

# WALK to CURE ARTHRITIS<sup>SM</sup>

*A presentation for the*



Indiana Office, Heartland Region

## Marketing Plan 2015

# WALK to CURE ARTHRITIS<sup>SM</sup>

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## **STEP ONE:**

### **ANALYZING THE SITUATION**

The Arthritis Foundation of Indiana is hosting the annual “Walk to Cure Arthritis” event to raise money for critical research funds and to provide more treatment options for those who suffer from arthritis related pains on Saturday, May 16, 2015.

In 2014, the Indianapolis Walk to Cure Arthritis event raised \$83,328.37, surpassing the original \$65,000 goal by \$18,328.37. Last year, 453 walkers were in attendance day of the event.

This year, the Walk to Cure Arthritis has set the fundraising goal at \$82,000 to match last year’s event, but aims to raise nearly \$100,000. The Walk also looks to bring in more participants, aiming for around 750 walkers in attendance day of the event, in comparison to last year’s 453 walkers.

We are implementing a stronger social media based approach to bring in a younger generation of walkers to help promote wellness and awareness through Facebook, Twitter and Instagram. In addition to social media, the Foundation will also use traditional means of advertising (radio, email, posters, direct mail, etc.) to reach older generations that won’t necessarily be connected to any of the mentioned social media sites.

## **STEP TWO:**

### **ANALYZING THE ORGANIZATION**

#### **Internal Environment**

- Largest national nonprofit organization that supports the more than 100 types of arthritis and related conditions.
- Largest, private contributor to arthritis research in the world; More than \$450 million since 1948.
- Founded in 1948 in Atlanta, GA.

#### **Mission Statement**

*"The Arthritis Foundation's mission is to improve lives through leadership in the prevention, control and cure of arthritis and related diseases."*

#### **Vision Statement**

*"The Arthritis Foundation's vision is to create a world free of arthritis pain."*

#### **Background**

The Arthritis Foundation is the largest national nonprofit organization that supports the more than 100 types of arthritis and related conditions.

Founded in 1948, with headquarters in Atlanta, the Arthritis Foundation has multiple service points located throughout the country. We're also the largest private, nonprofit contributor to arthritis research in the world, funding more than \$450 million in research grants since 1948. The Foundation helps people take control of arthritis by providing public health education, pursuing public policy and legislation, and conducting evidence-based programs to improve the quality of life for those living with arthritis.

## **Arthritis Foundation of Indiana**

The Arthritis Foundation of Indiana is a member of the Heartland region, consisting of Indiana, Illinois, Iowa, Nebraska, Kansas and Missouri.

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## **External Environment**

The business environment for charitable giving is highly competitive in the Indianapolis market.

### **Some of the competing organizations/businesses include:**

- Lupus Foundation of Indiana
- Alzheimer's Association of Indiana
- American Heart Association of Indianapolis
- The Ronald McDonald House
- Riley Children's Hospital
- St. Jude Children's Research Hospital
- Susan G. Komen Breast Cancer Foundation of Indiana

## **STEP THREE:**

### **ANALYZING THE PUBLICS**

#### **Customers**

- Walkers
- Event participants (current, past, and potential)
- Indiana residents with arthritis
- Family members of those with arthritis
- Rheumatologists
- Members of the medical community

#### **Producers**

- Sponsors/Partners/Donors
- Staff/Volunteers/Committee(s)

#### **Enablers**

- Sponsors/Partners/Honorees
- Media (TV, Radio, Print, Internet/Social Media)
- Teams

#### **Limiters**

- Competing Local Charities
- The month of May

#### **Areas of Opportunity:**

- People in the community that suffer from arthritis or arthritis related conditions
- Communities surrounding Indianapolis
- Electronic Media (television, radio, internet)
  - Local (WTHR, Fox59, WYFI, WFMS, etc.)
  - Facebook, Twitter, Instagram

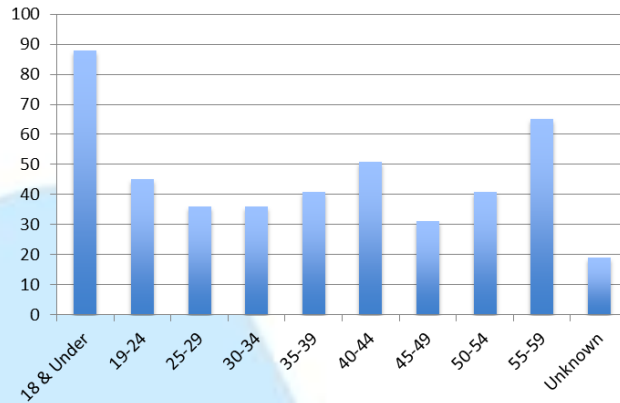
## **SWOT ANALYSIS**

<p style="text-align: center;"><u><b>Strengths</b></u></p> <ul style="list-style-type: none"> <li>-Strong staff communication</li> <li>-Media sponsors</li> <li>-Central, easy to access location</li> <li>-Indianapolis has been one of the top fundraising cities in past years</li> <li>-Convenient weekend date and time</li> <li>-VIP Tent and Team Tailgate areas</li> <li>-Consistent number of walkers year-to-year</li> <li>-Strong committee support</li> <li>-National sponsors (AMGEN/Massage Envy)</li> </ul>	<p style="text-align: center;"><u><b>Weaknesses</b></u></p> <ul style="list-style-type: none"> <li>-Limited number of employees</li> <li>-Low number of likes/followers on social media</li> <li>-Limited funds</li> <li>-The month of May</li> <li>-No corporate chair</li> </ul>
<p style="text-align: center;"><u><b>Opportunities</b></u></p> <ul style="list-style-type: none"> <li>-Opportunity to promote a multitude of Arthritis Foundation causes at the event (education, awareness, action, fundraising, JBR, Bone Bash)</li> <li>-Promote social media engagement and growth</li> <li>-VIP Tent and Team Tailgate areas</li> <li>-Sponsorship growth</li> <li>-Healing Hands Day</li> </ul>	<p style="text-align: center;"><u><b>Threats</b></u></p> <ul style="list-style-type: none"> <li>-Inclement weather on day-of event</li> <li>-Competing against the Children's Museum's Lemonade Day and Children's Museum's Hot Wheels events the same day.</li> <li>-Indy 500 qualifying</li> </ul>

## KEY DEMOGRAPHICS

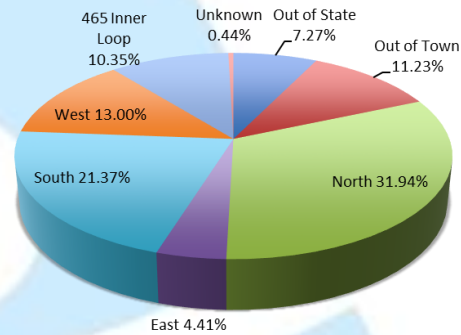
### Popular Age Groups:

- 18 and Under – 19.43%
- Ages 55-59 – 14.35%
- Ages 40-44 – 11.26%



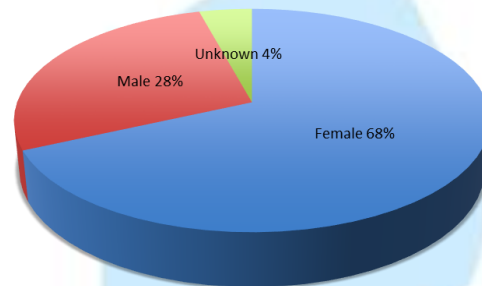
### Popular Areas:

- North of 465 – 31.94%
- South of 465 – 21.37 %
- West of 465 – 13.00%



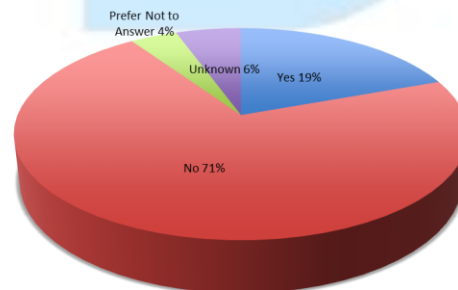
### Gender:

- Female – 68.21%
- Male – 27.59%
- Unknown – 4.19%



### Arthritis:

- No – 71.08%
- Yes – 19.43 %
- Prefer Not to Answer – 3.97%





## **STEP FOUR:**

### **GOALS AND OBJECTIVES**

**Goal-** To attract more Walk to Cure Arthritis participants.

**Objectives:**

- To have an effect on the awareness of the Walk to Cure Arthritis event; specifically to increase the number of Walk participants through a targeted hashtag campaign on social media (10 percent within four months).
- To have an effect on the action of the Indianapolis area and surrounding communities; specifically to increase the number of active teams through email, phone, direct mail and increased incentive efforts (20 percent in three months).

**Goal-** To raise more funds than previous years.

**Objectives:**

- To have an effect on the action of the Indianapolis area and surrounding communities; specifically to increase the number of donations through social media, email and interviews promotions about the benefits of donating/participating and incentive prizes (20 percent in five months).
- To have an effect on the action of the Indianapolis area and surrounding communities; specifically to increase the number of active teams through email, phone, direct mail and increased donation incentive efforts (20 percent in three months).

**Goal-** To increase the Arthritis Foundation's social media presence.

**Objectives:**

- To have an effect on the action of the Walk to Cure Arthritis participants; specifically to increase social media engagement though the use of Facebook, Twitter and Instagram targeted hashtag campaigns (20 percent within four months).

## **STEP FIVE:** **FORMULATING ACTION AND RESPONSE** **STRATEGIES**

### **Proactive Strategy—Audience Engagement:**

- Promote the idea that there is salience between potential Walk participants, their friends and families, and arthritis and arthritis-related conditions.
- Gauge audience feedback by distributing surveys via emails or day of survey distribution. Monitor social media engagement through survey-eques statuses/tweets.
- Post triggering events, such as videos or sound bites via Facebook, Twitter and Instagram, to offer engagement and invite participants to the Walk. Events, such as giveaway incentives for registration) may also be used as a triggering event.
- Promote the event with posters, rack cards, yard signs and flyers within the downtown area, as well as areas close to the outer 465 loop. Include a QR code(s) that lead to the Walk's website and Facebook page. Possibly offer incentives for those who register by using the QR code on the printed materials. Have the event's hashtag printed on all materials to invite participants to engage on social media leading up to the event and the day of. Also, encourage team captains to create a fun, creative hashtag for their team and urging others who donate to post their support for the team using both the team's hashtag and the Walk's hashtag.

### **Proactive Strategy—Special Events:**

- Kickoff/Special activity meetings with teams and families involved with the race. Posting these to social media sites, as well as mentions in newsletters creates opportunities for engagement and gives an implied invitation for others to attend.

- Attending community events, such as health fairs, festivals, and parades, would promote to the community that the Arthritis Foundation is proactive in its efforts to reach out to others.
- Hold essay competitions over social media and email newsletters. An essay competition asking readers to share their stories concerning their, or a family's/friend's story, experience with arthritis could demonstrate both the serious nature as well as the inspirational aspect of the disease. Each month, the Foundation would select one winner to feature their story on Facebook and in a monthly email, and provide a small Foundation related prize (shirt, bag, hat, keychain, etc.).

#### **Proactive Strategy—Alliance/Coalition:**

- The Arthritis Foundation would benefit from reaching out to local, influential social media figures and pages to increase exposure through the use of hashtags and mentions. Prominent pages to contact would be Visit Indy on Facebook and Instagram, and Igers Indy on Instagram (Contact Troy Carpenter).

#### **Proactive Strategy—Sponsorship:**

- Reaching out to surrounding sports teams to host “game nights” early in their seasons, in which attendance usually is at its peak. Currently, we are looking to discuss these opportunities with the following teams: Indy Eleven, Indy Fuel and the Indianapolis Indians.

#### **Proactive Strategy—Publicity:**

- We can best utilize the use of publicity by appealing to our local news sponsors, as well as local publications, by crafting specific pitches to their key demographics. Media outlets can include: WTHR, WISHTV, WFMS, NUVO magazine, Indianapolis Monthly, Indy's Child, etc.

### **Proactive Strategy—Newsworthy Information:**

- Given the nature of our event, in addition to our honorees and their backstories, the Walk has the ability to produce a large amount of newsworthy information. *Significance*: 1.4 million Hoosiers have arthritis or an arthritis-related condition. *Local*: The Walk is taking place downtown/the State's capitol; honorees are young and local. *Balance*: The seriousness of the disease contrasted by the inspirational aspect of our honorees and what they hope to accomplish. *Timeliness*: The Walk is being held in May; May is National Arthritis Awareness Month. We also have *Unusualness*: Arthritis is commonly considered an “old person’s” disease, which we know is a huge misconception; use this as our hook in a story, but go on to explain that arthritis affects those of all ages.
- In addition to the unusualness, use Nikky’s story of moving to Indiana to become a racer, but being diagnosed with rheumatoid arthritis shortly after arriving.

## **STEP SIX:**

### **DEVELOPING THE MESSAGE STRATEGY**

**The Arthritis Foundation will combine rational, emotional, verbal and nonverbal appeals in its messages.**

#### **RATIONAL:**

The Arthritis Foundation will present two types of appeals:

- A factual proposition based on the existence and prevalence of arthritis in Hoosiers across the state and the nation, through the use of studies, statistics, infographics and medical professional testimonials.
- A value proposition asserting that participation in, and donations towards, this year's Walk will lead to a better physical and emotional sense of wellbeing, and will change the lives of those who suffer from arthritis.

#### **EMOTIONAL:**

The Arthritis Foundation will present three types of appeals:

- A love appeal presenting the ideas of family togetherness through participation, compassion and sympathy for those who struggle with the pain (Carson's story will play a huge role in this), and comradery/togetherness as participants try to beat this disease "together."
- A virtue appeal to promote the ideas of altruism, bravery of those with arthritis who are participating in the event; "fighting the pain," improving the community and the world by making progress towards a cure, and social acceptance of the fact that arthritis affects more than just "old people."
- A guilt appeal, using both Carson's and Nikky's story, to demonstrate that these two, both a child and an adult, are among the millions of a younger generation suffering from the disease, and without the participants' help, more will continue to suffer from arthritis.

**These messages will be created in such a way as to provide a middle ground for those with and without arthritis.**

**VERBAL:**

- The Arthritis Foundation will present a one-sided argument that will: Explain that arthritis is a problem for those of all ages, will assume that members of the public(s) have low knowledge levels on the subject of arthritis, will focus on the mission and value of the Walk, and will be the only event of its nature being presented to its publics.
- The Foundation will draw a conclusion: “People should participate and donate to help find a cure.”
- Reiteration of the same message will be used, using words such as: join, participate, donate, walk together, etc. All of these words act as a call to action and an invitation.
- Promote salience as the only organization that dedicates our funds to finding a cure for the over 100 types of arthritis.
- The use of power words and strong quote, especially from our chairs and co-chairs, will help to cater a stronger, more compelling message.

**NONVERBAL:**

- All printed and electronic media will have both the Arthritis Foundation logo as well as the Walk to Cure Arthritis logo, as the header or main focal point.
- All materials will contain the Arthritis Foundation’s, as well as the Walk to Cure Arthritis’, branding color(s): Green—PMS 376, and Blue—PMS 7461.
- The use of the Walk’s mascot at all promotional events, such as game nights, will help to draw in a kid/family appeal.
- Having the honoree’s wear the “I Am the Face of Arthritis” shirts at media events and the day of the Walk to support their verbal messages.
- Tagline: “Every step counts, every dollar matters!”

## **STEP SEVEN:**

### **SELECTING COMMUNICATION TACTICS**

**Interpersonal tactic 1:** Civic events (fairs, festivals, parade)

- Key publics, audience interaction and engagement, feedback opportunity.

Budget: Free

**Interpersonal tactic 2:** Contest (essay, design, t-shirt/merchandise giveaways, social media contest)

- Key publics, low to medium cost, audience interaction and engagement, call to action, increased social media engagement, feedback opportunity.
- Budget: Prizes/awards - \$1,700; T-Shirts - \$400

**Interpersonal tactic 3:** Social events (meetings, lunches/breakfasts, fun & game nights)

- Key publics, low cost, audience interaction and engagement, call to action, feedback opportunity.

Budget: \$500

**Interpersonal tactic 4:** Sporting event (game nights; Indy Eleven, Indianapolis Indians, Indy Fuel, Pacers)

- Key publics, low cost, audience interaction and engagement with, call to action, feedback opportunity.
- Budget: Indy Eleven \$500 Donation

**Organizational media tactic 1:** General publications (newsletters, stand-alone publications, annual reports, user kits, research)

- Key publics, low cost, monthly, can be made/sent electronically.

Budget: Free



**Organizational media tactic 2:** Direct mail (letters, postcards, invitations)

- Key publics, low to medium cost, one time-monthly, electronic duplicates can be sent out as well.

Budget: Printing, copying, artwork- \$500

**Organizational media tactic 3:** Video media (nonbroadcast video, invitation videos, day-of video)

- Key publics, low cost, one time-monthly, used on social media.

Budget: In-house video – Free; Event photography - \$5,000 donation anticipated

**Organizational media tactic 4:** Digital media (website, email, cell phone)

- Key publics, low to medium cost, monthly, QR codes, call to action, audience interaction and engagement, feedback opportunity.

**Organizational media tactic 5:** Social media (blog, social networking)

- Key publics, monthly plans, hashtag campaigns, audience interaction and engagement, feedback opportunity.

Budget: Free

**News media tactic 1:** Direct news material (news release, media kit, social media release, event listing)

- Key publics, media engagement, feedback opportunity.
  - Listed on: NUVO, WTHR, Fox 59 and Indianapolis Downtown

Budget: Free

**News media tactic 2:** Indirect news material (pitch letters, media advisory)

- Targeted audience, media engagement, call to action, feedback opportunity.
  - Pitch letters have been sent to: NUVO, Indianapolis Monthly, Indy's Child and IUPUI's Campus Citizen

Budget: Free



**News media tactic 3:** Interactive news opportunities (news interview)

- Targeted audience, media engagement, audience interaction, feedback opportunity.

Budget: Gas to station

**Advertising and promotional tactic 1:** Electronic media advertising (radio, digital media, TV media)

- Targeted audience, low to high cost, audience interaction and engagement, feedback opportunity.

Budget: Radio PSAs - \$20,000 donation anticipated, WTHR \$50,000 donation

**Advertising and promotional tactic 2:** Out-of-home advertising (posters, yard signs)

- Targeted audience, low to medium cost, audience interaction and engagement, call to action, feedback opportunity.

Budget: Signage: \$500; printing, copying, artwork - \$500; Gas to post

**Advertising and promotional tactic 3:** Promotional items (clothing, accessories, incentive prizes)

- Key publics, low to high cost, audience interaction and engagement, call to action, feedback opportunity.

Budget: Prizes/awards - \$1,700; T-Shirts - \$400

## **STEP EIGHT:**

### **IMPLEMENTING THE STRATEGIC PLAN**

<b><u>TASK NAME:</u></b>	<b><u>START DATE:</u></b>	<b><u>OCCURS:</u></b>
Civic Events	March-May 2015	City Events/Fairs
Contest	February-July 2015	Monthly
Social Events	February-May 2015	TBD
Newsletter/Bulletin	February 2015	Monthly (?)
Direct Mail	February 2015	As needed
Electronic Mail	February 2015	Monthly or as needed
Social Networking	January-June 2015	June-September – Weekly October-January—3x a week February-May—Daily
Direct News Materials	January 2015	As needed
Newspapers/Magazine	ASAP	Pending
Radio Ad	March 2015	TBD
Merchandise	ASAP	One time
Out of Home Ads	March 2015	One time-monthly
TV Ads	April	Varies

## **STEP NINE:**

### **EVALUATING THE STRATEGIC PLAN**

**This plan will be deemed successful by measuring:**

- An increase of 10 percent or more from last year's 453 Walk participants.
- An increase of team participation over 2014 by 20 percent.
- An increase of 20 or more of donations (\$16,600), or by reaching our stretch goal of \$100,000 dollars, in comparison to last year's total of \$82,000.
- An increase of social media engagement and activity on all active platforms by 20 percent; Currently, we have 296 Likes on Facebook, 43 Followers on Twitter and 245 Followers on Instagram.



# **APPENDIX**