

The Cancer Support Community- An Integrated Communications Campaign

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Executive Summary

The Cancer Support Community- Greater Miami is a non-profit 501(c) (3) organization. The Cancer Support Community has devoted itself to fulfilling its mission of ensuring that no person faces cancer alone. The organization specializes in offering free psychological and emotional services along with a home like environment for persons and families affected by cancer in the South Florida area. The Cancer Support Community relies on donates for staffing, operational costs and offering free services. There are four main donor types to the Cancer Support Community; they include persons who have been directly or indirectly impacted by cancer, the board of directors, fundraising events and event sponsors.

The Cancer Support Community is now faced with the challenge of increasing donations and awareness. The organization will embark on a new campaign aimed at reaching past, current and potential donors with the goal of increasing knowledge and recognition. The current national trend among non-profit organizations is to form partnerships and make requests for smaller donations. It is estimated that 60% of our revenue will be generated through a combination of partnerships, events, advertising and public relations. In order to increase donations and awareness primary activities will include:

- ❖ Three new fundraising events.
- ❖ Partnerships with local businesses.
- ❖ Advertising on television, radio and the Internet.
- ❖ The solicitation of individuals, corporations, and small businesses.

Situation Analysis

Organizational Analysis

Cancer Support Community- Miami

8609 South Dixie Hwy

Miami, FL 33143

305/668-5900 Fax: 305/668-0048

info@cancersupportcommunitymiami.org

Organization Mission

To help people affected by cancer, enhance their health and well being through participation in a professional program of emotional support, education and hope.

Organization Philosophy

Cancer patients who fight for their recovery along with their health care team will improve the quality of their lives and may enhance the possibility of their recovery.

Organization Service History

The Cancer Support Community – Greater Miami is apart of a national organization founded in 1982. The organization was formerly known as The Wellness Community- Greater Miami however after joining forces with Gilda’s club in 2010 was renamed the Cancer Support Community- Greater Miami. The Cancer Support Community Miami started in April 2002 and has since been providing free services and support to persons and families affected by cancer. The organization is listed as a 501 C 3 and is registered under the state of Florida. All funds raised by the Cancer Support Community- Greater Miami remain at the Greater Miami location and used to fund all programs and operational costs. The organization uses donations to offer free services, which include psychological support, yoga classes, cancer specific group meetings, family support meetings, motivational meetings, cooking classes and techniques designed specifically for those diagnosed with cancer and their caregivers.

According to the Cancer Support Community’s website, “In July 2009, The Wellness Community and Gilda’s club joined forces to become the largest provider of cancer support worldwide. At the center of the organization are the participants, those seeking support as they deal with their diagnosis.”(www.cancersupportcommunitymiami.org) Pam Zakheim, Executive Director of the Cancer Support Community- Greater Miami believes that the services offered allow patients to become more empowered and active in their fight for) recovery. According to Zakheim, “With the help of our trained professionals, and through contact with each other, our participants become empowered and better able to actively deal with the physical and emotional pressures of their disease.”

The organization has received numerous awards from the local community. Program Director Peggy Rios states, “The role we play in cancer support in Dade County has been recognized and we have received the community Partnership Award from both the American Cancer Society and by Baptist Health System and Congregational Health.” The Cancer Support Community has other local supporters, some of which include the Dade County Foundation, Nordstrom, Target, Carnival Cruise Lines and Mellon United National Bank.

The Cancer Support Community- Greater Miami is a non-profit organization that raises monetary donations to help offer programs and support services to persons and their loved ones affected by cancer. The Miami branch is one of many across the United States that is part of the national organization The Cancer Support Community head quartered in Washington, DC. As stated on the organizations website, “The Cancer Support Community is currently the world’s largest employer of psychosocial oncology mental health professionals in the United States; the organization offers a network of personalized services and education for all people affected by cancer.” (www.cancersupportcommunitymiami.org)

The organizations main goal is providing professional programs of emotional support, education and hope for people affected by cancer at no charge. The mission of the Cancer Support Community is to ensure that all persons impacted by cancer are empowered by knowledge, strengthened by action, and sustained by community. In order to provide these services it is critical to secure donations which keep the doors open to the thousands that visit the CSC- Greater Miami annually. The driving force at the Cancer Support Community is to ensure that no person faces cancer alone.

There are many factors that set the Cancer Support Community apart from other non-profit organizations in the South Florida region. Apart from being that largest provider of cancer support worldwide, the Cancer Support Community- Greater Miami center provides its participants the ability to interact with others dealing with the same challenges and to find solutions to these challenges as it relates to their illness. A notable strength of organization is that donations are not intended for cancer research, which can often times go unseen, instead donations provide the participants and caregivers a better quality of life throughout their cancer diagnosis and provides them a community like atmosphere.

Primary Services Offerings

The Cancer Support Community's website (www.cancersupportcommunitymiami.org) lists the following as the organizations primary service offerings:

Participant groups

Ongoing weekly groups facilitated by licensed psychotherapists.

Caregiver/ Family groups

Programs designed to help support the loved ones and family of those affected by cancer

Networking Groups

These groups meet monthly and are cancer specific. This allows family friends and participants to speak openly about their concerns. The groups that are available to participants and caregivers include brain cancer, multiple myeloma, leukemia, breast cancer and gynecological cancers among others.

Educational programs and workshops

These programs provided interactive learning opportunities for participants and caregivers to get feedback from medical experts in the oncology field.

Ongoing life enhancement programs

There are a variety of programs offered by Cancer Support Community that fall under this heading. They are lead by instructors with expertise in the areas of stress reduction and management; look good feel better cosmetic classes, relaxation, meditation, exercise, yoga, Tai Chi and nutrition during the monthly Healthy and Delicious Cooking and nutrition workshop.

Marketing and Communication History

The Cancer Support Community- Greater Miami has used a number of marketing and communication techniques to reach potential donors to increase awareness. Examples of such marketing and communication strategies and tactics include the use of a large company billboard located on US-1 South Dixie Highway. Other current marketing and communication tools being employed, include clothing promoting the Cancer Support Community, direct mail, pamphlets, books, calendars, wristbands, broaches, pens, brochures, a company website, flyers, invitations and email marketing. According to the Executive Director Danielle Spiegelman, “The Cancer Support Community has received immense support from local newspapers and will be featured on Neighbors for Neighbors during the month of October. Our organization has also received extensive coverage from local media such as the Miami Herald.”

In addition, the Cancer Support Community has an extensive mailing list that reaches both past and current donors, including program participants and their caregivers. A significant amount of money raised comes directly from events held throughout the year. Most of the donations come primarily through the annual Heart and Star Award Dinner, an annual gala and an annual golf tournament. For the month of October the Cancer Support Community partnered with Lee denim. This partnership will raise money for the Cancer Support Community on October 8th, 2010, which has been declared denim day in support of Cancer Support Community. The campaign is called ‘Give \$5 and add your heart.’

Fundraising

The Cancer Support Community has a strong history of using events to increase awareness and generate donations. The Organization holds four major fund raising events throughout the calendar year. In 2010, the Cancer Support Community has held a gala, a walkathon, a dinner, and a golf tournament. The proceeds from each event will be used to fund the programs offered at the Cancer Support Community.

According to the Executive Director Danielle Spiegelman, “These events have been invaluable since this is how we secure new donors and increase awareness about the organization and its mission, the events are important to us especially considering our operating costs which is approximately 900,000 dollars annually.” Currently most fundraising for the Cancer Support Community comes from grants, events, individuals and corporations. According to Spiegelman, “Those who provide our services are required to be professionals licensed in their fields of expertise and are paid. We also know that \$500 allows one person to attend a full range of our programs for an entire year.”

Problem Statement

The problem facing The Cancer Support Community- Greater Miami is communicating strategically the need for donations. This includes communicating the impact donations can have on the lives of participants and their caregivers. This problem focuses on increasing brand awareness to generate increased donations. Further the Cancer Support Community's goal is to try to become more visible in the South Florida area and to establish relationships donors. Due to a recent sharp decline in donations, the Cancer Support Community has experienced significant cuts in funding.

According to Program Outreach Director Amparo Alvarez at the Cancer Support Community- Greater Miami, "Declines in donations have had a significant effect on the Cancer Support Community especially because it is the only source of revenue to fund programs, staffing and fundraising events. I believe the economy has a lot to do with the steady decline." I am proposing a new strategy for reaching potential donors in which the Cancer Support Community will partner with businesses in the South Florida area.

I propose that the Cancer Support Community form a partnerships with businesses preferably those that are franchised allowing for a beneficial relationship where local businesses can increase revenue, awareness, and client base, while being viewed as philanthropic and socially responsible within the local community. The Cancer Support Community can use the partnership to increase well-needed awareness and donations.

Market Analysis

The steady decline in donations to non-profits is taking place on a national level and is attributed to the recent and ongoing global economic decline. As stated in Tribune News by Conner (2010), donations have declined on a national level. In 2008 donations declined by more than \$300 million. Non- profits are now facing competition for other organizations including political campaigns. (Conner, 2010) Non- profit organizations nationwide have seen declines in the amount of services and programs being offered. This has severely hampered their ability to adequately carry out their respective missions. It is trending across the United States for non-profits to form partnerships with local businesses to generate donations. One such organization that has been leading the way has been the non-profit Susan G Komen foundation and the national massage chain Massage Envy. As stated in Business Wire (2010), the Susan G Komen foundation has formed partnerships with many local businesses across the Unites States. In Los Angeles, the organization has formed a partnership with Massage Envy and receives a portion of the money that clients of spend on massages (Anonymous, 2010). Another successful partnership has been Susan G Komen partnering with Yoplait. This partnership allows consumers to save the lids of the yogurt and mail them in so that Yoplait will donate money to the Susan G Komen organization.

This type of partnership is part of a current trend that nonprofit are using called co branding. Co branding is a significant source of revenue for cash strapped organizations and businesses. As stated in Business Wire by Conner (2010), the partnership between Susan G Komen and Massage Envy raised over \$1 million which benefited the non profit by enabling them to use the money raised to further their mission of finding a cure for breast cancer (Conner, 2010). Other

national non- profits have been using this strategy of co- branding to reach new and potential donors. Local businesses seem more open to partnership because it is can serve as free marketing, drive more customers into their stores and this can mean increased revenue, making a big difference for cash strapped businesses during a down economy.

Other non- profits organizations like the American Cancer Society have also been partnering with local businesses in an effort to increase donations and awareness in local communities. National Banks across the United States such as Huntington Bank are now supporting local causes by making it easier for customers to donate online. As stated in Investment Weekly, by Dan Benhase, Senior Executive Vice President of Huntington Bank (2010), online bill payment is a great way of providing customers an easy and convenient way to support a non-profit organization (Anonymous, 2010).

Co branding can benefit companies who would like to reshape their image and those hoping to gain a more positive and philanthropic image in the minds of consumers. Needleman (2007), “Demonstrating altruism can be of great value to companies. More than three-quarters of roughly 1,100 Americans surveyed earlier this year said they wouldn't work for a firm they deemed socially irresponsible.” (p.8) Many non-profits nationwide operate on a very restricted budget, however through forming partnership they are able to gain increased exposure through free marketing and new potential donors through customers. Businesses also benefit because donors of that non- profit will likely support a business that supports their own cause. Chang (2009), “Co-branding is a marketing arrangement to utilize multiple brand names on a single product or service. Basically, the constituent brands can assist each other to achieve their objectives. Co-branding is an increasingly popular technique for transferring the positive

associations of one company's product or brand to another." (p.77) Therefore, it is critical to look at the potential benefits co branding can have for non- profit organizations like the Cancer Support Community- Greater Miami.

Gaurav Doshi, (as cited in Chang, 2007) states:

Obviously, creating strategic alliances by engaging in co-branding has become increasingly popular across many industries. A successful co-branding strategy has the potential to achieve excellent synergy that capitalizes on the unique strengths of each contributing brand. Co-branding is an increasingly popular technique for transferring the positive associations of one company's product or brand such synergy: (1) expands the customer base (more customers), (2) increases profitability (3) responds to the expressed and latent needs of customers through extended production lines), (4) strengthens competitive position through a higher market share), (5) enhances product introductions through enhancing the brand image (6) creates new customer-perceived value, and (7) and yields operational benefits through reduced cost. (p. 77)

When looking at potential donors of the Cancer Support Community factors to consider include the ways people give, their wish to be recognized or not, do potential donors wish to establish a long- term relationship with the organization or not. Recent research has indicated that individuals who give may have a strong desire to remain anonymous. When deciding whom to target it is critical to look at whether people would be more or less motivated to give if they know their money is being used to support a particular cause or a non-profit organization. Needleman (2007), "A 2007 report commissioned by Cone Inc a branding-and- research consulting firm in Boston, found that, 87% of the study's respondents said that price and quality

being equal, they would likely switch from one product to another if the other product was associated with a good cause.” (p.8)

This tells us that it is critical to find out if the customers of particular businesses would patronize one brand or service over another if it were linked to a non- profit like the Cancer Support Community. Other concerns focus on the fact that some people prefer to give on their own terms instead of being contacted by non- profits through on going solicitation. According to Kales as cited by Kapos (2010), "Sometimes, as non-profits, we inhibit by overdoing and pestering too much, if anonymous giving is on the rise, I'm not surprised, because people get tired of that. They want to give but don't want to be bombarded." (p. 23) This is an important factor for the Cancer Support Community to consider, especially since a significant portion of their marketing and communication focuses on ‘keeping in touch’ through the use of direct mail with the goal of reminding past and current donors of the needs of the organization.

As stated by Kapos (2010), the current economic decline has raised a climate of fear among donors. Donors would prefer to remain anonymous by having the focus on the charity or cause. The biggest fear among donors is that they will be targeted by criminal elements during the current economic recession. Donors would also prefer to donate and not establish an ongoing relationship with the non-profit (Kapos, 2010). These are important factors to consider for the Cancer Support Community. We must take into account changes in the way people make donations and their attitudes towards non- profit organizations. The Cancer Support Community cannot overlook the recent decline in the Unites States economy; with the high levels of unemployment and underemployment those persons that do have spending power have begun feeling uncomfortable with displaying wealth.

As stated by Bork as cited by Kapos (2010), reports people have become weary about flaunting money even when it is being used to support a non-profit. Many people have donated money and asked to have the listed donation reduced. These requests come from donors wanting to remain anonymous and some that do not desire to establish any relationship with the non-profit (Kapos, 2010). It will be critical to find out if people find it easier or would be more inclined to donate to a nonprofit when it is integrated into their everyday lives, for example, when visiting a salon, eating at their favorite restaurant, or making purchases at their favorite businesses. The proposal is therefore to find out if residents of the South Florida would be more inclined to donate to a nonprofit organization like the Cancer Support Community when they shop at a local business. The key objective is to find out if past, current or potential donors would prefer making donations to the Cancer Support Community when shopping at a local business.

Consumer Analysis

After interviewing Danielle Spiegelman, Executive Director at the Cancer Support Community- Greater Miami it was found that the profile of past, current and potential donors cannot be easily classified. Ms. Spiegelman revealed that donors to the Cancer Support Community come in five primary forms. The organization receives much of its funding through grants given to the organization. Another major donor to the Cancer Support Community includes events donors, and sponsors. These are persons or companies who donate and attend the fundraising events held by Cancer Support Community. The next group of donors includes corporate donors who partner with, promote and make monetary donations to the Cancer Support Community. Another donor type is the individual who has been directly or indirectly impacted by cancer. The final donor type the Board of Directors of the Cancer Support Community has contributed significantly by donating to the Cancer Support Community.

Donors can be broken down based on their Values Attitudes and Lifestyles. VALS is a method of segmenting consumers into groups based on their income, resources and lifestyles. These four donor types have been broken down into three groups they include Thinkers, Innovators and Believers. The first two donor types would most likely enjoy and participate in fundraising events such as the annual golf tournament and gala.

According to VALS, Thinkers have high incomes; they have attained higher education and are working professionals. They are very aware of themselves and social issues and partake in leisure activities centered on their homes (Strategic Business Insights, 2010). This group reflects event supporters, donors and sponsors. Another group of potential donors to the Cancer Support Community are called Innovators; these would describe the Corporate Donors and the Board of Directors of the Cancer Support Community- Greater Miami. According to VALS, Innovators

are very wealthy and they use their resources to support their affluent lifestyles. Innovators are concerned about the way they look and place high value on how others view them (Strategic Business Insights, 2010).

The donor that will be targeted is the individual donor who is directly or indirectly affected by cancer. Spiegelman revealed that these donors typically make donations in the amount of 100 dollars. According to VALS as cited by Strategic Business Insights (2010), Believers are a low-income group, their activities are focused on the family and their shopping habits are fairly predictable because they tend to patronize brands and businesses they are familiar with (Strategic Business Insights, 2010). Since cancer affects very broad sector of the population, males and females ages 25- 65 living in Miami Dade County earning over 30,000 annually will be targeted.

This group will be targeted as part of a plan to expand the base of current donors particularly those donors who have been directly or indirectly affected by cancer. The campaign will target persons living in South Florida, particularly persons who might be inclined to support a business that partners with a non-profit organization like the Cancer Support Community. Since the most frequent donations came from persons who had been affected, this group will be the focus of the new campaign to raise more donations for The Cancer Support Community- Greater Miami.

Competitive Analysis

Breast Cancer- Network of Strength

The Breast Cancer- Network of Strength Organization formerly known as the Y-ME National Breast Cancer Organization is a 501 C 3 non- profit organization offering support to persons affected by cancer. The organization specializes in programs of emotional support and providing services to persons affected by breast cancer. The mission of The Breast Cancer- Network of Strength Organization as stated on the organization's website is (www.networkofstrength.org), "To ensure that through peer support, empowerment and information no one faces cancer alone." In addition to offering programs of support the organization offers persons affected by cancer the ability to utilize its 24-hour toll free number. Here participants and caregivers can access trained professionals who often times have themselves been affected by cancer and who can provide emotional support and information to participants and their caregivers. (www.networkofstrength.org)

The toll free number also provides participants and caregivers with interpreters who are able to provide support in up to 150 languages. (www.networkofstrength.org) This means the organization is able to reach millions of people from many different backgrounds. The organization supports local initiatives related to breast health and hold numerous fundraising activities annually. According to the organizations website, "Money that is raised is used to offer programs and services and is also used to fund their initiatives which include providing access to wigs and prosthetics to persons with limited resources who are affected by cancer." (www.networkofstrength.org) The organization also utilizes social media such as Facebook, Twitter, Flickr and YouTube to promote its cause.

Living Beyond Breast Cancer

Living Beyond Breast Cancer is a direct competitor of the Cancer Support Community-Greater Miami. The organization specializes in offering persons affected by breast cancer access to information and also provides support services to participants and their caregivers. According to the organizations website, “Our mission includes offering specialized programs and services for the newly diagnosed, young women, women with advanced breast cancer, women at high risk for developing the disease, and African-American and Latina women. We also offer programs for caregivers and healthcare professionals to help them better meet the needs of women affected by breast cancer.” (www.lbbc.org) The organization relies on volunteers and the expertise of professionals to provide programs of emotional support and information. Most of the services offered by Living Beyond Breast Cancer are at little or no cost to the participants and their caregivers. (www.lbbc.org)

The organization uses communication tools that include newsletters, books, recordings and transcripts that can be used played on MP3 players. Services accessible to participants and their caregivers include unlimited access to the organizations library in which participants and caregivers they can access unlimited information on cancer. According to the organizations website, “Services include conferences and teleconferences led by professionals. The organization also provides a toll free telephone help line that offers emotional support to caregivers and participants.” (www.lbbc.org) Living Beyond Breast Cancer also utilizes social media such as Facebook, Twitter and Youtube to promote its cause. Current sponsors to the organizations include White House Black Market, National Philanthropic Trust, and Amgen Oncology. (www.lbbc.org)

Susan G Komen Miami/ Ft Lauderdale

The Susan G Komen Miami/ Ft Lauderdale non-profit organization is one of the Cancer Support Community's indirect competitors. The organization is very prominent in the South Florida community. The organization holds numerous local events annually all geared at raising awareness and donations to fund their mission of finding a cure for breast cancer. The non-profit uses many avenues to promote the organization, and its various events to support their mission. Promotional activities carried out by the organization include its worldwide partnerships with major corporations and local businesses in which companies manufacture products bearing the notorious pink ribbon. Other initiatives include partnerships with businesses that donate a portion of the revenue from services and products to the organization. These companies include cosmetic and clothing companies targeting women. Other promotional material being used by the organization include brochures, jewelry, food products, a website, clothing articles, and car stickers as well as social media.

The most popular fund raising event put on by the non-profit is their annual 'Race for the Cure' event that is held worldwide. The annual races bring millions of people together in support of the organizations cause. As stated in the Susan G Komen 2009 fiscal report located on the organizations website, millions have been raised since 2009 from the Susan G Komen Race for the Cure Series. This significant revenue has allowed the Susan G Komen to adequately fund their mission of finding a cure for breast cancer (www.komen.org). Based on these numbers it is evident that the organization has been extremely successful at increasing knowledge and awareness about their cause and obtaining donations. The organization is globally recognized and has a tremendous budget to support its mission.

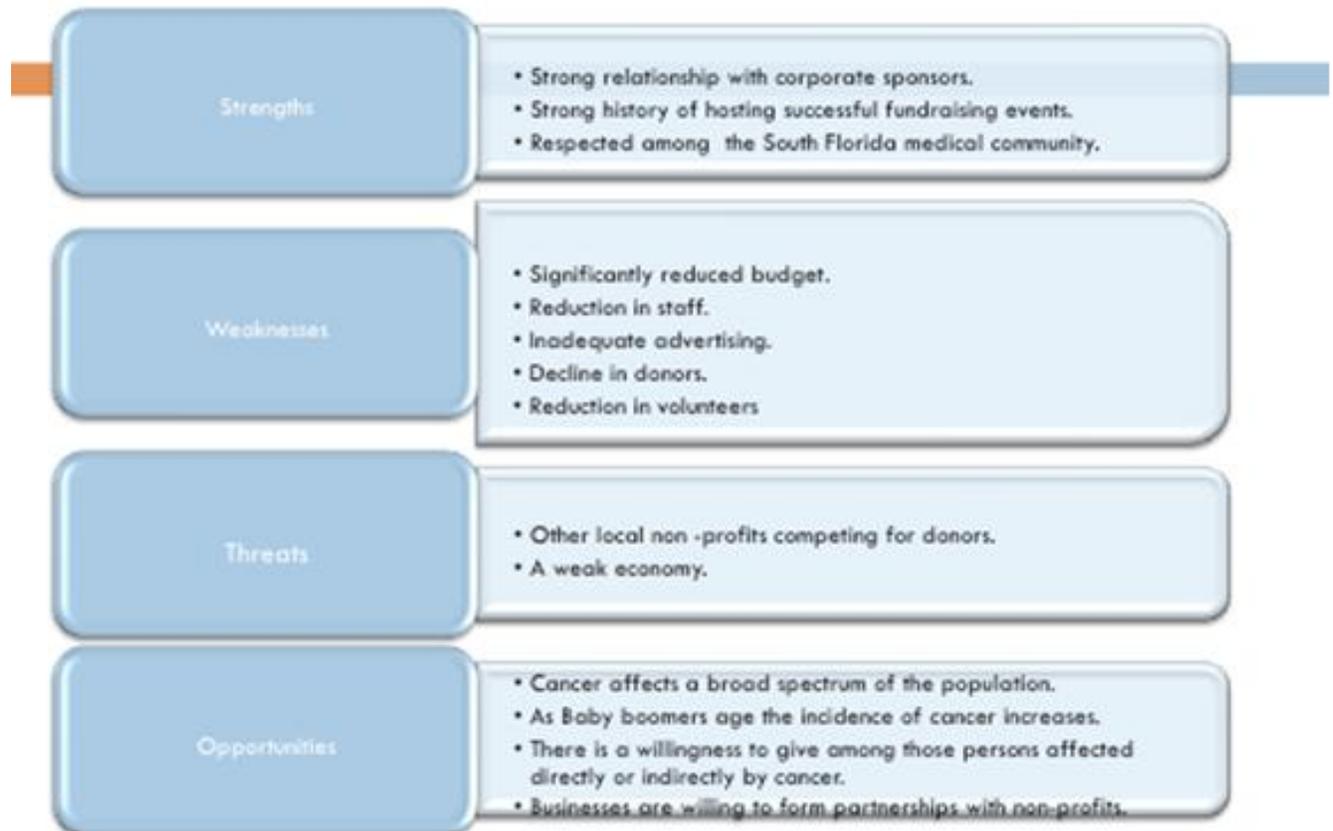
American Cancer Society

The American Cancer Society is also an indirect competitor of the Cancer Support Community. The American Cancer Society's main focus is providing free services to persons affected by cancer and holding fundraising events to increase awareness globally. The organization has been using social media such as Facebook and Twitter to keep in touch with donors and to become more global in its efforts. This organization's main focus is centered on advocacy against the use of tobacco products. The mission of the American Cancer Society as stated by the organization's website, "The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service."(www.cancer.org)

The organization has a long list of fundraising events to be held in South Florida throughout 2010 and into 2011. The American Cancer Society's current fundraising event is called Team ACS. According to the organization's website, Team ACS is an initiative in which any individual wishing to donate to the American Cancer Society can turn any event into a fundraising event that will directly benefit the organization (www.cancer.org).

S.W.O.T Analysis

S.W.O.T Analysis



Primary Research Objectives

1. Would current, past or potential donors be willing to patronize local businesses that partner with the CSC?
2. What is the best way to market to potential donors, (i.e. advertising, social media, radio, newsletter) in order to spread awareness about the CSC's cobranded services or events?
3. What would appeal to or motivate donors to patronize a business that partners with the CSC?
4. Would donors prefer donating to the CSC when they patronize local businesses?
5. What types of businesses do current, past, or potential donors of the CSC patronize most?
6. Has the decline in the economy affected willingness to donate to non- profits?

Methodology

Primary research was carried out using a 24-question survey posted on Survey Monkey asking respondents about their awareness of the Cancer Support Community and their willingness to support the organization if it were to form partnerships with businesses. The survey also focused on finding out what factors motivate people to support non- profit organizations and businesses. The survey was targeted towards working professionals since this group was identified as the group that makes donations to the Cancer Support Community. Since cancer does not affect a certain type or person, male and female professionals ages 25- 65 living in Miami Dade County earning over \$ 30,000 annually were targeted to complete the survey (Please see survey and graphs located in the Appendix).

Primary Research Findings

A total of 111 respondents participated in the survey providing invaluable information for the Cancer Support Community- Greater Miami. Primary research indicates that a significant amount of respondents have been affected by cancer. An overwhelming 76.6%, of respondents have either been directly or indirectly impacted by cancer (see Figure 1). A significant percentage of the respondents, 72.1 % indicated that they were not familiar with the Cancer Support Community (see Figure 2). A total of 56.8% of respondents are currently involved with a non- profit organization, however 36.9 % described their relationship as having no commitment to the organization they support (see Figure 4 and 5).

Respondents indicated that they donated money and volunteered at the non-profit organizations they support. 52.3% of respondents said they donated money while 36% said they volunteered (see Figure 6). Primary research reveals that 98.2% of respondents are willing to support a local business that partners with a non-profit organization (see Figure 7) A total of 52.3 % indicated that they donated whenever they can and 73.9 % said that they would prefer to remain anonymous (see Figure 8- 9). A total of 38.7% of respondents indicated that they felt the recent economic decline had negatively impacted their ability to give to non-profits (see Figure 10).

Respondents indicated that they would be most willing to support supermarkets, clothing stores and dine- in restaurants if it were to partner with a non profit they supported, 73.9% said they would support a supermarket 66.7% indicated they would support a clothing retail store and 56.8% said they would support a non-profit if it partnered with a dine in restaurant (see Figure 12). When deciding to support a non- profit organization, respondents identified “A loved one or

friend will benefit” as the most important factor (see Figure 13), however when deciding to support a business “The business sell products and services I use on a regular basis” was rated as being most important to respondents (see Figure 14).

A total of 74.8 % of the respondent were females living in Miami Dade and Broward County (see Figure 15) Most of the respondents were college educated, 36.9% indicated that had attained a bachelor’s degree (see Figure 18) most of our respondents, earned between \$ 20,000- 40,000 annually (see Figure 17), 58.6 % or respondents also indicated that they got most of their information on non-profit organization through television; this was followed by Internet advertisements 42.3% and radio 38.7% (see Figure 19. Further, 63.9 % said they were ‘likely’ or ‘very likely’ to support a business that partners with the Cancer Support Community (see Figure 21). Based on the primary research findings the target of the Cancer Support Community- Greater Miami campaign will be middle income, college educated, minority female professionals who have been directly or indirectly affected by cancer.

Campaign Objectives

- To increase recognition of the Cancer Support Community from 29.9% to 50% among our target market within one year of the campaigns launch.
- To create top of mind awareness when making the decision to donate among 50% of past, current and potential donors with one year of the campaigns launch
- To increase the number of supporters in the Cancer Support Community's communication database by 50% within one year of the campaigns launch
- To increase knowledge of the Cancer Support Community by 50% among the target market within one year of the campaigns launch.

These percentages were decided on since recognition of the Cancer Support Community was only 29.9% among of respondents of the survey. By the end of the year long campaign the goal is to ensure that at least 50% of the target will recognize the Cancer Support Community – Greater Miami and will also donate to the organization. The target as primary research indicates are middle income, college educated, minority female professionals who have been directly or indirectly affected by cancer.

Explanation of Campaign

The primary research guided the development of the campaign aimed at increasing knowledge about the Cancer Support Community. The primary goal of the new Cancer Support Community campaign will be increasing knowledge and recognition through the use of events, partnerships, promotions and advertisements. The umbrella theme of this new campaign will be “For the Sake of Our Loved Ones.’ This concept was chosen because most of our respondents indicated that they were most willing to support a non-profit organization if a loved one or friend would benefit. The campaign will reach our target through a series of events, promotional activities, advertising, and partnerships. The campaign for ‘For the sake of our loved ones’ will take place over a 12-month period. The campaign will target middle income, college educated, minority female professionals who have been directly or indirectly affected by cancer.

Strategy 1: Campaign to increase knowledge and recognition of the Cancer Support Community.

Tactics

In order to increase knowledge, the Cancer Support Community's will form partnerships with businesses in South Florida. The 'For the Sake of Our Loved Ones' campaign will be one in which the Cancer Support Community partners with local businesses. This tactic was decided on since 63.9% of respondents (see Figure 21), indicated that they would be likely to support a business that partners with the Cancer Support Community. In order to strategically reach potential donors partnerships will be formed with specific business types these include supermarkets, clothing stores and dine- in restaurant. These types of businesses we chosen since 73.9 % of respondents said they would support a non-profit if it partnered with a supermarket. A total of 66.7% said they would do so if the non-profit partnered with a clothing store and 56.8% said they would do so if the non-profit partnered with a dine-in restaurant (see Figure 12). The stores listed below were selected because they are well known throughout the South Florida community and meet the requirements of the types of businesses respondents were most willing to shop at to support the Cancer Support Community.

Supermarkets- Publix, Winn Dixie

Dine-In Restaurants- Cheesecake Factory, Olive Garden, Applebee's, TGIF, RA Sushi

Clothing Stores- Ralph Luran, Ann Taylor, Forever 21, Marshalls, Victoria's Secret

Strategy 2: Campaign to increase donations among persons who do not desire to establish a commitment to the Cancer Support Community.

Tactics

As part of the ‘For the sake of our loved ones’ campaign, will target persons who do not want a commitment to the Cancer Support Community; they prefer to give whenever they can and to remain anonymous. A total of 69.3% of respondent indicated that they were not interested in receiving information about the Cancer Support Community (see Figure 20). Many respondents indicated that when making donations they would prefer to remain anonymous, a total of 73.9% indicated that they prefer to be anonymous when donating (see Figure 9). This tactic was decided on also because secondary research indicated that it is national trend among non- profits to seek smaller yet more frequent donations. As such donation jars will be placed in the businesses of corporate partners promoting the Cancer Support Community and the ‘For the Sake of Our Loved Ones’ campaign.

Strategy 3: Hosting three new fundraising events to raise donations and to increase awareness of the Cancer Support Community.

Tactics

As part of the campaign to increase awareness and donations, the Cancer Support Community will introduce three new events to their annual calendar. Events ranked third among respondents, a total of 27.9 % of respondents said they currently supported non-profits by attending events (see Figure 6). Three new fundraising events will be added to the events calendar. A wine tasting event, a concert/ telethon and an auction will be held featuring local talents as well as several established recording artists contributing their time and talent to the cause.

Event #1: Wine Tasting Event

The first initiative will be a wine tasting event to be held on March 12, 2011. The goal of this event is to increase donations and knowledge of the efforts of the Cancer Support Community among past, current and potential donors. The proceeds from this event will directly benefit the Cancer Support Community. To contact potential donors those persons from primary research who expressed a desire to receive information about the Cancer support Community, by providing their email addresses, will be added to the current mailing database. Event speakers will include celebrities who are actively campaigning for cancer awareness along with actual family members who have benefited from the cancer support community.

Three weeks prior to the event we will embark on a full scale media blitz with WSVN, NBC6, Telemundo, and CBS news, each running twelve 30 second spot advertisements during their daily prime time slots. Advertisements promoting the wine tasting event will be aired on local radio stations such as WEDR 99.1, WLYF101.5, WMGE 94.9, WMIB 103.5 and WFLC 97.3. Flyers will be distributed through our campaign partners such as Publix, CVS and Walgreens. We will also continue to utilize our current e-mail and postal mailing database to distribute additional flyers. A follow up email will be sent one week prior to the event urging prospects to confirm attendance. Four days before the event a reminder email will be sent to all contacts reminding them to save the date.

Event # 2: Auction

The second initiative will be an auction, to be held on August 20, 2011. The event will feature items donated by sports, media, entertainment and philanthropic personalities. The Cancer Support Community will also continue to secure auction items from current corporate partners, sports and entertainment personalities throughout the yearlong campaign. Invites will be sent via email promoting the auction and encouraging our target market to bring a friend or loved one who has been affected by cancer.

The evening will also focus on increasing cancer awareness and the mission of the Cancer Support Community within our community. All proceeds from the auction will be donated to the Cancer Support Community. Throughout the event, sports, media and entertainment philanthropies will interact and address the audience along with actual cancer survivors and their family members speaking on the benefits of Cancer Support Community, particularly how the support community has helped them through their difficult experience.

To gain increased exposure local media will be invited to the event. Press releases and media kits will be sent to local television stations. Three weeks prior to the event we will embark on a full scale media blitz with WSVN, NBC6, Telemundo, and CBS news, each running twelve 30 second spot advertisements during their daily prime time slots. Advertisements promoting the auction will be aired on local radio stations such as WEDR 99.1, WLYF101.5, WMGE 94.9, WMIB 103.5 and WFLC 97.3. Flyers will also be distributed through our campaign partners such as Publix, Walgreens and CVS.

RSVP invites to this event will be sent three weeks prior to the event via e-mail and post. We will utilize our current e-mail and postal mailing database to send invitations. A follow up

email be sent one week prior to the event urging prospects to confirm attendance. Four days before the event a reminder email will be sent to all contacts reminding them to save the date.

Event # 3: Concert/ Telethon

The third fundraising event that will be introduced to the Cancer Support Community's events calendar will be a concert/ telethon. The concert/ telethon will be held on November 22, 2010. The event will feature local artists and established entertainers from the music industry who support cause related events and are willing to give of their time and talents. The telethon will allow for entertainers to champion the cause of the Cancer Support Community and also allow artists to answer the telephone calls of potential donors wanting to make a pledge to the Cancer Support Community. To reach potential donors the email addresses of those persons from primary research, who expressed a desire to receive information about the Cancer Support Community- Greater Miami by providing their email addresses, will be added to the current mailing database.

Event speakers will include celebrities like Felicity Huffman who actively support the Cancer Support Community and those celebrities who are actively campaigning for cancer awareness. Three weeks prior to the event we will embark on a full scale media blitz with WSVN, NBC6, Telemundo, and CBS news, each running twelve 30 second spot advertisements during their daily prime time slots. Advertisements promoting the concert/telethon will be aired on local radio stations such as WEDR 99.1, WLYF101.5, WMGE 94.9, WMIB 103.5 and WFLC 97.3. In order to gain increased exposure local media will be invited to the event. Press releases and media kits will be sent to local television stations.

Flyers will be distributed through our campaign partners such as Publix, CVS and Walgreens. We will utilize our current e-mail and postal mailing database to distribute additional flyers. Invitations to this event will be sent three weeks prior to the event via e-mail and post. A

follow up email will be sent one week prior to the event urging prospects to confirm attendance. Four days before the event a reminder email will be sent to all contacts reminding them to save the date.

Communication Tools

Television Advertisements

Emotional and psychological appeals will be used as a call to action aimed at motivating the target to become donors by developing an emotional connection with the Cancer Support Community. The strategy will show the target the feel good benefits that can come with giving and focusing on the positive impact donation can have on the lives of loved ones and friends that have been affected by cancer. This will be the best appeal since most respondents indicated that the most important factor when supporting a nonprofit was whether a friend or a love one would benefit (see Figure 13). The message will aim at motivating people to give in order to help their loved ones. The goal of advertising will be to increase knowledge of the Cancer Support Community.

Advertisements will be placed on local television stations such as WSVN, NBC6, Telemundo, and CBS news. These television stations were chosen because they are among the most popular television stations in the South Florida area and reach millions of persons on a daily basis. They also carry content related to the South Florida community. These advertisements will serve to inform the target market about events, partnerships and to promote the mission of the Cancer Support Community.

Internet Advertisements

Advertisements and online banners will be placed on the websites of the partnering companies listed above. Emails will be sent to current contacts promoting the partnerships and events. To increase traffic to the Cancer Support Community's website key word search terms such as 'cancer', 'hope' and 'community' will return the Cancer Support Community's website in search engines like Google and Bing. Online advertisements and banners will be placed on partnering company websites. Banners are affordable and as such will be used throughout the campaign; since most of our target receives information about non-profit organizations on the Internet, 42.3% (see Figure 19) as such this will be a great avenue to increase awareness. Paid search advertisements will also be used to drive potential donors to the organizations website.

Public Relations

Press releases will be sent to journalists from local media who have online publications and primarily report on medical topics. Online publications were chosen since 42.3% of respondent indicated they got information about non-profit organizations through the Internet (see Figure 19). These press releases will be written using keywords. By using key words, the press releases will populate in search engine results like Google and Bing, prompting persons to visit the Cancer Support Community's website.

Radio Advertisements

Public service announcements and advertisements will be used to promote events and increase awareness about the Cancer Support Community on local radio stations such as WEDR 99.1, WLYF101.5, WMGE 94.9, WMIB 103.5 and WFLC 97.3 throughout the campaign. Radio was chosen since 38.7 % (see Figure 19) of respondents indicated that they used radio to get information on non-profit organizations. These particular radio stations were chosen because they are the among the most popular radio stations in the South Florida area and reach millions of persons on a daily basis, they also carry content related to the South Florida community.

Public service announcement's will be aimed at informing the public about the high incidence of cancer in South Florida and the need for organizations like the Cancer Support Community. Public service announcements will stress the impact the organizations can have on the lives of loved ones and friends affected by cancer. The Public Service Announcement will encourage persons to visit the Cancer Support Community's website. Advertisements will also be placed on local radio stations to promote partnerships and fundraising events throughout the campaign.

Estimated Campaign Budget

Cancer Support Community 2011

		Radio	Television	Flyers	Online Ads	Internet Search Engines	Special Events	Promotions	Misc.	Totals by Month, Quarter & Year-to-Date
Mo	Day	Proj	Proj	Proj	Proj	Proj	Proj	Proj	Proj	Proj
Jan	1-3									
Jan	4-10									0
Jan	11-17							1,000		1,000
Jan	18-24							1,000		1,000
Jan	25-31									0
Jan Total		\$0	\$0	\$0	\$0	\$0	\$0	\$2,000	\$0	\$2,000
Feb	1-7	2,000								2,000
Feb	8-14	2,000				100				2,100
Feb	15-21	2,000		3,000	3,000	100		900	700	9,700
Feb	22-28	2,000	20,000	3,000	3,000	100	15,000	900	700	44,700
Feb Total		\$8,000	\$20,000	\$6,000	\$6,000	\$300	\$15,000	\$1,800	\$1,400	\$58,500
March	1-7	3,000	20,000	3,000	3,000	100	15,000		700	44,800
March	8-14	3,000	20,000	3,000	3,000	100				29,100
March	15-21									
March	22-28									
March	29-31									
March Total		\$6,000	\$40,000	\$6,000	\$6,000	\$200	\$15,000	\$0	\$700	\$73,900
Total 1Q		\$14,000	\$60,000	\$12,000	\$12,000	\$500	\$30,000	\$3,800	\$2,100	\$134,400
April	1-4									
April	5-11									
April	12-18									
April	19-25									
April	26-30									
April Total		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
May	1-2									
May	3-9									
May	10-16									
May	17-23									
May	24-30									
May	31									
May Total		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
June	1-6									
June	7-8									
June	14-20									
June	21-27									
June	28-30									
June Total		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total 2Q		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Cancer Support Community 2011

Mo	Day	Radio Proj	Television Proj	Flyers Proj	Online Ads Proj	Internet Search Engines Proj	Special Events Proj	Promotions Proj	Misc. Proj	Totals by Month, Quarter & Year-to-Date Proj
July	1-4							2,000		2,000
July	5-11									
July	12-18									
July	19-25			3,000	3,000	100		3,000		9,100
July	26-31	1,000		3,000	3,000	100	10,000			16,100
July Total		\$1,000	\$0	\$6,000	\$6,000	\$200	\$10,000	\$5,000	\$0	\$25,200
August	1-8	2,000	10,000	3,000	3,000	100		2,000		8,100
August	9-15	2,000	15,000	3,000	3,000	100	10,000		4,000	20,100
August	16-22	2,000	20,000	3,000	3,000	100				6,100
August	23-29									
August	30-31									
August Total		\$6,000	\$45,000	\$9,000	\$9,000	\$300	\$10,000	\$2,000	\$4,000	\$85,300
Sept	1-5									
Sept	6-12									
Sept	13-19									
Sept	20-26									
Sept	27-30									
Sept Total		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total 3Q		\$7,000	\$45,000	\$15,000	\$15,000	\$500	\$20,000	\$7,000	\$4,000	\$113,500
October	1-3									
October	4-10									
October	11-17									
October	18-24									
October	25-31	1,000								1,000
October Total		\$1,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000
Nov	1-7	1,000			3,000					4,000
Nov	8-14	1,000	10,000		3,000			3,000		17,000
Nov	15-21	3,000	10,000		3,000		10,000	3,000	4,000	33,000
Nov	22-28	3,000	20,000		3,000					26,000
Nov	29-30									
Nov Total		\$8,000	\$40,000	\$0	\$12,000	\$0	\$10,000	\$6,000	\$4,000	\$80,000
Dec	1-5									
Dec	6-12									
Dec	13-19									
Dec	20-26									
Dec	27-31									
Dec Total		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total 4Q		\$9,000	\$40,000	\$0	\$12,000	\$0	\$10,000	\$6,000	\$4,000	\$81,000
Total 2011		\$30,000	\$145,000	\$27,000	\$39,000	\$1,000	\$60,000	\$16,800	\$10,100	\$328,900

Campaign Measurement and Evaluation

In order to evaluate the campaigns success it will be critical to measure if knowledge and recognition of the Cancer Support Community has increased by asking the attendees of fundraising events to fill out mini surveys, to find out how the attendees heard about the Cancer Support Community and the event. It will also be critical to measure traffic to the Cancer Support Community's website throughout the campaign, by looking at whether there is an increase in unique URL's visiting the organizations website. It will also be important to measure any increases in the number of persons who attend fundraising events throughout the period of the campaign in comparison to the head count of fundraising events held prior to the campaigns launch.

To measure whether or not we have increased communication with donors we will look at the email database and measure any increases in the amount of new contacts by looking at distinctive email addresses before the campaign launch, periodically throughout the campaign and then once again at the end of the 12-month campaign period. At the very end of the campaign, to determine the most successful avenue of reaching donors, surveys will be sent to all contacts in the Cancer Support Community's database asking them their opinions about the events, partnerships.

Limitations

A limitation to the research gathered includes the fact that the respondents were mostly females. Other limitations to the research gathered were that the results reflected only a small sample of the population living in Miami Dade. Another limitation of the research gathered was that most of the respondents were minorities, which further limited the research since Miami Dade is an ethnically diverse metropolitan city.

Recommendations

The Cancer Support Community- Greater Miami should reach out to local supermarkets, restaurants and clothing stores to form partnerships throughout the campaign period. They should also reach out to businesses and individuals willing to donate items or their talents for events such as the wine tasting event, auction and concert/ telethon. To cut back on the cost of advertising on local radio and television the organization should try to secure airtime through the use of public service announcements. Another cost cutting recommendation is for the Cancer Support Community- Greater Miami to utilize advertising done on the national level to promote its own cause locally.

Appendix

1. Professional Project Research Campaign- Survey of Knowledge

Dear Respondent,

This survey is being conducted as part of a Communications Professional Project for a graduate student at Florida International University. It takes approximately 10- 15 minutes to answer the questions. Participating in this survey is completely voluntary and as such you can choose to withdraw at anytime. Your responses are confidential, completely anonymous, and your identity will never be reported. Finally, I would like to thank you for completing the survey. Your time and responses are greatly appreciated.

Thank You

2. Default Section

*** 1. Please read the following before completing the survey**

The Cancer Support Community- Greater Miami is a non- profit organization that specializes in offering emotional support and services to persons affected by cancer. The organization is part of a larger national organization whose primary focus is helping participants to find hope during a difficult time in their lives. The Cancer Support Community- Greater Miami uses donations to offer free services, which include psychological support, yoga classes, cancer specific group meetings, family support meetings, motivational meetings, cooking classes and techniques designed specifically for those diagnosed with cancer and their caregivers. The organizations main goal is providing professional programs of emotional support, education and hope for people affected by cancer at no charge.

Have you or a loved one been personally affected by cancer?

- Yes
 No

*** 2. Are you familiar with the Cancer Support Community- Greater Miami?**

- Yes
 No

*** 3. If you are in fact aware of the Cancer Support Community, have you ever made donations to the organization?**

- Yes
 No

*** 4. Are you currently involved with any local non profit organizations**

- Yes
 No

5. If you answered yes to the question above,in the space provided below please state the name of the organization in which you are most involved

*** 6. How would you describe your relationship with the non-profit you support most?**

- Extremely Committed
- Very Committed
- Somewhat Committed
- Infrequent Commitment
- No Commitment

*** 7. Please describe your involvement with the non-profit you support most (Choose ALL that apply)**

- Volunteering
- Donating money
- Attending events
- Sharing information
- Member of the board of directors
- Other (please specify)

*** 8. Would you be willing to shop at a local business that partners with a non-profit organization that you are interested in?**

- Yes
- No

*** 9. How often do you make monetary donations?**

- Monthly
- Bi Monthly
- Quarterly
- Every Six months
- Annually
- Whenever I can
- Never

*** 10. When you donate, do you prefer to be anonymous or acknowledged?**

- Anonymous
- Acknowledged

*** 11. For questions 11 and 12, please indicate your agreement with the following statements**

The recent economic climate has negatively impacted your ability to contribute to non-profit organizations

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

*** 12. I would support a local business that partners with a non-profit organization that I am interested in.**

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

*** 13. What type of business would you support if it were to partner with a non-profit organization you were interested in? (Check ALL that apply)**

- Clothing Retail
- Supermarket
- Dine-in Restaurant
- Fast Food Chain
- Salon/Spa
- Cosmetic Retail
- Pharmacy
- Hotel
- Shoe Retail
- Travel
- Gym
- Home Improvement/ Hardware
- Other (please specify)

*** 14. When deciding whether to donate to a non- profit organization what factors do you consider to be important when making your final decision? Arrange the following statements in order of importance. (You can only choose ONE number once, place either a 1,2,3, 4 or 5 beside each statement).**

1= being most Important and 5 =being least Important

- "I have been personally affected"
- "The organization gives back to my community"
- "I benefit from the services provided"
- "I feel a sense or reward when I donate"
- "A loved one or a friend will benefit"

*** 15. If a business were to partner with a local non-profit what factors would you consider when shopping at that business? Arrange the factors in order of importance. (You can only choose ONE number once, place either a 1,2,3, 4 or 5 beside each statement).**

1= being most important and 5 =being least important

"The business sells products and services I use on a regular basis" _____

"The business is socially responsible" _____

"The business is actively involved with my community"

"I want to support the non-profit" _____

"The business has a reward system in place (e.g. reward cards, discount cards, frequent flyer, point system)" _____

*** 16. What is your gender?**

- Male
- Female

*** 17. 16) What is your age in years?**

*** 18. What city do you live in?**

*** 19. Please select your racial/ethnic category from the list below**

- Black or African American
- Hawaiian or Pacific Islander
- Asian or Asian American
- Hispanic or Latino
- Non- Hispanic White
- American Indian or Alaska Native
- Biracial /Two or More Races

*** 20. Please select you annual income range**

- 20,000- 40,000
- 40,000- 60,000
- 70,000-90,000
- 90,000-100,000
- 100,000+

*** 21. Please indicate your highest level of education**

- High School Diploma
- Associate Degree
- Bachelors Degree
- Master Degree
- Doctorate

*** 22. What media do you utilize most to find out about non-profit organizations in your community? (Choose ALL that apply)**

- Newsletters
- Newspapers
- Radio
- Television
- Social Media (Facebook/Twitter)
- Internet Advertisements
- Other (please specify)

*** 23. Would you be interested in receiving information about the Cancer Support Community- Greater Miami?**

- Yes
- No

If yes, please type your current email address

*** 24. How likely are you to shop at a business that partners with the Cancer Support Community- Greater Miami? (Choose ONE from below)**

- Extremely Likely
- Very Likely
- Neither
- Somewhat Likely
- Not Likely

Please read the following before completing the survey
The Cancer Support Community- Greater Miami is a non- profit organization that specializes in offering emotional support and services to persons affected by cancer. The organization is part of a larger national organization whose primary focus is helping participants to find hope during a difficult time in their lives. The Cancer Support Community- Greater Miami uses donations to offer free services, which include psychological support, yoga classes, cancer specific group meetings, family support meetings, motivational meetings, cooking classes and techniques designed specifically for those diagnosed with cancer and their caregivers. The organizations main goal is providing professional programs of emotional support, education and hope for people affected by cancer at no charge. Have you or a loved one been personally affected by cancer?

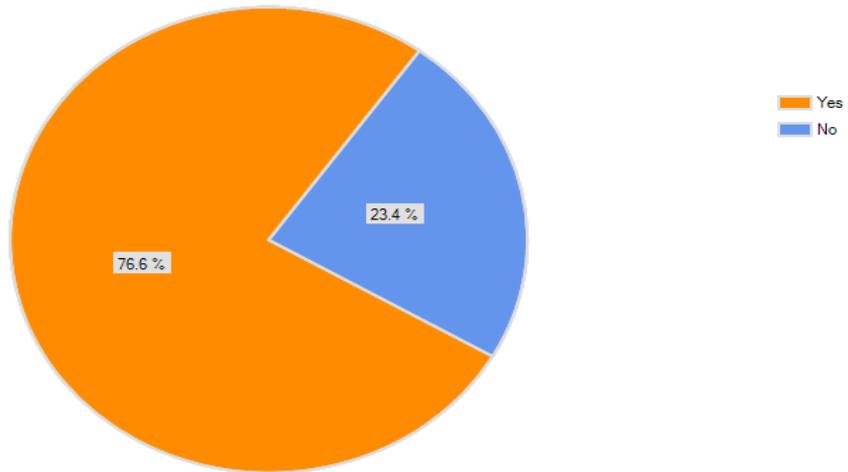


Figure 1

Are you familiar with the Cancer Support Community- Greater Miami?

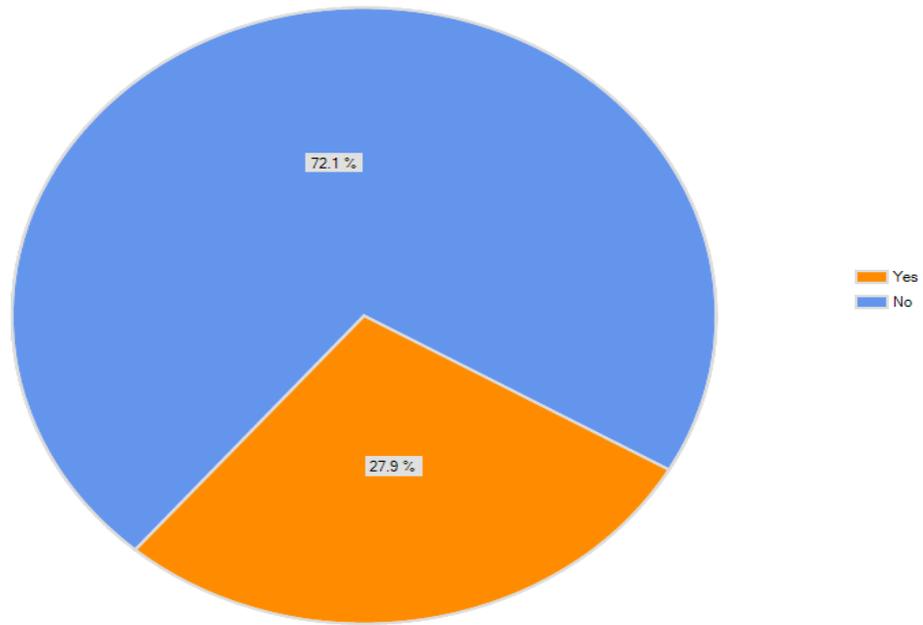


Figure 2

If you are in fact aware of the Cancer Support Community, have you ever made donations to the organization?

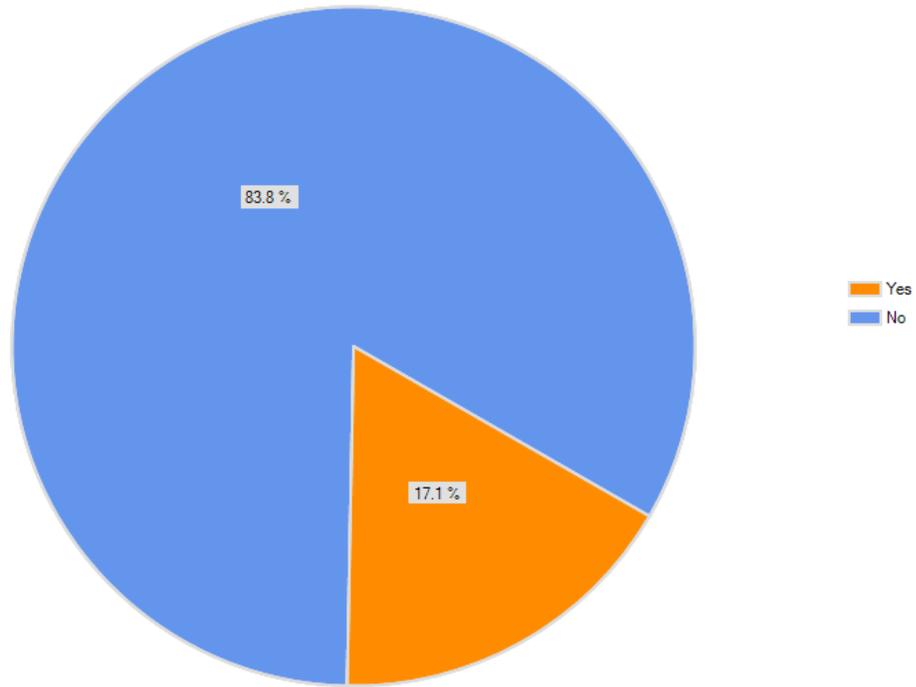


Figure 3

Are you currently involved with any local non profit organizations

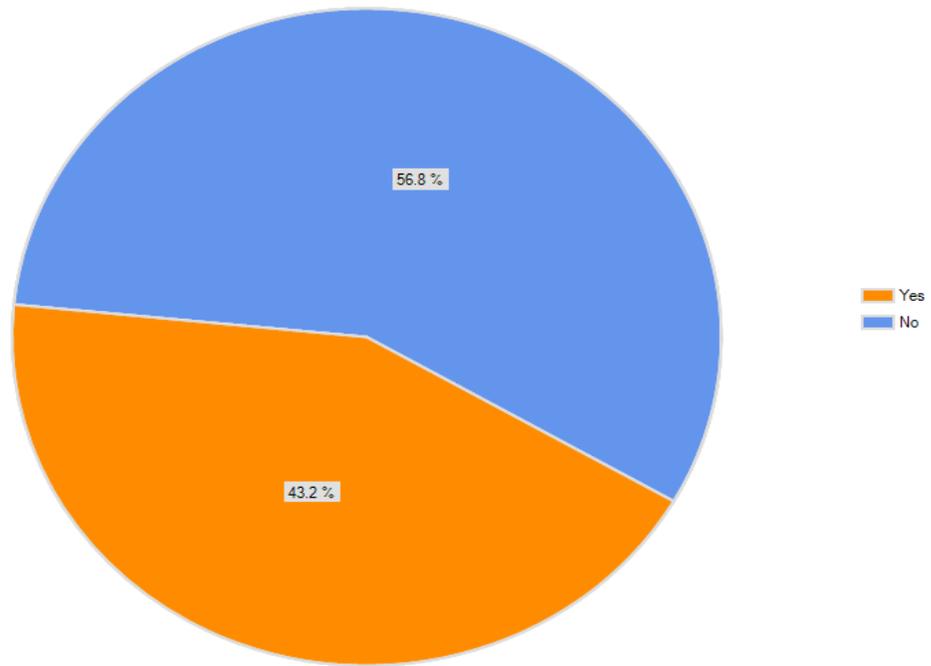


Figure 4

How would you describe your relationship with the non-profit you support most?

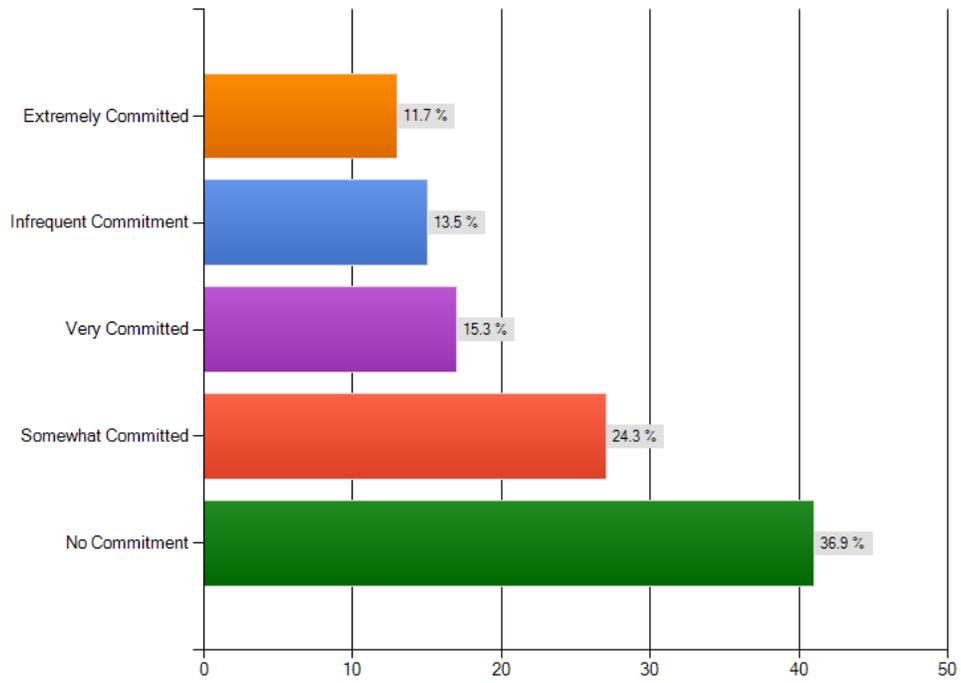


Figure 5

Please describe your involvement with the non-profit you support most (Choose ALL that apply)

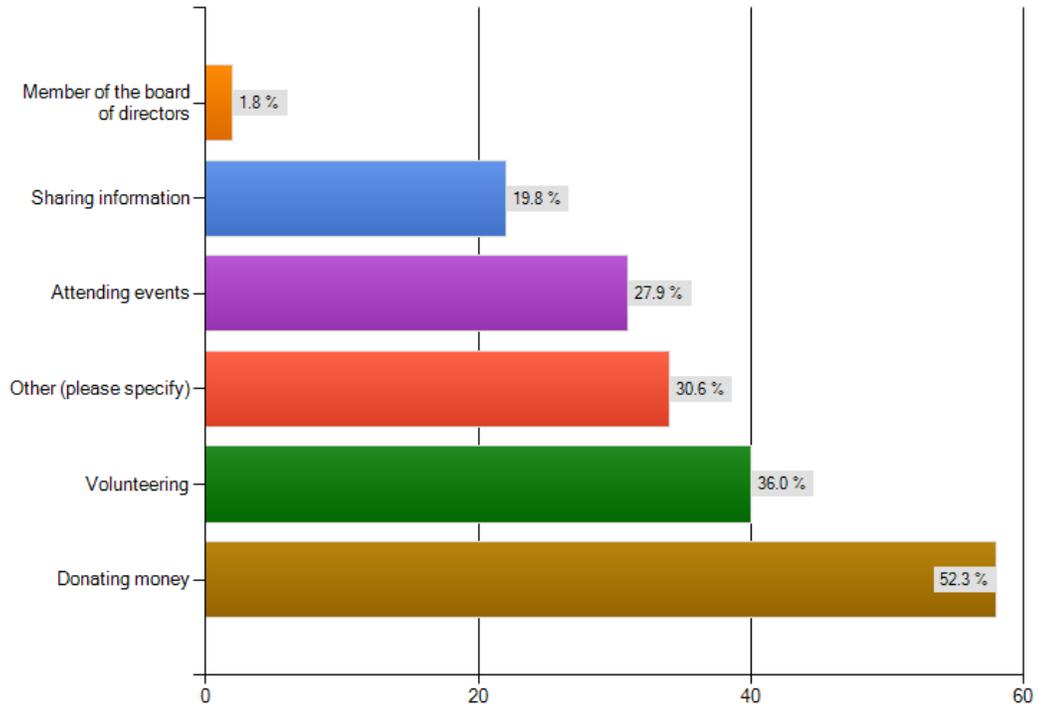


Figure 6

Would you be willing to shop at a local business that partners with a non-profit organization that you are interested in?

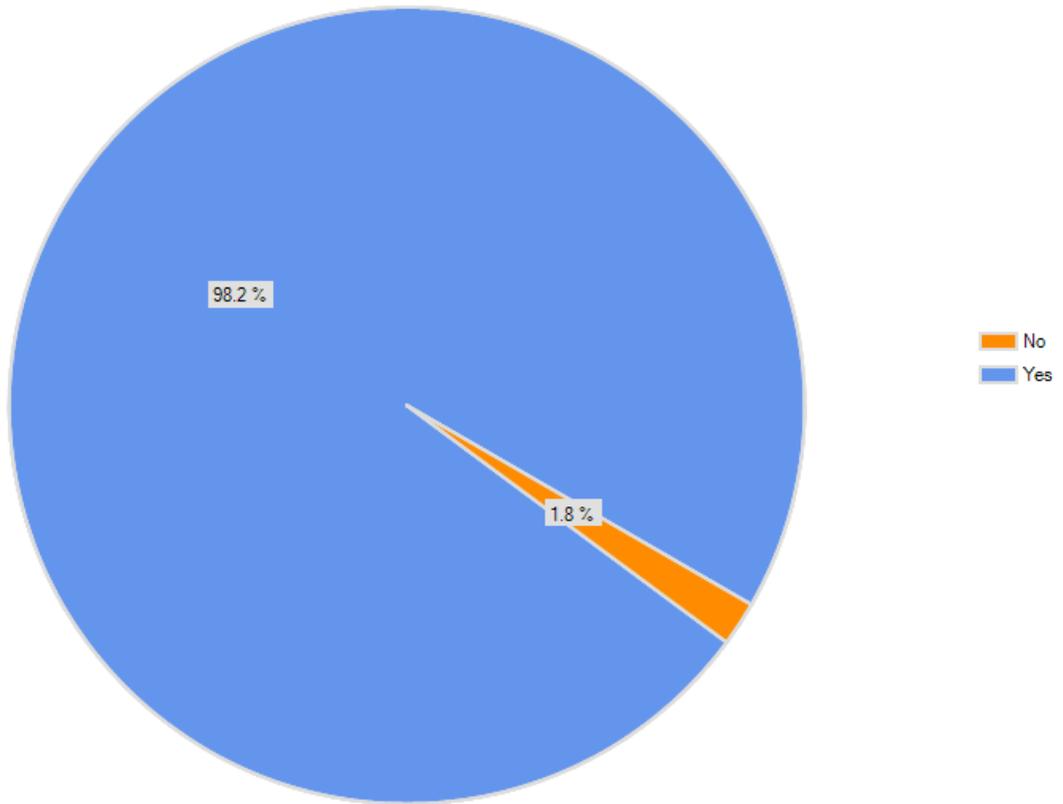


Figure 7

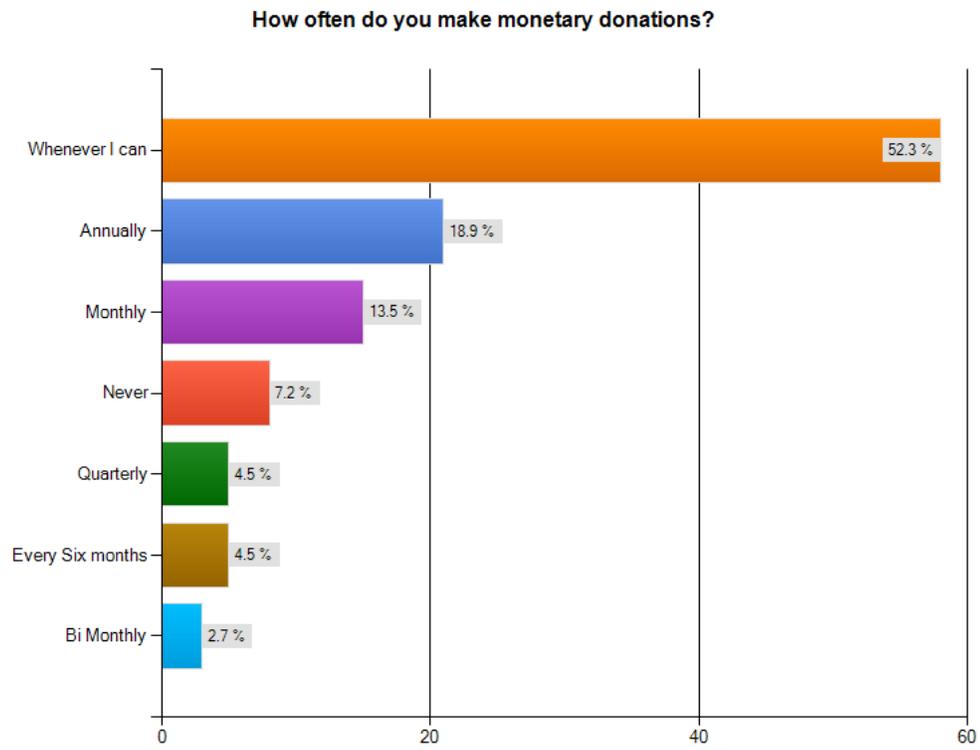


Figure 8

When you donate, do you prefer to be anonymous or acknowledged?

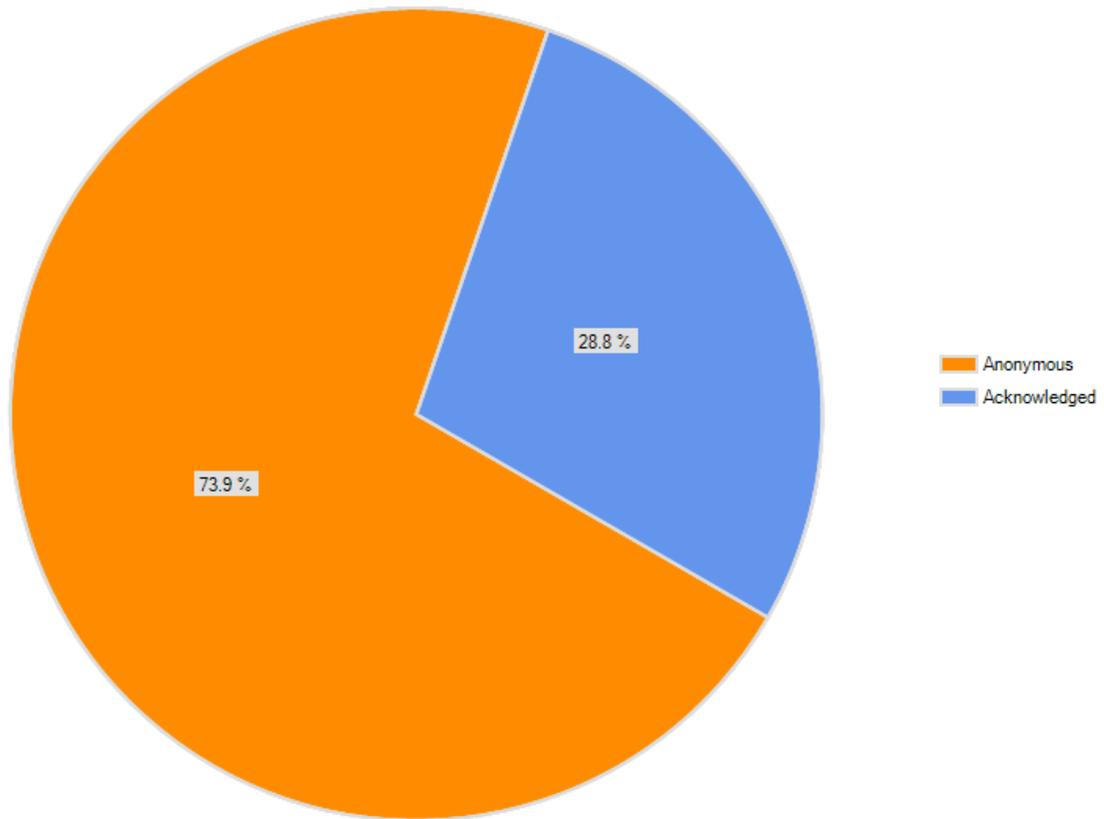


Figure 9

For questions 11 and 12, please indicate your agreement with the following statements The recent economic climate has negatively impacted your ability to contribute to non-profit organizations

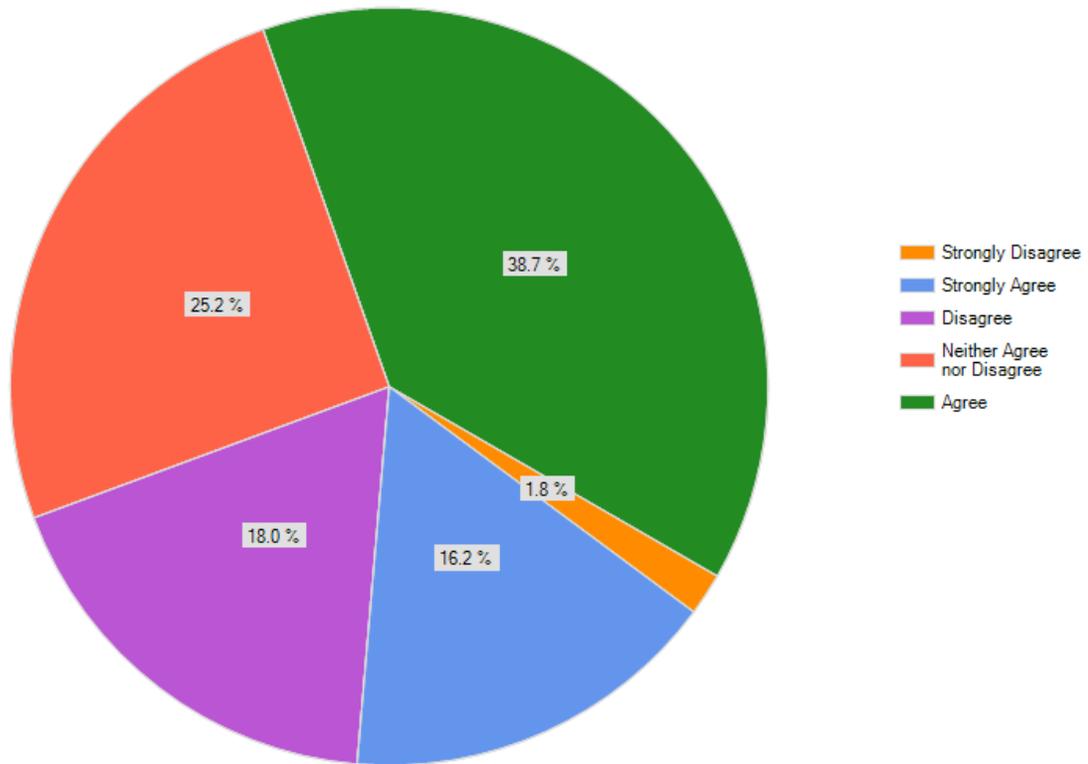


Figure 10

I would support a local business that partners with a non-profit organization that I am interested in.

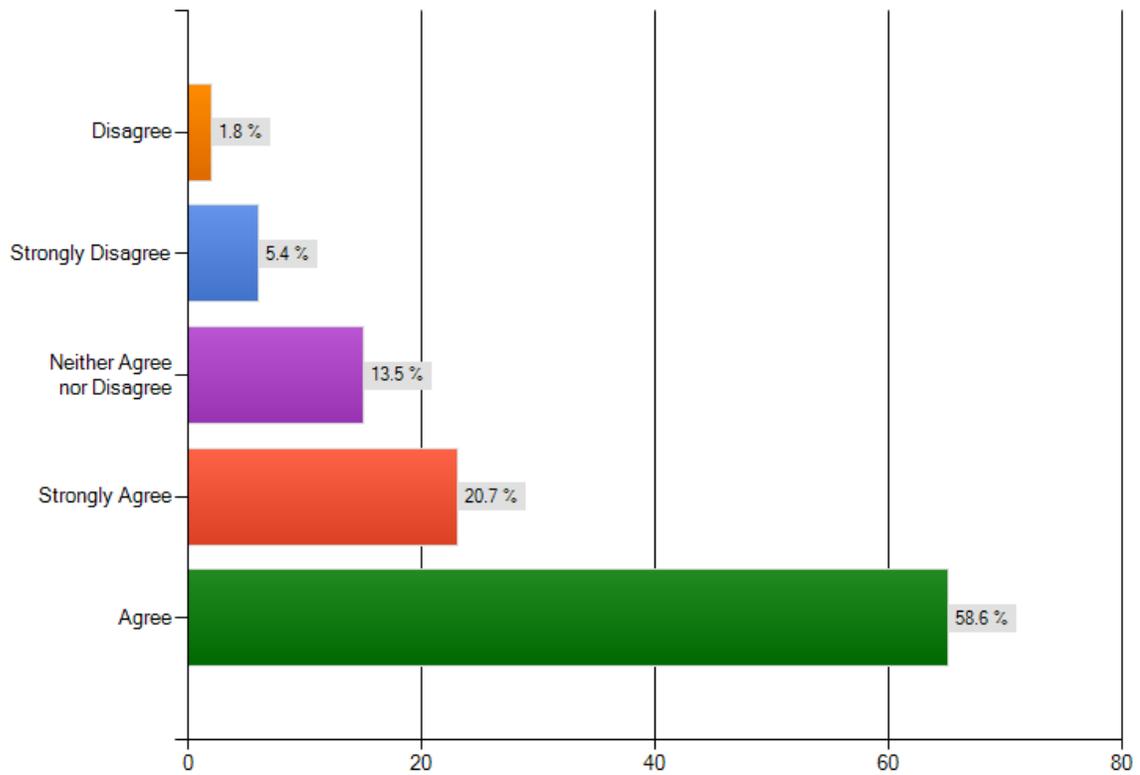


Figure 11

What type of business would you support if it were to partner with a non-profit organization you were interested in? (Check ALL that apply)

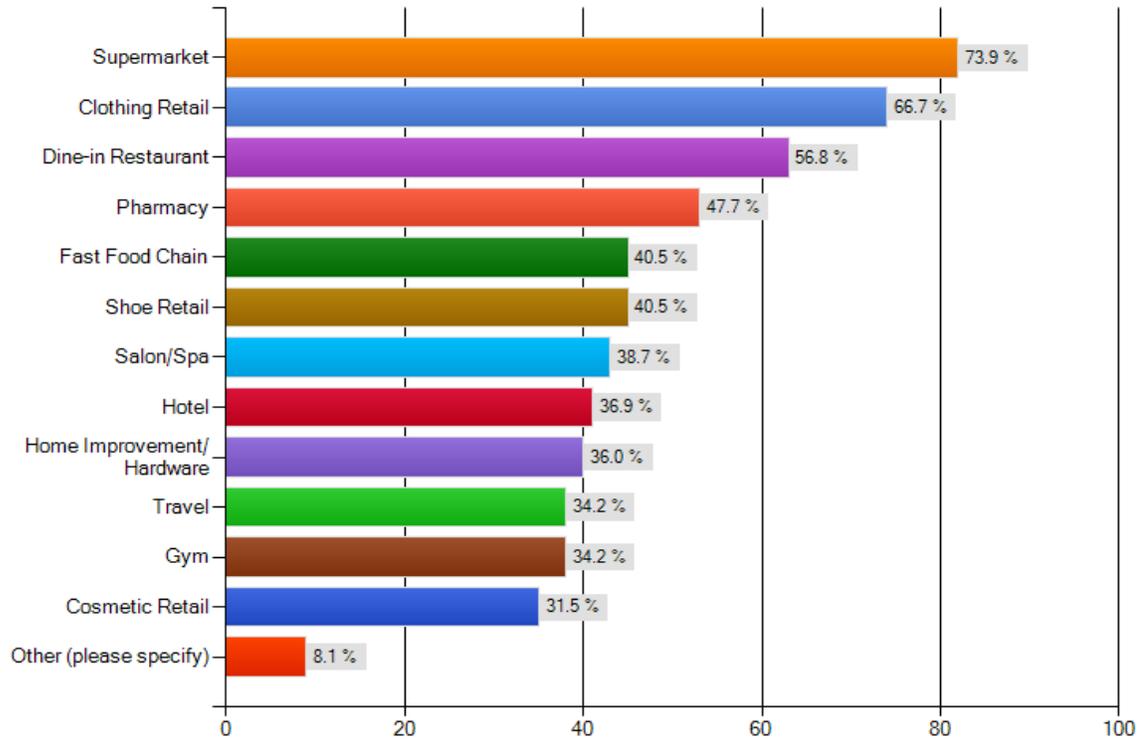


Figure 12

When deciding whether to donate to a non- profit organization what factors do you consider to be important when making your final decision? Arrange the following statements in order of importance. (You can only choose ONE number once, place either a 1,2,3, 4 or 5 beside each statement).1= being most Important and 5 =being least Important

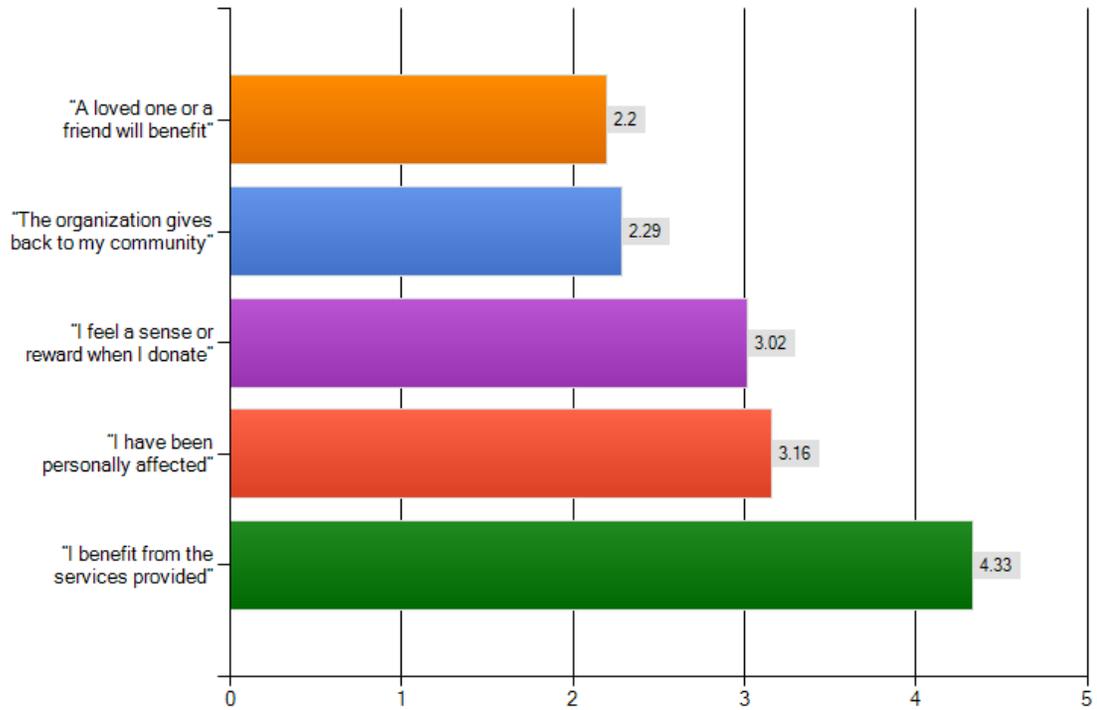


Figure 13

If a business were to partner with a local non-profit what factors would you consider when shopping at that business? Arrange the factors in order of importance. (You can only choose ONE number once, place either a 1,2,3, 4 or 5 beside each statement).1= being most important and 5 =being least important

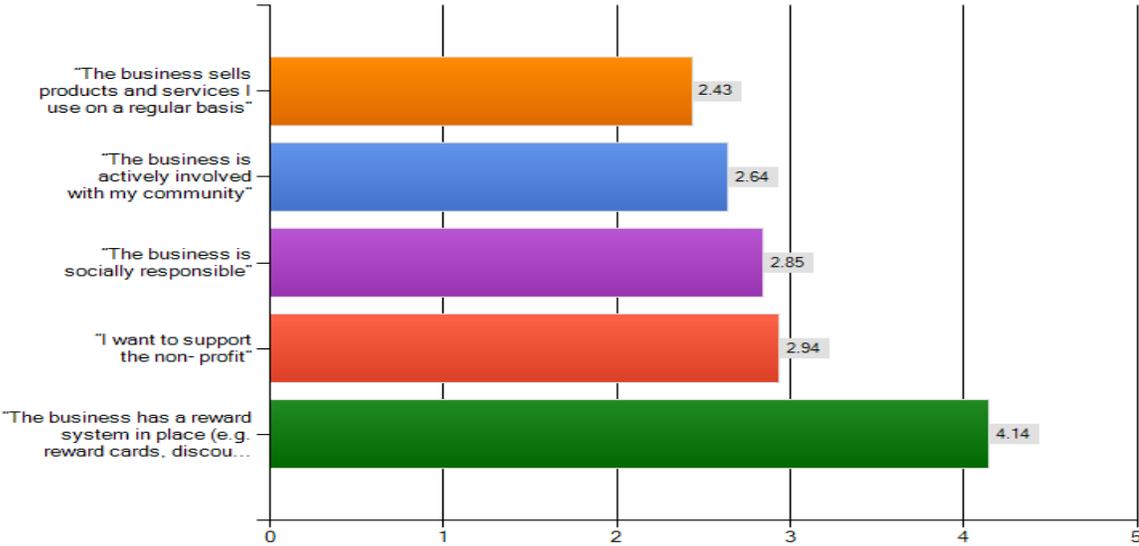


Figure 14

What is your gender?

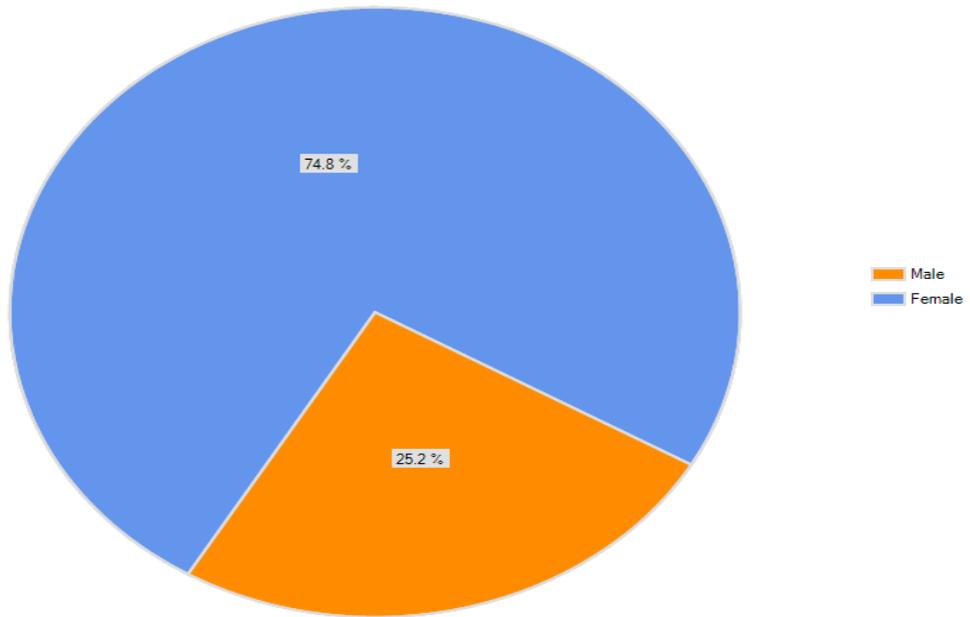


Figure 15

Please select your racial/ethnic category from the list below

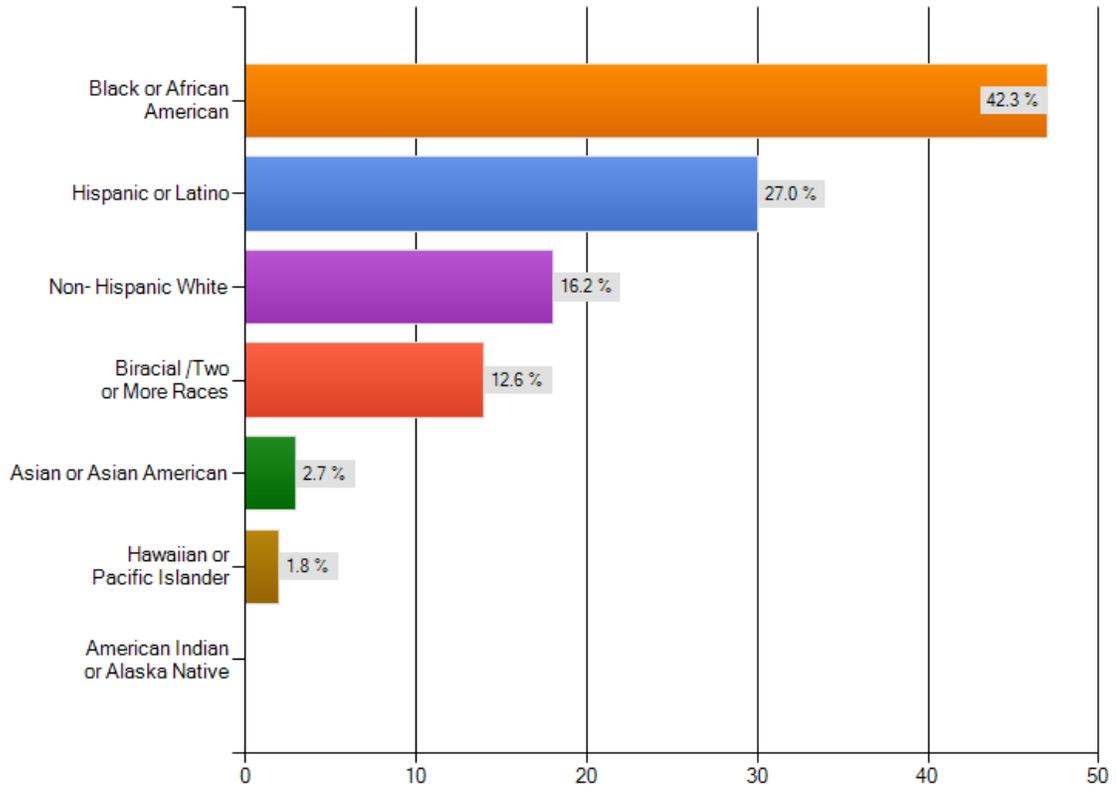


Figure 16

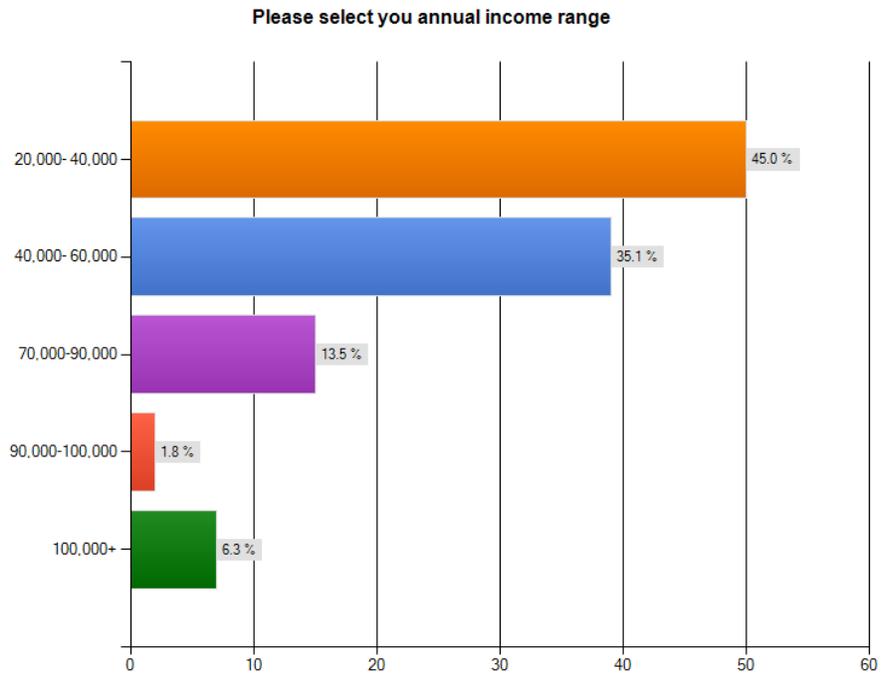


Figure 17

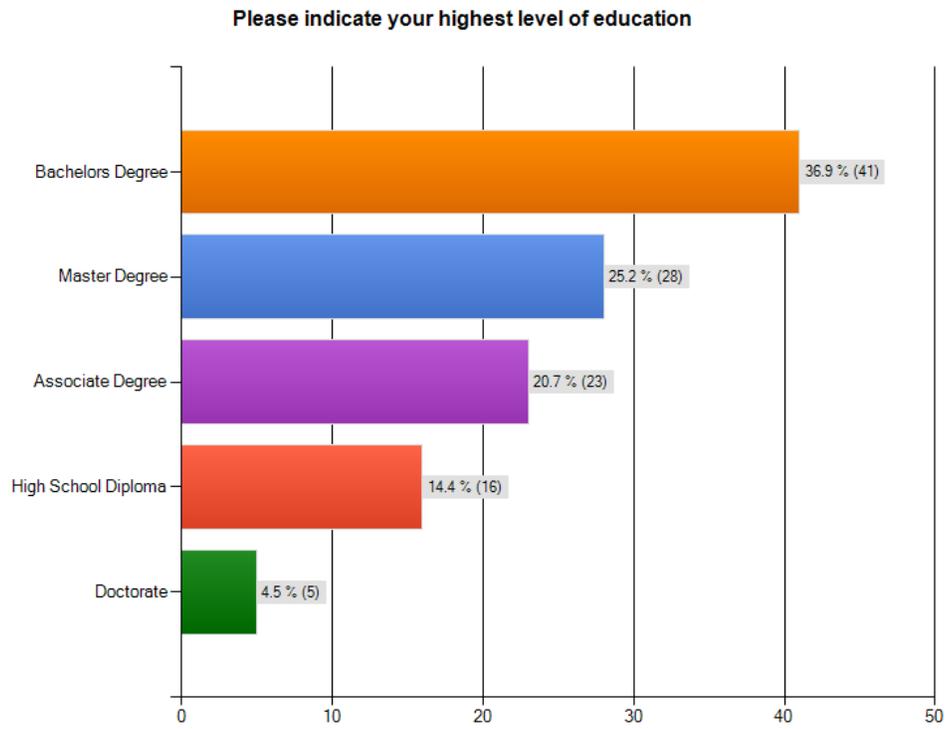


Figure 18

What media do you utilize most to find out about non-profit organizations in your community? (Choose ALL that apply)

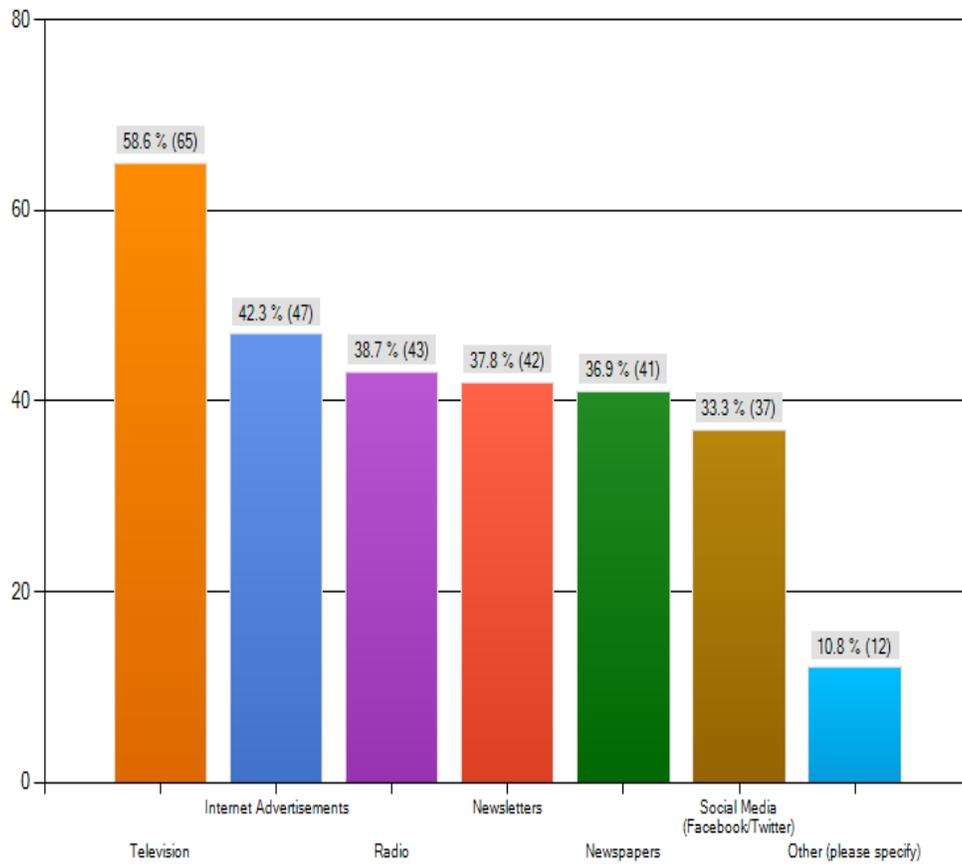


Figure 19

**Would you be interested in receiving information about the Cancer Support Community-
Greater Miami?**

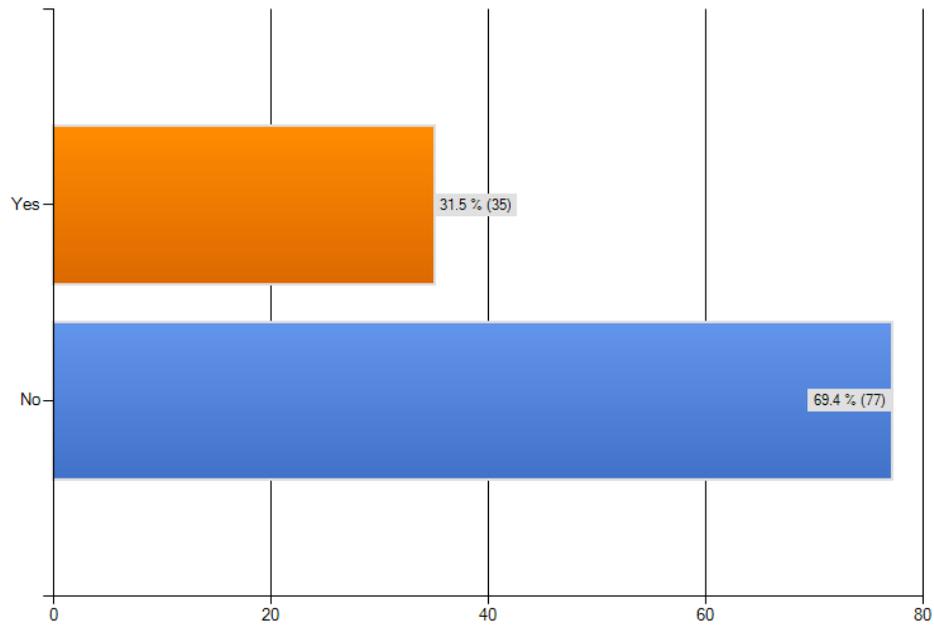


Figure 20

How likely are you to shop at a business that partners with the Cancer Support Community- Greater Miami? (Choose ONE from below)

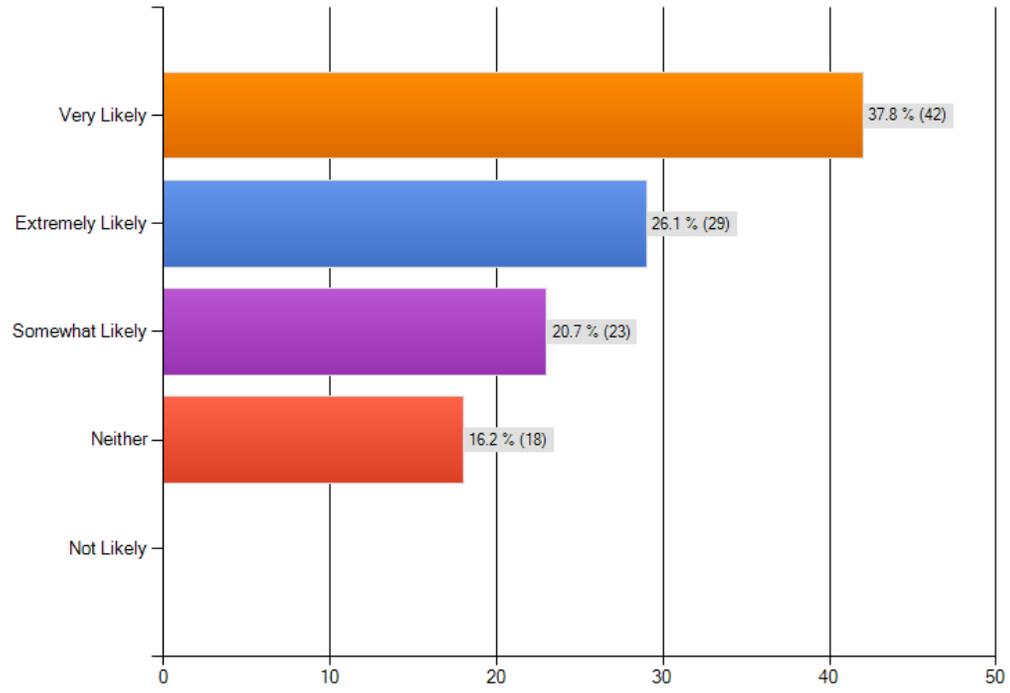


Figure 21

Student Bio

Christine Melissa Berry was born in Kingston, Jamaica on October 18, 1987. She started elementary school at Sts. Peter and Paul Preparatory at the age of three. At the age of ten, started high school at an all girls' institution named St. Andrew High School for Girls. In July 2003, Christine immigrated to the United States of America and settled into Miami, Florida. While living in Miami, Christine completed her final year of high school at Felix Varela Senior High. At the age of sixteen Christine was accepted into Florida International University where she pursued a Bachelor of Science in Communications. After completing her bachelor's degree in 2008, Christine like most Americans was faced with the worst economy since the great depression and a severe lack of jobs, a situation that would not have allowed her to utilize her education. As such, she decided it would make her more marketable if she continued her education by attaining a Master of Science in Communications.

In August of 2009, Christine began the journey that would put her track to complete a Master of Science in Global Strategic Communications. In February 2010, Christine decided to explore other areas of study and enrolled at the University of Miami to complete a certification in Human Resource Management. Since then she has landed a job in the field of Human Resources as a Human Resources Team Leader at Target Corporation. After graduating from Florida International University in December 2010, she hopes to move forward in the field of Human Resources, preferably on a global level, which will also allow her to continue to utilize her background in communications.

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