

Maya Blacken

February 23, 2019

Fight For Five

Louisiana State University PRSSA Bateman Team

OVERVIEW

The *Fight for Five* campaign was created by *Tigers With Purpose*, a group of Louisiana State University students. These students represent the pediatric cancer advocacy organization, *With Purpose*. The students wanted to unite the Baton Rouge community and surrounding areas to continue the fight for safer and more effective treatments for children affected by cancer. Tigers with purpose wanted to make people aware that one in five children diagnosed with cancer will not survive, hence the campaign name. The students aimed to create this awareness by targeting high school and college students, along with the general public through campaign activities and social media impressions. Sparking up new conversations and having participants pledge to “fight for five” were two of the biggest impressions from the campaign. The students made the Baton Rouge community aware of this overlooked issue and united the community while doing so.

RESEARCH

The Fight for Five campaign incorporated both primary and secondary research in order to properly develop their objectives. For secondary research, Tigers with Purpose looked closer into information that was already out there about their client (children with pediatric cancer) and their target audience (Generation Z). The students analyzed government websites and legislation regarding pediatric cancer in order to better understand the environment of the industry. They also analyzed Texas A&M’s With Purpose chapter to analyze their strengths and weaknesses in order to build off what they did well and fix what needed work. Next, to understand how best to reach their target audience, they analyzed information previously gathered about Generation Z’s habits. Mainly, they analyzed when and how would be the best ways to reach this demographic.

They discovered from this secondary research that: youth talking to youth resonates with them more, parents of children diagnosed with cancer experience moments of joy and they believe positive experiences should be highlighted, and they confirmed that only four pediatric cancer treatments have been approved by the FDA in the past 30 years.

The students conducted two forms of primary research: focus groups and surveys. First, the students distributed a qualtrics survey to LSU students and community members and received 307 responses. Through these responses, the students gathered insights. From this information, the students developed the slogan “Strive for Five” and decided to conduct focus groups to further explore their findings and receive feedback on their campaign messaging, tone, and tactics.

Tigers With Purpose led three focus groups involving 35 LSU students. From these insights, the students decided the best way to inform their target audience and make the campaign resonate with them was to target them on a personal level. To connect with them personally, they determined they had to appeal to their audiences nostalgia, participation, and local pride. They learned that not all of their target audience had a connection to the cause, so their goal was to create that connection to get them involved.

I think overall, Tigers With Purpose conducted appropriate research to then develop objectives for their campaign. However, I think some areas could've been expanded upon. For instance, I think the students could've conducted primary research amongst the families affected by pediatric cancer to understand what message they want to convey to their communities. Also, since the students' findings led them to believe that they need to reach their audience on a personal level, a good way to do this would be letting the families and children affected share

their personal stories and experiences. This primary research could've been done with a simple survey given to the families or, for a more personal experience, in-person interviews. Another research method the students could've conducted would be online observations of previous campaigns that were similar. Specifically, how other groups spread the word about their campaign via social media, since that is a tactic Tigers with Purpose wanted to use.

OBJECTIVES

The students first objective was to engage 250 high school and college students by having them participate in specifically targeted campaign activities. Their goal was to hold these activities and get the right amount of participation between February 15- March 15, 2018. This first objective mainly included impact objectives, to spread awareness about their cause and inspire participants to take action. An example of this goal in action is when Tigers With Purpose went into schools for scheduled visits to talk to different classes (kindergarten to 12th grade) and empower them with knowledge of the cause. This objective was directly derived from their findings from the secondary research about youth talking to youth and how it resonates more with students.

Tigers With Purpose other objective was to raise community awareness through social media impressions and personal connections. Here the students used more impact objectives to not only spread awareness but to get community involvement to help fight for their cause. An example of one of the projects Tigers With Purpose put into action based off of their research findings was to post powerful social media content to create connections between their client and the community. This is directly based off of the primary research, where they learned their best way to target one of their main audiences (Generation Z) was through social media engagement.

The students were lacking some crucial pieces that should've made up their objectives/goals. They only included set dates for some of the objectives rather than all. They also could have used more infinite verbs to make their objectives more of action statements. For example they could've said "To engage 500 community members via social media connections by April 1, 2018."

PROGRAMMING

For the first objective, the students incorporated tactics involving nostalgia and community participation to effectively reach the audience on a personal level. For example, one tactic was to collect painted handprints of community members on canvases and banners to represent the pledge to "Fight for Five". For the second objective, their tactics were to host events to create community and social media engagement and educate the public. One example of this tactic was to conduct a free and professional yoga class for members of the community and partner with Smoothie King to offer free smoothies in order to create participation among members of the community and spread awareness. These strategies, along with the rest of the strategies the group implemented, were directly tied to their original objectives and research about how best to target audiences.

EVALUATION

The group individually evaluated each objective and shared what worked best. For the first objective, they said they "exceeded" their original goals and objectives. They engaged with even more students than expected and officially began the process of establishing a With Purpose chapter at LSU. For the second objective, the students also exceeded their original goals. They reached their social media impressions goal the first day they launched the campaign. They

ended up gaining about nine times as many social media impressions than their original goal.

Finally, they exceeded their goal in the number of participants that pledged to “Fight for Five”.

The evaluation was appropriate to outline the kind of impressions the group made. They went over every major highlight that was completed by the end of the campaign and explained how they were able to complete the goal and exceed their own expectations. Another way the group could have evaluated their performance would be to interview the families affected by pediatric cancer and see what they thought about their results/impressions. Especially if they would have interviewed the families before the campaign even took place (in the research stage) and then afterwards to gauge the impact of their objectives.

STEWARDSHIP

Tigers With Purpose does include a modified version of a Stewardship analysis in their campaign. The group mentioned how much money they ended up raising from their fundraisers, and didn't specifically recognize any donors. The group did however mention all of the media coverage their campaign received and directly mentioned what station/channel talked about their campaign and what the name of the broadcast was in respect to that organization (Kelly 2001). One way the group could have made better use of this final step of the ROPES process would have been to directly mention any other organization that supported their campaign and either advertised or donated to them.

CRITIQUE

Although I do think Tigers With Purpose did an excellent job in representing their cause, I do still believe there are a few minor improvements that could have taken their campaign to the next level. First, I would have got more families that are directly involved with this cause

involved. They mentioned early on from their research the importance of making personal connections between their clients and the participants. It would have been a great addition to the campaign to have the children and their families share what Fight for Five means to them. I would have also made fundraising a bigger goal/objective. The group ended up raising around \$1,500 through the campaign. However, I think the group did a great job at making a lot of the public's go from latent/apathetic to aware but it would have been even more beneficial to the campaign itself to make them active publics.

REFERENCES

Bonnette, J., Kingston, C., Miner, K., Morvant, M., Rabalais, A. (2018). *Fight for Five Case study*. Retrieved from <https://prssa.prsa.org/wp-content/uploads/2018/05/LSU-Summary.pdf>.

Kelly, K. S. (2001). Stewardship: The fifth step in the public relations process. In R. L. Heath (Ed.), *Handbook of public relations* (pp. 279–289). Thousand Oaks, CA: Sage.