

Having worked for the Alberta Cancer Board in 2008, I was later contracted to conduct a general awareness survey involving 1,000 Albertans. The result? I learned that less than 1% of them could recall the Alberta Cancer Foundation in an unaided question. Why didn't they remember the Alberta Cancer Foundation? It's because there are more than 200 cancer charities operating in Alberta.

**Plan for a Fund Development Video,
Television Public Service Announcement
and social media campaign.**





Introduction

Having learned in a general awareness study that less than 1% of 1,000 Albertans could recall the Alberta Cancer Foundation in an unaided question, I worked with a team who knew it was crucial to generate widespread awareness of their Foundation's brand. With more than 200 cancer charities operating in Alberta for a variety of types of cancer, tremendous brand confusion exists between the Alberta Cancer Foundation, the Canadian Cancer Society and charities focusing on many cancers above and below the belt. This leads many Albertans to donate outside the province.

Informational and Motivational Objectives



Through a new video campaign that has been launched annually since its debut, my client wanted to educate Albertans that donations to the Alberta Cancer Foundation stay in the province to help families, friends and neighbors.

This plan focuses on raising awareness of the Alberta Cancer

Foundation and the following objectives:

- Increase awareness of the Alberta Cancer Foundation among all Albertans, highlight the Foundation's role in supporting research.
- Raise \$50,000 in donations through the "More Moments" year-end YouTube video by Dec. 31, 2012.
- Hit 1,500 views of the "More Moments" video on YouTube by a specific date.
- Engage 50 social media ambassadors across the province to share the "More Moments" video on the campaign launch date of December 18.

The Video and Global TV Public Service Announcement

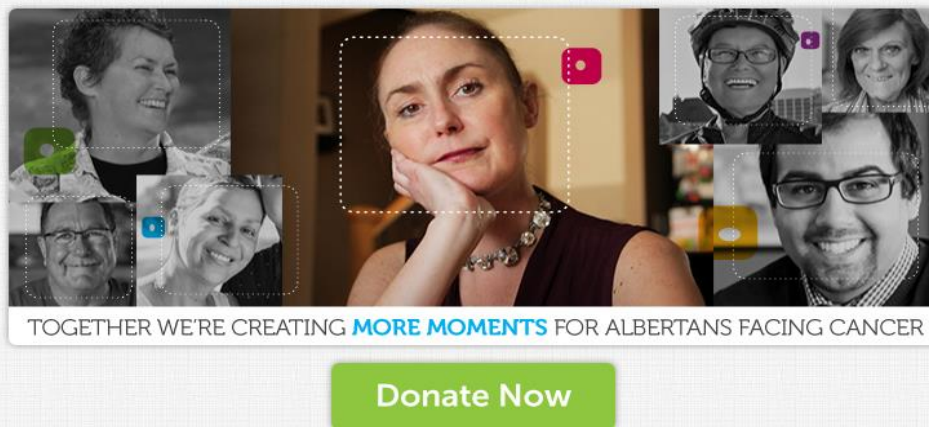


In 2014 the videos featured Tamara Gignac, a member of the target audience and a cancer patient. In June 2014, Calgary Herald reporter Tamara Gignac had stomach issues and went to her doctor. A week later, she faced a terminal cancer diagnosis and was given six to 12 months to live. With two young children and a loving husband, Tamara made the most of every moment she had left.

Thanks to market research, I learned that the audience would donate during the holiday season to create opportunities for cancer patients to benefit from cancer research and care.

Visit this link to view the cancer campaign.

More Moments: <https://www.youtube.com/watch?v=BF7AgppyVCA>



Alberta Stakeholder Groups



The Foundation's target audience consists of television viewers and Twitter and Facebook followers, ages 25 – 65. They are motivated to respond because they have lost someone they care about to cancer, or someone they care about is a cancer survivor.

Today the Alberta Cancer Foundation has 200,000 donors across the province. The donors choose how they want to make a difference. For example, they can donate to support cancer research or buy a product to treat certain forms of cancer. Support also comes from

volunteers donating their time to help raise money and support patients. These are just a few of the ways to achieve the foundation’s vision of a cancer-free future.

Goals and Objectives

Goals: For the Foundation to increase revenues, it increases share of mind among Alberta’s donors. The “More Moments” campaign was designed to attract donors, increase their understanding of cancer, and convince them to donate. The goals were to:

- Increase awareness of the Alberta Cancer Foundation, highlighting its role in supporting ground-breaking research, innovative treatments and better care across the province.

Objectives: The specific, measurable objectives were to:

1. Raise \$50,000 in donations through the “More Moments” year-end appeal by December 31, 2014
2. Hit 1,500 views of the “More Moments” video on YouTube by December 31, 2014.
3. Engage 50 social media ambassadors across the province to share the “More Moments” video on the campaign launch date of December 18, 2015.

The “More Moments” Theme



Every day the Foundation is busy making powerful improvements to cancer care in Alberta. However, they can only make these improvements with the support and commitment of their 200,000 donors across the province. Matching donors to their preferred way of saving lives, either by participating in a Foundation event as a volunteer, or by making an online donation, is how they achieve their vision of a cancer-free future. Together.

Even though the Foundation is a charity, they don’t think of themselves as one. They operate more like an investment manager by investing in projects that improve outcomes for patients. This means they provide quantifiable returns to ensure Alberta cancer patients return to their lives. Mothers return to young children. Children return to parents. What greater return could there possibly be?

For every cancer patient, whether their outcome is or isn't a long life, the goal is the same: more moments. For some patients, a breakthrough treatment will save their lives and give them many years of precious moments. For others, an enhanced care program will provide comfort and add life to the few days left.

Building on this idea, the Foundation decided the theme of the year-end appeal would focus on how their donors could give more moments to patients and their families by donating to a cause that matters at Christmas.

Timing of the Campaign



December 18, 2014 was the launch date of their year-end online appeal. Typically, this appeal shares a quick patient or research story but largely focuses on getting donors to give a gift before the December 31 tax deadline.

In 2014, the online campaign focused more on a compelling "More Moments" story paired with the benefit that donors would receive a tax receipt for donating before the year-end deadline.

The Patient and Campaign Spokesperson



The Foundation first heard about Tamara's story through social media. Later, she agreed to share her story in a public service announcement for Global TV. Tamara had a support system with friends from the journalism industry forming "Team Tamara YYC" to raise money for her care and cancer research. Knowing that she had a good social media presence already, the Foundation thought that a sharable YouTube video would arm this group with another way to spread awareness of their fundraising efforts. The side-benefit was that their efforts complemented the Foundation's year-end online campaign. The campaign reinforced the Foundation's strategic position that it is located in Alberta raising money for Albertans.

Tactics



The Foundation created a buzz across the province thanks to the campaign. They scheduled activities on February 4, 2014 to create consistent, comprehensive messaging, with the communication strategy employing far-reaching traditional media, social media and word-of-mouth tactics:

YouTube videos: These included one extended version of the “More Moments” video with Tamara Gignac’s story.

Television: These were Global TV’s “More Moments”-themed PSAs with Tamara’s story on airing from December 18 – 31, 2014.

Social Media: This involved recruiting more than 80 social media ambassadors across the province to share the video link, including the hashtag #ACFmoremoments on December 18, 2014. Finally, the Foundation ensured that social media images reflected the More Moments campaign.

Implementation, challenges and results

Objective: Raise \$50,000 December 18 - 31, 2014.

Result: The objective to raise \$50,000 in donations December 18 - 31, 2014 was challenging, but thanks to direct marketing through Mail Chimp, the Foundation raised \$3.8 million of its annual revenue. In 2013, the December year-end email appeal raised \$30,000 without integrated marketing communications. In 2014, with Tamara’s “More Moments” story at the heart of the year-end email appeal, the Foundation raised more than \$83,000 for leading-edge cancer research, treatment and care programs across the province. This exceeded the initial \$50,000 target by \$33,000 which allowed the direct marketing program to successfully hit the \$3.8 million fiscal year goal.

Objective: Engage 50 social media ambassadors across the province to share the “More Moments” video and donation page-link on the campaign launch date: December 18, 2014.

Result: The Foundation emailed social media ambassadors across the province or connected them through social media to share the “More Moments” YouTube video link and the donation page link. Nearly every ambassador shared the page information and video to help the Foundation knock its fundraising and YouTube viewing objectives out of the park.

Objective: Hit 1500 views of the “More Moments” video on YouTube by the campaign’s conclusion on December 31, 2014.

Result: Thanks to a successful strategy involving ambassadors, the “More Moments video of Tamara’s story hit 1600 views on YouTube within 48 hours of the campaign launch. To date, the video has more than 24,900 views, which is equal to all the Foundation’s YouTube videos combined.

4. Given the Foundation’s focus on being responsible stewards of donor dollars, \$85,00 was their total budget for this campaign. Roughly \$7000 was budgeted and spent to produce the “More Moments” video of Tamara’s story, thanks to the generous discount on video services from Joe Media. And thanks to Global Television, the PSAs were possible with a \$1200 spend on production.