backroom because we did not get any milk at home (made for the day before). Four food pantries began when it opened lunch hour each one donated \$1000 per year on day 1 through to 10/1/2019.

77% response rate
Typically replies within a fe... Message

1,153 people like this
Brady Ruffin and 25 other f...

Non-Profit Organization in Oxford, Mississippi

Invite friends to like this Page

Lovepacks provides supplemental food for school age children in need, on weekends and holidays. We can stop hunger!

1,153 Likes
Brady Ruffin and 25 other friends like this

About See All

Typically replies within a few hours
Message Now

Status Photo/Video



Oxford Lovepacks

@OxfordLovepacks

Home

About

Photos

Likes

Events

Posts

Create a Page

Like Follow Share ...

Posts

Oxford Lovepacks
 March 10 at 8:17am · 🌐

Happy SPRING Semester Students!! Oxford LovePacks is looking for a Social Media Intern to manage our page for the Summer and Fall of 2017. It will not be paid, but you can receive academic credit! Apply today!

OXFORD LOVEPACKS

INTERN WANTED!!!!

SOCIAL MEDIA INTERN

ACADEMIC CREDIT

Contact: Camie Bianco at 662-555-5555
 Visit our website at <http://oxfordlovepacks.com/web/>

Like Comment Share

Helen Cumbee Corey and 7 others

Write a comment...

Send Message

is near and dear to my heart, and feeds over 10,000 hungry school children a year!

7 Likes

Like · Comment

Heather Staggs
 September 23, 2014 at 11:18am 🌐

Calvary Baptist Church would like to do another donation. Are there any items needed more than others right now?

People Also Like

- Dignity.Period.**
Non-Profit Organization Like
- Friends of Thacker Mo...**
Community Like
- Rebel Nation**
Company Like

Liked by This Page

- The Hunger Project** Like

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Oxford Lovepacks

March 10 at 8:17am · 🌐

Happy SPRING! For the upcoming month of May, we will be taking in food donations of Granola Bars! Granola Bars are an easy on-the-go snack, and any type is appreciated!



Like Comment Share

Helen Cumbee Corey and 7 others



Write a comment...



Send Message

is near and dear to my heart, and feeds over 10,000 hungry school children a year!

7 Likes

Like · Comment



Heather Staggs

September 23, 2014 at 11:18am 🌐

Calvary Baptist Church would like to do another donation. Are there any items needed more than others right now?

People Also Like



Dignity.Period.

Non-Profit Organization



Friends of Thacker Mo...

Community



Rebel Nation

Company

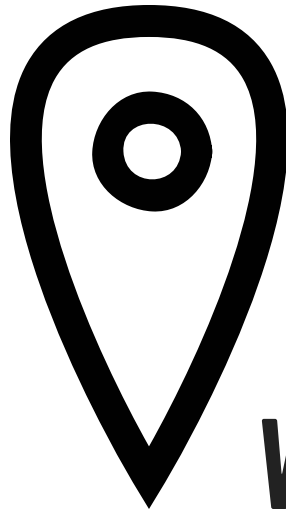


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The Hunger Project





WEBSITE:

The website will have a redesign that will change the entire look of the website. The content will remain the same with similar pictures, but the page will become easier to navigate. The web design will become more simple and will match the modern look of the logo with blacks and whites as the background. The buttons will become larger type font and more bold. The overall look of the page will not confuse users and will convey the mission upon first glance at the site.

(CURRENT) WEBSITE:

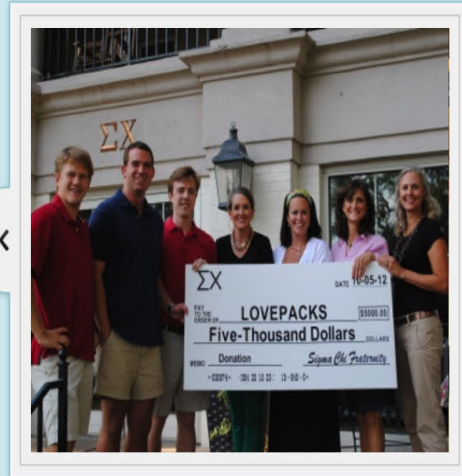
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Our Mission

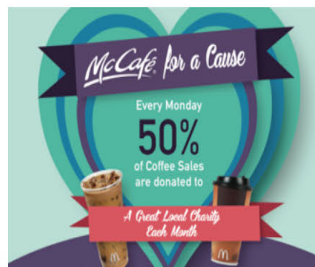
Lovepacks provides supplemental food for school age children in need, on weekends and holidays. We can stop hunger! We hope to be able to help as many children as are in real distress. We can do this if the community, churches, and civic organizations support the Lovepacks program. The possibilities are only limited by our compassion. If everyone who has a little will do what they can, we can see that no child in the community has to go hungry!

[READ MORE](#)



McCafe For A Cause

It's that time of year again! Don't forget about McCafe **MONDAY's** during the month of August. 50% of purchases from the McCafe drink menu will be donated to Lovepacks. Valid at BOTH Oxford, MS locations.



NEW WEBSITE:

OXFORD
LOVEPACKS



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OUR GOALS



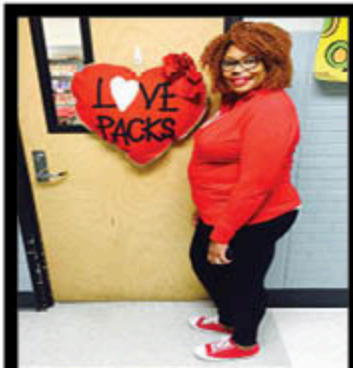
DONATE AND
VOLUNTEER



PACK MEALS AND
DELIVER



PROVIDE CHILDREN WITH
MEALS FOR THE WEEKEND



OUR STORY



HOW IT STARTED

When a local teacher opened up a child's backpack and found used, unfinished milk cartons that the child had taken from the lunchroom because he did not get any milk at home.

This story inspired Mary Leary and Helen Phillips to form Lovepacks with the help of school counselor Linda Vaughn at Bramlett Elementary in 2010. What started with 10 packs coming out of their own kitchens has grown to an astounding 160 packs a week, with the help of Alyce Krouse and Camille Bianco. The four boardmembers received nonprofit status in 2012, and the service has expanded to the eleven schools in the Oxford/Lafayette school district.

WHAT SCHOOLS?

- Bramlett Elementary School
- Della Davidson Elementary School
- Lafayette Lower Elementary School
- Lafayette Upper Elementary School
- Lafayette Middle School
- Lafayette High School
- Oxford Elementary School
- Oxford Middle School
- Oxford High School
- Oxford Intermediate School
- Scott Center
- Learning Center

WHATS IN A LOVEPACK?

- Non-perishable, kid-friendly food
- Pop Top Soup
- Pop-Top Ravioli
- Peanut Butter Crackers
- Cheese Crackers
- Saltine Crackers
- 16 oz. Jar of Peanut Butter
- Pudding
- Granola
- Beanie Weenies
- As the name suggests, a lot of love!





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2016 - 2017 FOOD OF THE MONTH:

August - Snack Pack Pudding
September - PopTop cans of Ravioli
October - 16oz Jar of Peanut Butter
November - Granola Bars
December - 10-18oz PopTop cans of Chicken Noodle or Vegetable Soups
January - Applesauce Cups
February - Snack Pack Pudding
March - 10-18oz PopTop cans of Chicken Noodle or Vegetable Soups
April - 16oz Jar of Peanut Butter
May - Granola Bars

MONETARY DONATIONS

If you would like to donate, please send checks or money orders to:
Lovepacks
P.O. Box 721
Oxford, MS 38655

100% of donations go towards food for the children.

ANYTIME FOOD

Pop-Top Soups
Pop-Top Ravioli
Pudding
Cheese/Peanut Butter Crackers
16 oz. Jars of Peanut Butter
Beanie Weenies
Granola Bars

Please e-mail us at lovepacks@gmail.com to let us know if you plan on holding a fundraiser, we appreciate your support!



You can drop off your donations at any of our schools (View Map) with the label 'Lovepacks'.

P . S .

We are now on **Amazon Smile!** Go to www.smile.amazon.com and 0.5% of your purchase will be donated to Lovepacks!



BIBLIOGRAPHY

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