



GEAUX for the GOLD with purpose

2018 Bateman Competition Entry from Loyola University New Orleans

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GEAUX for the GOLD with purpose

TABLE OF CONTENTS

Executive Summary	1
Research	1
Target Audiences	2
Key Messages	2
Challenges and Opportunities	3
Objectives, Strategies and Tactics	3
Conclusion	8
Appendix	9



Executive Summary

Children are Olympians. They go for the gold in everything they do by living life with no abandon. As a child, you have your whole life ahead of you and are unaware of issues that are faced down the line. Cancer is an issue that no child should ever have to face. Unfortunately, this is not the case as cancer is the number one killer of children.

Children have cancer through no fault of their own. But the lack of resources given to children is our fault. Because they are unable to vote, it is our duty to advocate for them. In support of the Minneapolis-based nonprofit, With Purpose, we created the 2018 Loyola University New Orleans PRSSA Bateman campaign - **Geaux for the Gold With Purpose**.

Sam Lee, the inspiration behind With Purpose and son of the nonprofit's founder, was still happy after he was undergoing treatment. Sam's courage influenced our creative, strategic approach to this campaign and we showed that children are more than their illness.

Not only did we second line with My Best Friend Hank, a mini-pig global influencer who resides in New Orleans with more than 565,000 followers on social media, but we spoke about the campaign with the first African-American female Mayor of New Orleans, Latoya Cantrell.

We garnered six governmental proclamations in support of our cause, media attention from a total of seven media outlets, two of which satisfied half of the New Orleans television news market. The New Orleans City Council declared March 13 as **Geaux for the Gold With Purpose** Day and we have the start of a newly established Loyola chapter of With Purpose that will continue the fight to conquer pediatric cancer.

Research

Situation Analysis

Children's voices need to be heard. Unlike adults, children are in a vulnerable position because they cannot advocate for themselves. Despite being fighters, despite being brave, despite going for the gold, pediatric cancer patients and survivors are often voiceless in the universal fight against the disease, in part because of their inability to vote.

While Louisiana is a trailblazer in cancer initiatives with the Louisiana Tumor Registry and Louisiana Breast and Cervical Health Program, there is still a lack of action that directly impacts the lives of children. Louisiana has one of the highest cancer mortality rates in the nation. According to the American Cancer Society, approximately 160 people die from cancer in the state every week. Louisiana is merely one example of our country's inability to provide adequate pediatric cancer research and treatment opportunities.

Loyola University is in the heart of New Orleans, a city with a strong culture of support for local organizations. After Hurricane Katrina, nonprofits in New Orleans grew exponentially. In 2010, the New Orleans metro area had 444 health and human services public charities registered as 501(c)(3) nonprofits. Due to the breadth of nonprofits in our city, New Orleanians are less likely to support national nonprofits, resulting in competition for recognition and relevance.

Loyola students are extraordinarily service-oriented. In 2015, Loyola University New Orleans was named to the President's Higher Education Community Service Honor Roll, the highest federal recognition colleges and universities can receive for community service, service-learning and civic engagement. Loyola students and New Orleanians continuously work to improve the world around them. With a city and school like ours, there was no better place for With Purpose to make its mark.

Primary Research

We conducted extensive research in advance of our campaign to gauge the general knowledge of With Purpose and pediatric cancer, spanning pre- and post-campaign surveys, three focus groups and 20 in-depth interviews.

Gap Analysis Surveys:

We received 330 total responses to our pre-campaign survey, 13 percent of Loyola's undergraduate population. We found the following about our target audience:

90.6 percent was unaware of With Purpose and its programs/initiatives.

59.4 percent was unaware of a funding disparity between pediatric and adult cancer.

64.8 percent were very likely to sign a petition for legislation that seeks to help healthcare conditions for children with cancer.

60.3 percent knew someone who has or had childhood cancer. (Allowing us to identify that many could be potential spokespeople for the cause.)

Focus Groups:

We facilitated three focus groups, one with public relations professionals and two with Loyola students which revealed the following:



Students were:

- Likely to attend a local nonprofit event if it were on campus and at a convenient time.
- Inclined to trust a nonprofit with a prominent local human connection.
- Prone to trust a local nonprofit over a national organization due to the ability to see the fruits of their labor and donations in the New Orleans community.

Professionals believed:

- Youth advocacy captures the attention of the community and media.
- Partnerships with local businesses in the city are strategic because they are already established and recognized within the community resulting in awareness by association.
- Having a Loyola student who survived pediatric cancer as a spokesperson would draw in the target audience and media.

Executive Interviews:

We conducted 20 in-depth interviews with pediatricians, pediatric nurses, childhood cancer survivors, parents of childhood cancer survivors, healthcare public relations professionals, cancer nonprofit experts and political lobbyists.

- Giving cancer patients and survivors space to tell their own stories is paramount.
- There is a lack of knowledge about cancer treatment options for children, even among doctors.
- Not many people know how to react to a pediatric cancer diagnosis, how they can help, and what limitations that pediatric cancer patients or survivors have.
- Advocacy groups, like the Louisiana American Cancer Society Cancer Action Network, do not have any initiatives that directly affect childhood cancer.

Secondary Research

We compiled 60 pieces of scholarly articles, newspaper clippings, trade reports, interviews and other literature to understand how to effectively create a grassroots campaign to engage with the current generation of students at Loyola and Greater New Orleans Community.

This research indicated that:

Grassroots campaigns:

- Closely define their campaign mission and messages.
- Build a cohesive and recognizable visual brand.
- Organize their communities and call them to action throughout the campaign.
- Engage their communities and local policymakers.
- Use new media and technology to stay relevant and communicate their message.
- Utilize direct constituent interactions, which have more influence on lawmakers' decisions than other advocacy strategies.

College students:

- Value authenticity more than content. Forty-three percent of millennials rank authenticity over content when consuming news.
- Have a valuable perspective and can make profound changes in their local communities if they can find their voice and articulate it well.
- Have found positive relationships between participation in the political process, such as voting or protesting, and feelings of personal control and empowerment, efficacy, and feelings of connectedness to one's community.

Target Audiences

Based on With Purpose's mission, we determined our target audiences to be:

Primary Audience

- Students at Loyola University New Orleans

Secondary Audience

- Greater New Orleans community
- Local universities
- Local youth
- Local media
- Federal, state and local legislators/government officials

Key Messages

We maintained consistent key messages across all of our target audiences.

- With Purpose is an organization focused on youth-led change in the fight against childhood cancer.
- Anyone can be a change agent, especially youth and young adults aged 18-23.



- The lack of treatments that exist for pediatric cancer patients is unacceptable.
- Youth-led activism is a powerful force with the influence and capability to make a difference in pediatric cancer treatment options.
- The Loyola and New Orleans community must engage in the fight against pediatric cancer to enforce and push for positive change.

Challenges and Opportunities

Mardi Gras

Challenge:

From February 12 -16, New Orleans operations came to a halt for the Mardi Gras season. Loyola closed the week that implementation began, which served as a challenge due to valuable time lost in spreading With Purpose's mission on campus.

Opportunity:

Despite campus closure, Mardi Gras break was a time to boost social media presence and establish the campaign digitally. After Mardi Gras, local activities and tourism decrease in the city. There were also few programs happening on campus, allowing us to create momentum without competition from other campus organizations to promote key messages.

Grassroots

Challenge:

New Orleans is a city that is significantly localized; to have people trust and support an organization, it must engage the community through personal interests. The way the city of New Orleans supports politics and nonprofits is by earning acceptance before gaining support.

Opportunity:

With no prior community understanding of With Purpose, starting from the ground up was an opportunity to kickstart a local movement and tell a story with the existing brand language to the organization's target audience.

Service events for children with pediatric cancer

Challenge:

Hospitals prevent direct interaction with pediatric cancer patients. Children with pediatric cancer are often weak due to their compromised immune systems. At the start of the campaign, doing service directly with children was explored, but learning more about pediatric cancer and its limitations, the opportunities for service events were extremely minimal.

Opportunity:

To show support for children battling cancer, we revised our original strategy. We created and collected cards with words of encouragement from Loyola's campus. On-site service events transitioned into developing greater awareness of our cause and campaign's initiatives.

Loyola student engagement

Challenge:

Loyola is a small university, but there are some 100 student organizations. Students on our campus are often highly involved in multiple organizations at once. Many organizations plan events at the same times or days, so it can be challenging to cut through the clutter and promote events. For students that do want to come to the events, they are often busy doing other extracurricular activities on campus. There were many moments in the campaign which made us advertise harder than larger, well-known student organizations for awareness.

Opportunity:

Although students at Loyola are busy, they make time for the causes that matter to them.

Willingness to commit combined with support for student survivors and campaign spokespeople evolved into word-of-mouth awareness. If students were not able to participate in events, they engaged as digital advocates – liking, commenting and sharing content with their friends and communities online.

Objectives with Strategies, Rationales and Tactics

Objective 1: Increase awareness of pediatric cancer conditions and With Purpose among our target audience by 20%.

Strategy 1: Create a culturally relevant campaign in New Orleans

Rationale: According to our gap analysis survey, 90.6 percent of respondents were not aware of With Purpose. Based on an article about the importance of community relationships between small businesses and the community, we learned that a local campaign needs a local feel.

Tactic 1: Create a timely and culturally relevant theme: We directly reached and appealed to New Orleanians by using "geaux," the Cajun-inspired colloquial spelling of "go" in our campaign name and logo. Also, the 2018 Winter Olympics occurred during the implementation period. We used gold as a primary color due to its connection to the Olympics, With Purpose's brand color and because it is a symbol of pediatric cancer awareness (much like pink is for



breast cancer). Combining "geaux" as a cultural signifier and "going for the gold" as a reference to the Olympics, "Geaux for the Gold With Purpose" was established.

Tactic 2: Generate culturally relevant materials: Incorporate campaign aspects unique to New Orleans such as a second line, Mardi Gras beads, and established influencers like My Best Friend Hank and Bagel Boy, a popular local bagel entrepreneur, to expand reach and local credibility. Materials also further illustrated our Olympic theme.

Tactic 3: Engage with the Greater New Orleans community: Through talks and presentations at local schools, universities and events we promoted a citywide campaign. We secured spokespeople, political figures and opinion leaders as experts for each event to validate our messaging.

Strategy 2: Build a social media marketing strategy to foster an understanding of With Purpose and their mission by building a community of at least 500 members or 20 percent of our primary target audience, and achieving at least 2,000 social media impressions from February 15 to March 15, 2018.

Rationale: According to AdWeek, Instagram is a larger draw to Millennials and Facebook to their parents and grandparents - while Twitter has reduced in following and impact. To reach the primary and secondary audience, picking social media outlets needed to be strategic.

Tactic 1: Launch a Facebook page: We created an online community that discussed pediatric cancer conditions, shared upcoming events, shared media coverage and promoted the **Geaux for the Gold With Purpose** campaign that advanced the brand identity of With Purpose. We connected with an older generation that allowed for individual posts to reach upwards of 5,000 people.

Tactic 2: Launch an Instagram page: We created a page with a bright and simple aesthetic that gives life and a face to **Geaux for the Gold With Purpose**. This page allowed us to create a visually compelling campaign which connected with a younger audience.

Tactic 3: Foster human connection: We connected with our audience by utilizing Loyola's diverse student population as the focal point. Using the familiar faces of our peers, local and Loyola-campus opinion leaders/celebrities in a new context made our social media marketing strategy human-focused. We brought new information through familiar faces. We also referenced the popular Instagram and Facebook page, Humans of New York, to adopt an intimate visual storytelling style with students and faculty holding chalkboards. The chalkboards included facts about pediatric cancer or words of encouragement along with a quote from the person featured in the caption. The familiar style engaged our target audience. Instead of simply stating our message, we told stories to keep our audience engaged.

Strategy 3: Reinforce key messages by increasing With Purpose's on-campus visibility.

Rationale: Based on the gap analysis survey, only 9.4 percent of respondents were aware of With Purpose. According to Cision, a word-of-mouth impression can in some cases be 100 times more effective than an online ad.

Tactic 1: Craft educational and promotional materials: Materials such as flyers and Olympic medals highlighted our logo and With Purpose's mission. We provided informative handouts at every event.

Tactic 2: Place promotional materials for events in high-visibility locations: We placed flyers around campus in bathroom stalls, on department bulletin boards, department lobby televisions and on Danna Student Center event boards and plasma televisions. We pushed the organization's presence via Loyola social media pages. The student center's plasma televisions reached more than 2,000 students, faculty and

Tactic 3: Where the Heart Is: Our weekly outreach in the Danna Student Center, happened every Tuesday and Thursday of implementation. The Danna Student Center is the hub of communication and activity at Loyola. Many organizations both on campus and in the community host events, activities and information session in the Danna Student Center. It is the heart of campus. We hosted a table twice a week the entire month of implementation. We utilized the Danna Student Center windows by decorating them in With Purpose's colors and our social media handles. Our goal was to gather and tape 150 heart pledges from the Loyola community onto the window in the shape of a heart.

Tactic 4: Campus Takeover: We placed paper hearts with our social media handles across campus and put our campaign t-shirt on our campus' iconic statue of Ignatius of Loyola, the founder of the Jesuits and patron saint of our school. Hundreds of students and visitors passed by the statue during campaign implementation as well as the Loyola president's open house, which hosts prospective students and families.

Strategy 4: Raise awareness about With Purpose and pediatric cancer conditions through local media outlets.

Rationale: Public relations professionals focus groups revealed that media coverage influences relevancy and credibility among target audiences. They also emphasized the value of visual campaign elements to garner media coverage.

Tactic 1: Pitch campaign story angle to local media outlets: We distributed a press release to print, broadcast, radio and online outlets on campus and throughout the Greater New Orleans area.

Tactic 2: Pitch individual campaign events to local media: We pitched each of our events through media releases and advisories sent to print, television and online outlets on campus and throughout the Greater New Orleans area. To reach New Orleans' diverse tight-knit, communities we needed to target them indirectly through niche media outlets.



Appearances raised community awareness of our campaign and With Purpose.

Tactic 3: Identify campaign spokespeople: Based on our primary research, it was important to identify someone to be our campaign spokesperson who has a personal connection to pediatric cancer. This was a challenge, as not many outwardly state such. Through our initial social media efforts we were able to identify two student survivors at Loyola who had a story to tell, Tala Maalouli and Ariel Landry. We also identified a national spokesperson, Emily Hines, who we incorporated into our campaign.

Strategy 5: Educate target audiences about **Geaux for the Gold With Purpose** key messages via creative interactive presentations, events and partnerships.

Rationale: Focus groups revealed that students were more likely to attend events that were on campus and at a convenient time. Planning events around times when the most students were out of class and hosting them in popular on-campus areas would result in the most engagement.

Tactic 1: Coordinate an Olympic-inspired opening ceremony: We held our opening ceremony in Loyola's main quad. The event included a Loyola-student brass band led the second line and local influencers My Best Friend Hank and Bagel Boy NOLA to draw attention to the cause. To kick-off our campaign, we held a culturally relevant event in the middle of campus during a high activity hour.

Tactic 2: Partner with Loyola's Student Government Association and Greek organizations for service event: To advance With Purpose's brand and mission, we collected cards with messages of hope for patients at Children's Hospital New Orleans as an element of service. We assembled the Loyola community to create a long-term impact on local pediatric cancer patients.

Tactic 3: Create and give interactive slideshow presentations: Our presentations related key messages to various Loyola student organizations, classes and the Greater New Orleans Community. We engaged and educated our target audiences personally because face-to-face contact was important in getting and keeping their attention.

Tactic 4: Facilitate a screening and discussion of The Helping Celebration Good Movie: The documentary shown was created by Sam Lee's kindergarten classmates. Erin Benson, the founder of With Purpose, wanted to be involved in our campaign, so we invited her to skype in during the discussion after the documentary. We discussed how the documentary relates to Loyola's Jesuit values and Erin shared her story.

Tactic 5: Arrange a Community Assembly: We held in the St. Charles Room of the Danna Student Center with guest speakers pediatric cancer survivor and activist Emily Hines and former Louisiana State Senator Diana Bajoie (also a cancer survivor). They shared their stories of survival and discussing facilitating change on a local, state and national level.

Tactic 6: Host an Olympic-inspired Closing Ceremony: To reflect on the success on the campaign we held a candle-lit ceremony in a quiet area on campus. We invited the community, honored Loyola student survivors, presented the governmental proclamations, and discussed making the event annual for Loyola's campus chapter. We recognized the success of the movement we ignited, the efforts of those facing pediatric cancer, and presented awards as they would a gold medal at an Olympic ceremony.

Tactic 7: Host a "Dance With Purpose" interactive session: Twerk'nToneWithTai is known on campus as a fun way for students to exercise. We partnered with the teacher and opened the class by educating students about pediatric cancer and With Purpose, and ended the class by engaging with students on what they could do to make a difference.

Tactic 8: Partner with local businesses: We collaborated with two popular local restaurants close to campus, Dat Dog and Blaze Pizza, to host sessions informing the community about With Purpose.

Evaluation: Objective 1: EXCEEDED

The post-implementation survey results indicated target audience awareness of With Purpose increased by 66.7 percentage points, surpassing our objective by 233 percent.

We measured knowledge of pediatric cancer awareness through measuring the rate of change of our audience's awareness the National Cancer Institute unequal funding of pediatric cancer to adult cancer.

Our pre-implementation survey results indicated that 27.9 percent of our audience knew that pediatric cancer was not equally funded. Our post-campaign survey showed that 58.7 percent knew that pediatric cancer was not equally funded, showing a 30.8 percent growth. This is 10.8 percentage points above our 20 percent growth objective.

We increased the visibility of the organization by utilizing popular campus communication methods and partnering with local businesses to create word of mouth engagement.

Media Coverage

FOX-8, WGNO, WBOK, The New Orleans Agenda, Clarion Herald, The Times Picayune/ NOLA.com and Loyola featured the **Geaux for the Gold With Purpose** Campaign, highlighting Loyola childhood cancer survivors, key events and With Purpose's mission. Our media evaluation was based on the Return on Earned Media Model as developed and presented by the Institute for Public Relations. FOX-8 and WGNO satisfy half of the New Orleans broadcast market as



there are only four major new stations in the city of New Orleans.

FOX-8: FOX-affiliate, FOX-8, featured a childhood cancer survivor and a **Geaux for the Gold With Purpose** team member on March 12 on a morning show. This segment was also carried over to fox8live.com. This provided us with \$6,750 in public relations value with 863,900 impressions.

WGNO: ABC-affiliate WGNO is filming a segment on April 10, scheduled on Thursday, March 8, for the station's "Amazing Kids" segment. The segment will feature our spokesperson, Tala Malouli and her pediatric cancer story. This segment will also carry over to wgno.com. When aired, this will provide us with \$4,830 in public relations value with 166,809 impressions.

Radio:

WBOK: On March 7, we were guests on the Good Morning Show on WBOK 1230 AM to discuss our Community Assembly for 20 minutes. This segment reached 25,100 people and provided \$2,000 in public relations value.

Digital:

The New Orleans Agenda: On March 6, the New Orleans Agenda featured a press release and flyer promoting the Community Assembly on March 8. This article resulted in 25,245 impressions and provided us with \$1,225 in public relations value.

5 Things to Know About Loyola: Three of our events - Dance With Purpose, Dat Dog Dine and Donate Trivia Night and The Helping Celebration Good Movie documentary screening - were featured in Loyola's weekly email blast. This email reaches the entire Loyola community of 7,329 individuals, of which 2,506 are from our primary target audience.

The Maroon Minute: On Feb. 23 and March 8 The Maroon Minute, a daily live news broadcast at Loyola, featured **Geaux for the Gold With Purpose**. The February 23 episode obtained 240 views and the March 8 episode obtained 540 views. A Facebook post by Loyola's weekly student newspaper, reached 1,164 people.

Print:

Clarion Herald: On March 17, The Archdiocese of New Orleans' weekly newspaper, featured **Geaux for the Gold With Purpose** with a half-page (542 words) in the news section in print and online. The print article resulted in 63,000 impressions, providing \$4,500 in public relations value.

NOLA.com: On March 13, NOLA.com came to cover the closing ceremony in celebration of the first-ever "**Geaux for the Gold With Purpose**" day. The photos were featured online in a photo essay following the event. NOLA.com is Louisiana's largest source of news, sports and information, reaching an average of 8.1 million unique visitors each month. This article resulted in 1,822,312 impressions and provided us with \$4,500 in public relations value.

The Maroon: On March 2, The Maroon featured **Geaux for the Gold With Purpose** with a half page (517 words) in print and online. The online and print article resulted in 7,329 impressions, providing \$450 in public relations value. The Maroon Facebook post for the article reached 875 people and had 36 link click-throughs to the article.

Potty Posts: Dance With Purpose and Dat Dog Dine and Donate Trivia Night, were featured in Loyola's weekly newsletter posted in every bathroom stall on campus. The post also featured **Geaux for the Gold With Purpose**'s social media handles. Potty Posts potentially reach the entire Loyola community of 7,329 individuals, of which 2,506 are from our primary target audience.

Media Coverage Evaluation

Our media coverage earned some 3.2 million total media impressions overall with a total publicity value of \$20,476. Based on media relations alone, our return on investment for this campaign was 68.25 to 1, given our \$275 budget spent on the campaign.

Community Outreach

Where the Heart Is: We set up an information table twice a week throughout the entire month of implementation in the Danna Student Center. The initial goal was to collect 150 heart-shaped pledges, but the campaign was able to obtain more than 200 hearts from the Loyola community.

Presentations: We delivered 11 presentations at Loyola and in the Greater New Orleans community, including speaking on a stage at one of New Orleans' numerous festivals, the Christian Brothers Music Festival in City Park. We expanded reach and educated by also speaking at Tulane University, Xavier University and De La Salle High School.

Cards: Overall, we collected more than 100 With Purpose-branded cards with messages of hope from Loyola student organizations and Greek life to give to Children's Hospital, that are displayed on the windows of the oncology unit at the hospital. We personally engaged with approximately 800 members of the Loyola and New Orleans community through our information sessions, presentations, and cards.



Social Media

Geaux for the Gold With Purpose connected with upwards of 676 social media accounts utilizing the hashtag #GeauxWithPurpose. The Facebook page gained 271 page likes and reached 21,925 people. The Instagram gained 408 followers and reached 18,403 people. Facebook reached 14,234 people through posts and events while engaging with 5,710 accounts. The Instagram had 41 posts for a total of 3,606 likes. The strategic partnership with global influencer My Best Friend Hank reached 71,773 views on Instagram and more than 18,000 views on Facebook. This engagement and reach is a direct result of our personal, storytelling approach to social media. And Erin, With Purpose's founder and numerous With Purpose board members acknowledged that statement through numerous emails and messages of such.

Objective 2: Engage the community to push for political change

Strategy 1: To spark a grassroots movement in the Greater New Orleans Area.

Rationale: According to the Guardian, post-Katrina grassroots change in New Orleans requires local ties and authenticity.

Tactic 1: Lobby the New Orleans City Council: We had a goal to obtain 100 community members signatures to lobby the city council to declare March 13 “**Geaux for the Gold With Purpose**” day. We chose March 13 as it fell during the quiet period after Mardi Gras and before Easter.

Tactic 2: Engage government officials: Our campaign received six proclamations from government leaders on a local, state and federal level that raised awareness of With Purpose, its mission and our campaign.

Tactic 3: Meet and speak with Mayor-elect Latoya Cantrell: As the first African-American female Mayor of New Orleans and a current city council member, engaging with Latoya Cantrell was important to spread the message of With Purpose and establish a connection to the city's law-making body.

Evaluation: Objective 2: EXCEEDED

Our original goal was to gather 100 signatures to show an engage community on the topic. **Geaux for the Gold With Purpose** presented the petition to the March 8 New Orleans City Council meeting, urging members to declare March 13 as **Geaux for the Gold With Purpose** Day. We gained 210 signatures, exceeding the goal by 48 percent.

The campaign received proclamations from a variety of federal, state and local elected officials for the work **Geaux for the Gold With Purpose** has done to further With Purpose's mission, including:

- U.S. Senator Bill Cassidy
- Louisiana State Senate
- Louisiana Governor John Bel Edwards
- New Orleans Mayor Mitch Landrieu
- New Orleans City Council
- Loyola Student Government Association

The New Orleans City Council proclaimed **Geaux for the Gold With Purpose** Day in New Orleans to continue advocating and honoring those affected by pediatric cancer. **Geaux for the Gold With Purpose** Day was celebrated with a candlelight closing ceremony.

The campaign was also presented to District B City Council member and Mayor-elect of New Orleans, Latoya Cantrell. Latoya has committed focus to this topic as she moves to the role of Mayor of the City of New Orleans in November 2018.

Objective 3: Create a long-standing campaign

Strategy 1: Instill With Purpose's mission as a long-term part of the New Orleans community.

Rationale: According to the Journal of Philanthropy, the work national organizations provided in short term service to the greater New Orleans area after Hurricane Katrina did not have a lasting impact. It ended up in the hands of big national organizations with minimal local knowledge. Integrating the campaign into part of the New Orleans community resulted in longstanding commitments.

Tactic 1: Gain the support of Mayor-elect Latoya Cantrell: As the incoming head of New Orleans' city government, earning the endorsement of Mayor-elect Cantrell was paramount in solidifying our campaign as a part of New Orleans' history.

Tactic 2: Create a Loyola chapter of With Purpose: We engaged with the assistant director for leadership and student engagement at Loyola to start the initial planning of a local chapter. With the installation of a chapter, With Purpose's name and mission will make a permanent mark on Loyola's campus.

Tactic 3: Create a social media marketing plan: To continue the campaign locally and nationally, we provided With Purpose and the With Purpose Loyola chapter we and developed a process to continue social media efforts in a consistent way through letters of invite that can be used to continue our creative, storytelling campaign on social media.



Evaluation: Objective 3: EXCEEDED

Mayor-elect Latoya Cantrell was eager to show her support of the campaign and endorsed **Geaux for the Gold With Purpose** with a chalkboard photo. She has committed to make this effort part of her initiatives as she enters office and "move forward" (her chalkboard message).

The founder of With Purpose, Erin Benson said we created, "...an inspiring, creative and dynamic campaign on behalf of With Purpose and kids with cancer." After receiving positive feedback from board members, Erin Benson and Loyola students we were encouraged and received confirmation from With Purpose to keep our social media active. Therefore, the digital success of **Geaux for the Gold With Purpose** would remain through Loyola's chapter.

We secured a partnership with a Loyola student who survived pediatric cancer. She was previously involved in the campaign as a spokesperson and was adamant in chartering a chapter of With Purpose on Loyola's campus. She is currently working through the university process to create a new organization.

Conclusion

Geaux for the Gold With Purpose sparked change in the Loyola community. With youth activism at the heart, we incorporated Jesuit values and developed a campaign that reflected the unique diversity of our campus through our social media platforms and community events, aligned with With Purpose's mission.

By crafting crucial messages around important human storytelling elements like youth activism, the campaign was able to connect with the Loyola community in a genuine and organic way. We leveraged the New Orleans community's love for nonprofits and Loyola's passion for service to make a permanent difference. **Geaux for the Gold With Purpose** successfully shifted the narrative surrounding pediatric cancer to one of empowerment.

Geaux for the Gold With Purpose increased awareness of a nonexistent organization. We changed perceptions to reality in relations to pediatric cancer treatments and funding. We moved political leadership to advocate and act on the lack of pediatric cancer treatment and funding. **Geaux for the Gold With Purpose** created a long-standing presence on Loyola's campus and the Greater New Orleans Community.

Impact

Geaux for the Gold With Purpose was able to personally interact with approximately 800 members of the Loyola and Greater New Orleans community with our Where the Heart Is campus outreach, presentations, and events. Through social media platforms, strategic influencer partnerships and media coverage the campaign reached some 3.2 million people.

Longevity

Geaux for the Gold With Purpose's engagement with New Orleans Mayor-elect Latoya Cantrell and With Purpose's approval to keep our social media accounts online allows the campaign to live beyond the month-long implementation. Student survivor Tala and her sister Nour Maaloui's letter in support of chartering a With Purpose chapter proves our campaign's lasting impact on the Loyola community. New Orleans City Council proclaimed March 13 as **Geaux for the Gold With Purpose** Day, which will be celebrated annually.

Geaux for the Gold With Purpose was a strategically, crafted, creative grassroots campaign that built awareness of a non-existent organization in the Loyola and Greater New Orleans community. We educated the community and have allowed them to play a leading role in the solution for the lack of treatment available for kids with cancer. We cultivated a highly personal campaign that focused on one-on-one connections in creative ways.

We positioned With Purpose as a local organization. We solidified its future in New Orleans by inspiring engagement with the organization. We are excited with what the future holds for our children who face the burden with cancer...for the growth of With Purpose with a new chapter at Loyola...and, ultimately, a gold medal for the young people in the Greater New Orleans community that are now engaged in making a difference...even cure cancer.
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GEAUX for the GOLD

with purpose

APPENDIX

Planning

Timeline	10
Budget	11
Receipts	12
Considered Alternatives	13
Contingency Plans	13
Contact Lists	14
Correspondence	15

Research

Executive Interviews	19
Focus Groups	20
Gap Analysis Surveys	21
Bibliography	22

Implementation

Objectives Chart	27
Tulane University Presentation	28
Christian Brothers Music Festival	29
De La Salle High School Presentation	30
Xavier University Presentation	30
Where the Heart Is	31
Campus Takeover	32
Opening Ceremony	33
Cards for Children's Hospital	34
Documentary Screening and Discussion	35
Community Assembly	36
Closing Ceremony	37
Dance With Purpose	38
Dat Dog Dine and Donate Trivia Night	39
Blaze Pizza Event	40
Proclamations	41

Evaluation

Media	43
Social Media	49
Social Media Notice	54
Chalkboard Movement Letter	55
Chapter Letter	56



Timeline

Week of Oct. 23

Gather primary research documents and get familiar with, With Purpose

Week of Oct. 30

Gather primary research contacts

Week of Nov. 6

Draft focus group and gap analysis survey questions

Week of Nov. 11

Distribute initial gap analysis survey

Week of Nov. 20

Begin conducting executive interviews

Week of Dec. 11

First student focus group

Week of Jan. 22

Second student focus group, PR professional focus group and continue executive interviews

Week of Jan. 29

Finalized theme, rationale and tactics. Coordinate event logistics

Week of Feb. 5

Finalize social media content before implementation begins

Week of Feb. 12

Social media accounts go live, no school due to Mardi Gras

Week of Feb. 19

Blaze Pizza partnership, Opening Ceremony and Where the Heart Is sessions begins

Week of Feb. 26

Present to Tulane class, Where the Heart is continues, Student Government Association and Senate meeting

Week of March 5

Dat Dog partnership, documentary screening and discussion, Community Assembly

Week of March 12

Receive proclamations, present to Xavier, Closing ceremony event

Week of March 19

Begin post-implementation survey and social media evaluation

Week of March 26

Complete post-implementation surveys

Week of April 2nd

Finalize write-up



Budget

Expense	Event	Cost
Chalkboards	Social Media, Where the Heart Is and Presentations	\$45
Candles	Closing Ceremony	\$27.02
Ribbon, WP Letters, Spray Paint	Social Media, Where the Heart Is, Presentations	\$40
Facebook & Instagram Post Promotion	Community Assembly	\$75
Pizza	Closing Ceremony	\$52.73
TOTAL		\$239.75

In-Kind Donations

Donation	Donated by	Use	Cost
Emily Hines Transportation	Mark Francis	Guest speaker transportation Community Assembly	\$30
Mini Bagel Boy Bage	Bagel Boy	Giveaways at Opening Ceremony	\$60
Geaux for the Gold With Purpose T-Shirt	Loyola School of Mass Communication	Awareness	\$36.90
Cookies	Sodexo	Community Assembly refreshments	\$35.97
Water	Sodexo	Community Assembly refreshments	\$39
Color Prints	Loyola School of Mass Communication	Promotional Materials	\$75
Black and White Prints	Loyola School of Mass Communication	Promotional Materials	\$20
Opening Ceremony Supplies	Loyola School of Mass Communication	Promotional Materials	\$50
Card Lamination	Loyola School of Mass Communication	Opening Ceremony	\$7.50
Sandwich Platter	Langenstein's	Professional Focus Group	\$29.99
Zapp's Potato Chips	Langenstein's	Professional Focus Group	\$4.99
Pizza	Langenstein's	Student Focus Group	\$50.49
Pizza	Langenstein's	Student Focus Group	\$50.49
Brass Band	Gordon Towell	Opening Ceremony	\$100
Popcorn	Kelty Latos	Documentary Screening	\$20
Soda	Kelty Latos	Documentary Screening	\$30
Saxophone	Gordon Towell	Closing Ceremony	\$200
Total			\$840.33



Receipts



CUSTOM INK ORDER CONFIRMATION

Order #: T-18838328
Track: <http://www.customink.com/track/18838328-27143903>

Date Placed: Wednesday, February 28, 2018
Delivery Date: On or before Monday, March 05, 2018

Design: geauxgold
Decoration: Printing, 4 color front, 0 color back

Item: Gildan Ultra Cotton T-shirt - White
Quantity: L: 1; Total: 1

Product: \$20.95
Super Rush Delivery: \$15.95
Subtotal: \$36.90
Tax: \$0.00
Total Price: \$36.90
Total Amount Paid: \$36.90

Customer Contact Info:
Julianna Lydon
Ph: (408) 807-1705

Shipping Address:
Julianna Lydon
300 Lasalle Ct
New Orleans, LA 70118-6197
US

9:46 AM AT&T 100% Insights

Posted on 02/22/18, 3:18pm

Promotion **Original**

\$49.73 **\$50** Finishes in 2 hours

Is this promotion meeting your expectations?

Yes **No** **Not sure**



Event Promotion
with purpose Community Assembly MARCH 8
With Purpose Community Assembly
Thursday, March 8, 2018, 7 PM - 8 PM
Promoted by Matt Pashby on 03/07/2018
Completed

785 People Reached **30** Engagements **\$25.00** Spent of \$25.00

View Results

ORDER PLACED February 28, 2018 TOTAL \$48.62 SHIP TO Camille Didelot

ORDER # 112-7392934-8798212
Order Details Invoice

Delivered Mar 2, 2018
Your package was left near the front door or porch.

VicTsing Bluetooth FM Transmitter for Car, Wireless Bluetooth Radio Transmitter Adapter with Hand-Free Calling and 1.44" LCD Display, Music Player Support TF Card USB Flash Drive AUX Input/Output
Sold by: VicTsingDirect
Return window closed on Apr 1, 2018
\$16.99

Buy it again

iPhone 7/8 plus X Screen Protector, ZHIXIN Transparent Clear Slim Shockproof Scratch Resist Protective Cover for Apple iPhone X
Sold by: ZHIXIN
Return window closed on Apr 1, 2018
\$7.99

Buy it again

Cade Vintage Framed Kitchen Chalkboard - Decorative Chalk Board for Rustic Wedding Signs, Kitchen Pantry & Wall Decor (3packs, 9.5*12in)
Sold by: cade electronic
Return window closed on Apr 1, 2018
\$22.79

Buy it again

Track package

Leave seller feedback

Write a product review

Archive order

ORDER PLACED January 29, 2018 TOTAL \$22.79 SHIP TO Camille Didelot

ORDER # 111-5233515-533664
Order Details Invoice

Delivered Jan 31, 2018
Your package was left near the front door or porch.

Cade Vintage Framed Kitchen Chalkboard - Decorative Chalk Board for Rustic Wedding Signs, Kitchen Pantry & Wall Decor (3packs, 9.5*12in)
Sold by: cade electronic
Return window closed on Mar 2, 2018
\$22.79

Buy it again

Leave seller feedback

Write a product review

Archive order



Considered Alternatives

Giveaway: We initially planned to host a giveaway to encourage Loyola students to sign a heart pledge and our petition. We spoke with Sodexo about receiving \$25 worth of Wolf Bucks, Loyola's student cash, or a gift card to Loyola's Sodexo-run Starbucks, but the representative responded to us too late.

Closing Ceremony: We wanted our closing ceremony to be in the horseshoe behind the Loyola sign on St. Charles Avenue, but we chose to hold the closing ceremony in Dixon Court. We decided to change our original date, March 14th, to March 13th due to the national school walkout for gun violence.

Raising Cane's: We contacted a representative from Raising Cane's about coordinating a fundraiser, but ultimately decided not to do a fundraiser, based upon our student focus group that emphasized that Loyola students were unlikely to spend money on things directly unrelated to them.

Dance Marathon Partnership: Dance Marathon is an annual fundraiser that raises money for children in the hospital across the nation. Loyola's success in the past years encouraged us to partner and create our own team to raise money. After reviewing the rules and regulations as well as reaching out to the client directly, we came to the conclusion that such a partnership would be inadvisable.

Contingency Plans

Opening Ceremony

Our opening ceremony was scheduled outside in the Peace Quad at Loyola University New Orleans. We had also booked the St. Charles room within the Danna Student Center to hold the event because of the potential for rain.

Community Assembly

One of our main speakers for our Community Assembly, Emily Hines, was traveling a long distance to join us. We had two students at Loyola who are pediatric cancer survivors ready to speak in the case Emily couldn't make it.

Closing Ceremony

Our closing ceremony was scheduled for an outdoor location on campus. During that day the forecast included a chance of rain. We booked Roussel Hall during that same time in case it rained.



School Contacts

Name	School	Position/Role
Elizabeth Keating	Loyola University New Orleans	Assistant Director for Leadership and Student Engagement
Tia Smith	Xavier University	Xavier University Department Head of Mass Communication
Valerie Andrews	Tulane University	Public Relations Adjunct Professor
Christina Hartke	De LaSalle High School	Teacher

Community Contacts

Name	Position/Role
Angele Wilson	Political Consultant
Leatrice Dupre	Councilwoman Susan Guidry Community Relations Director
Diana Bajoie	Former State Senator/Cancer Survivor/Activist
Mason Harrison	Mayor-Elect Latoya Cantrell Communication Director
Emily Hines	Childhood Cancer Survivor/Activist
Brian Hope	Christian Brothers Music Festival



Correspondence

Media

 **Janae Torrence** <janaetorrence@gmail.com>
to Lee ▾

Mar 3   

Everyone coming is Janae Torrence - Event Coordinator, Mathew Pashby - Social Media Manager and Julianna Lydon - Content Strategist. Is it okay if only two of us talk and the third takes pictures for one social media?

Thanks,
Janae

On Mar 2, 2018, at 9:11 PM, Lee Hardy <lee@wbok1230am.com> wrote:

sure! ok, i just need to know who all you have chosen to come? full names and titles?.... please share my cell with all 504-296-4256, make sure everyone arrives 15 minutes before the 8 am start time and call me when they get to the locked front door. wbok is located next to the fair grounds race track, 1639 gentilly blvd, nola 70119....

 **Wood, Bill**
to me ▾

Apr 4 (5 days ago)   

Until I kindly ask you to move it again,
Let's plan this for next Tuesday, April 10, 10:30 am.
Does that work on your end (for now, at least)?



“Wild Bill” Wood
WGNO — News with a Twist --- Features Reporter

504-619-6321
wildbill@wgno.com

WGNO  **nola38**  **cw**  **this** 



Correspondence Cont.

Emails with Erin Benson, With Purpose Executive Director

Mathew Pashby <pashbymathew@gmail.com> Feb 28    

to erin 

Erin Benson,
Hey Erin I hope all is well! I am from the Loyola New Orleans Bateman Team and just wanted to check in with you on something. We received a supportive message on Instagram from Eric Taubel. He had said he could be a resource to us if needed. While we are thrilled to have the support and would like him to help us educate the community we wanted to make sure we weren't violating any rules. We checked with PRSSA and there is no problem, but they wanted us to check in with you first. We wanted to try and have him Skype in to one of our events to educate the group of people about With Purpose. Please let us know how you feel about this. Thanks

Erin Benson <erin@with-purpose.org> Feb 28    

to me 

Hi Mathew,

Thank you for reaching out! I'm glad that Eric reached out and I don't think you are violating any rules. Eric is the chairman of our board and very knowledgeable. Our organization is so impressed and excited about the incredible work your team is doing.

I would also love to interact with your team if possible!

Erin

erinbenson
Executive Director at [withpurpose](#)
erin@with-purpose.org
(612) 578-5117

Erin,

We are excited that you want to be involved in the campaign! We were wondering if we could ship you one of our chalkboards, with either a message that we choose or your own inspirational message that you have come up with so we could feature you in our daily chalkboard stories. You would just have to have someone take the photo of you. We have been using portrait mode on an iPhone to take these photos, but anything will do! If this is possible, what would be a good location to send the chalkboard to?

We were also wondering if we could have you Skype/FaceTime in on Wednesday March 7th, 6pm CST to talk to with a group of Loyola students about With Purpose's mission during our documentary screening. Let me know if this works out and thank you for all the help.

Erin Benson <erin@with-purpose.org> Mar 1    

to me 

Hi Mathew,

Yes to a video chat during your meeting on 3/7 at 6PM CT! I would be honored to join.

I absolutely want to say "yes" to the chalkboard as well, because it is an awesome idea. But, I am worried it would look like I am showing favoritism. Can I check in with PRSSA on that one and get back to you?

Super excited to see all your faces next week!

Erin

Hi Mathew,

Thank you for your note and, more importantly, for executing an inspiring, creative and dynamic campaign on behalf of With Purpose and kids with cancer. Yes, please keep your social accounts and/or website operational (see attached letter).

Also, we discussed the potential for a de-brief meeting following the campaign. Your team's campaign truly encompassed what With Purpose is all about. We'd love to discuss keeping you as individuals and Loyola engaged with the organization. The chairman of our board of directors, Eric Taubel (cc'd) is going to be in New Orleans next week. I would love to coordinate a time for him to meet with you, get your feedback and ideas and, potentially, discuss next steps. Is that a possibility?

With so much gratitude,

Erin

erinbenson
Executive Director at [withpurpose](#)
erin@with-purpose.org
(612) 578-5117
@realwithpurpose
www.with-purpose.org



Correspondence Cont.

Emails with Eric Taubel, With Purpose Board of Directors Member

10:11 AM 100% February 27, 2018 at 9:28 AM

Hey guys 🌱. I'm Eric Taubel I'm on the Board of Directors for with purpose. I was roommates in college with Mike (Sam's dad). With purpose means so much to me and so I just wanted to reach out and say you guys are killing it! I am dying for that little pig hank and I think the chalkboard idea is so amazing! I am happy to be a resource for you guys for anything you need. Feel free to email me any questions ideas or requests estaubel@gmail.com

March 1, 2018 at 11:42 AM

Hi Eric! Thank you for the message of support. We would

Write a message... Photo Image Heart

Mar 15 ✉ Reply Forward Reply All

Matthew Pashby <pashbymathew@gmail.com>
to Erin, estaubel, Jeffrey, Camille

Eric,

Thank you so much. We are so happy that this social media campaign will continue post-competition. We would love to have a de-brief discussion and to meet with Eric while he is in New Orleans next week. Eric, let me know the best way to schedule a meeting time with you. Once again, we appreciate this opportunity that allows us to continue our campaign. Thanked!

Mar 16 ✉ Reply Forward Reply All

Eric Taubel
to me, Erin, Jeffrey, Camille

Hey Matthew,

I get into New Orleans Tuesday mid-day and am free that whole day, and then Wednesday I have a hearing and a meeting from around 9 to I think noon. I fly out at 4, so there is a window that afternoon as well where I am free.

Mar 18 ✉ Reply Forward Reply All

Matthew Pashby <pashbymathew@gmail.com>
to Eric

Eric,

Either time on that Tuesday or Wednesday would be great! Most of the people on our team have different schedules but I will be available at whatever time on Tuesday you are free. Let me know what the best time for you would be. Thanks!

Matthew J. Pashby, Jr.
Levitt New Orleans 2019
650-576-8648
pashbymathew@gmail.com
mpashby@tulyno.edu

Mar 19 ✉ Reply Forward Reply All

Eric Taubel
to me

How about we shoot for 3:30/4:00 tomorrow. I'm staying at the Le Meridien at [333 Poydras Street](#)—but can obviously uber/Lyft as needed.

Eric

Sent from my iPhone

Mar 19 ✉ Reply Forward Reply All

Matthew Pashby <pashbymathew@gmail.com>
to Eric

Eric,

3:30pm at the Le Meridien sounds great!



Political Action

 **Mason Harrison**
to me

Hi Janae -

We will need to move the time of the photo with the mayor-elect on Monday to 10:45 a.m.

She will only have 5 minutes available to her at that time. But she wants to make this happen.

Can you be here at 10:45 a.m. instead?

...

--

Mason Harrison
Communications Director, Mayor-Elect Cantrell
Forward Together New Orleans
mason@forwardtogetherneworleans.com
Cell: 504.905.7689

On Wed, Mar 14, 2018 at 10:31 AM, Janae Torrence <janaetorrence@gmail.com> wrote:

Okay, thank you!
We'll be there.
Best,
Janae

 **Janae Torrence** <janaetorrence@gmail.com>
to Leatrice

Hi,

We will be in attendance at 9:30 on Thursday, March 8th to be presented the proclamation in person. Are we allowed to take photos of the presentation? Also I'd like to follow up on declaring a day, Geaux for the Gold With Purpose Day. I understand if there are time constraints.

Best,

Janae

...

On Tue, Mar 6, 2018 at 12:46 PM, Leatrice Dupre <ldupre@nola.gov> wrote:

Hello again Janae, I have arranged for you and your group to be presented with the proclamation in person before the start of the council meeting on **Thursday, March 8, 2018 at 9:30a.m. The meeting will be held in the City Council Chamber, located at 1300 Perdido St.** Please let me know if you all can make it. If not, you are welcomed to pick up the proclamation at an agreed upon time.

Regards,

Leatrice Dupré
Communications Director
Councilmember Susan G. Guidry, District "A"
Email: ldupre@nola.gov



Research: Executive Interviews

Isa Diaz - Vice President of Strategic Planning and Public Affairs, Universal Health Services INC.

Marie Schmitt - Senior Vice President of Client Relations, United Healthcare North America

Greg LaRose - City News Manager, NOLA.com

Jenna Davis - Pediatric Nurse, UCLA

Meg Farris - Medical Reporter, WWL-TV

Susan Elise Shiebler - Parent of Pediatric Cancer Patient

Katie Fauquier - Public Relations Manager at Ochsner Health System

Brad Grundmeyer - Vice President of Sales, Marketing and Community Outreach, United Healthcare New Orleans

Will Shanley - Director of Public Relations, United Healthcare North America

Ariel Landry - Pediatric cancer survivor and sophomore at Loyola University New Orleans

Cathleen Randon - Director of Marketing and Communications at Children's Hospital of New Orleans

Carly Bergstein - Be Positive Foundation Program Director

Tala Maalouli - Pediatric cancer survivor and senior at Loyola University New Orleans

Nancy Lenfestey - St. Baldrick's Foundation Advocacy and Family Relations Specialist

Angelique Dyer - Loyola University Digital Marketing Manager

Dr. Glenda Richardson - Pediatrician

Lance Barbor - Louisiana Government Relations Director, American Cancer Society Action Network, Inc.

Takeaways

1. Giving cancer patients and survivors space to tell their own stories is paramount.
2. There is a lack of knowledge about cancer treatment options for children, even among doctors.
3. Not many people know how to react to a pediatric cancer diagnosis, how they can help, and what limitations that pediatric cancer patients or survivors have.
4. Advocate groups like the Louisiana American Cancer Society Cancer Action Network do not have any initiatives that directly affect childhood cancer.

QUOTES

“It's far more effective and compelling to tell a story than for a journalist to dive into the clinical aspects of the story.”

-Greg LaRose, City News Manager for NOLA.com
(On why we used a Spokes Person)

“Even if there isn't anything new, the human element is what grabs my attention - children with cancer can really affect people because it doesn't receive enough attention.”

-Meg Farris, General Assignment Reporter, Medical & Health Reporter
(On why we needed the human element)

“Getting the word out about pediatric cancer will make people care. When you see what these children have gone through, how can you not care?”

-Jenna Davis, Pediatric Nurse at UCLA
(Educating people about the facts)

“When I was 9, I was diagnosed with stage two Hodgkin's Lymphoma. I had to leave school and my friends while I received chemotherapy. Adjusting was difficult. Not many people knew how to react to my diagnosis, how they could help, and what limitations I would have. An organization like, With Purpose, could educate the community. People could learn that children do get cancer and how they can best support those kids.”

- Ariel Landry, child cancer survivor and sophomore at Loyola University New Orleans



“Everyone wants to help kids. Kids don't know why they get cancer, which makes it hard. Adults normally know how they got it or can get blamed for it. We see kids as kids, not their diagnosis. It's not sad to work in a children's hospital. They're just treating kids and she says you would never know they were sick. All they want to do is get better and play.”

-Cathleen Randon, Director of Marketing and Communications
at Children's Hospital of NOLA

“When a child gets cancer the whole family gets cancer. Parents will lose jobs to no fault of the employer. A lot of companies can't afford to keep you on salary. There is emotional, medical and financial hardship. Some don't have a means to pay their mortgage. It's so much more than an illness.”

- Carly Bergstein, B+ Foundation Program Director

Research: Focus Groups

Professional Focus Group Takeaways

1. Youth advocacy captures the attention of the community.

“It's the support that young people give each other that leads to success stories.”

-Anna Whitlow, President and CEO of Be Nimble Public Relations

2. Partnerships with local businesses in the city are strategic because they are already established and recognized within the community.

“Partnerships with local businesses are key because the community already knows those businesses.”

-Morgan Ballard, Public Relations Manager at the Spears Group

3. Having a Loyola student who survived pediatric cancer as a spokesperson would draw in the target audience.

“Find a Loyola student that will self-identify who had childhood cancer and have them be a youth-advocate.”

-Anna Whitlow, President and CEO of Be Nimble Public Relations

“One of the biggest challenges with nonprofits is that there are so many in New Orleans, it's finding the need that is already there.”

-Sharon Robles, APR Community Outreach Manager Department of Public Works
New Orleans City Hall

“In terms of media coverage, you need to get them newsworthy events.”

-Morgan Ballard, Public Relations Manager at the Spears Group

Student Focus Groups Takeaways

1. Likely to attend a local nonprofit event if it were on campus and at a convenient time.

2. Inclined to trust a nonprofit with prominent local human connection.

3. Prone to trust a local nonprofit over a national organization due to the ability to see the fruits of their labor and donations in the community.



Research: Gap Analysis

Questions

1. Which of the following describes your involvement with nonprofit organizations/charities?
2. How much do you agree or disagree with the following statement: "Giving to cancer research or advocacy organizations is important to me."
3. Do you know of someone who has or has had childhood cancer?
4. Which of the following non-profit organizations/charities are you aware of? Check all that apply.
5. How important do you think youth advocacy is for social change?
6. Do you think childhood cancer is equally as funded as adult cancer?
7. Are you aware of the organization, With Purpose?
8. Where have you heard about With Purpose?
9. Would you volunteer for organizations like With Purpose to help combat pediatric cancer?
10. Would you join a local chapter of a nonprofit that advocates for better healthcare conditions for children with cancer?
11. How likely would you be to sign a petition for legislation that seeks to help healthcare conditions for children with cancer?
12. How likely would you be to personally advocate for better healthcare conditions for childhood cancer?
13. What is your gender?
14. What is your ethnicity?
15. What is your age?
16. What is your current zip code?



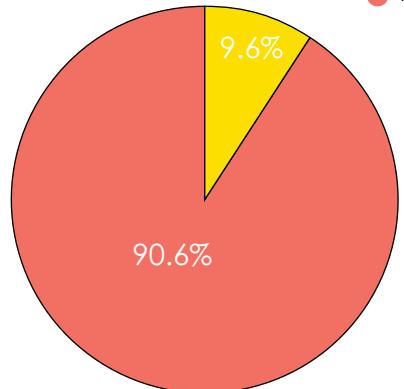
Research: Gap Analysis Survey Results

Pre-Implementation

Are you aware of the organization, With Purpose?

Responses: 330

Yes
No

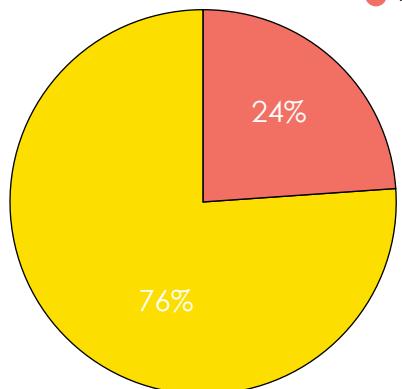


Post-Implementation

Are you aware of the organization, With Purpose?

Responses: 329

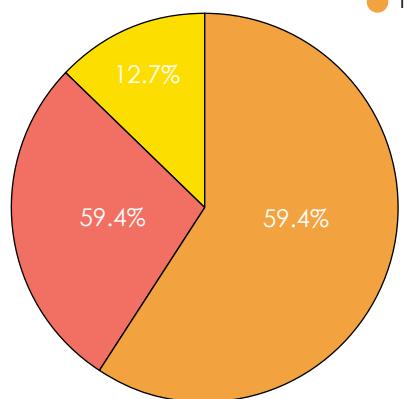
Yes
No



Do you think childhood cancer is equally as funded as adult cancer?

Responses: 330

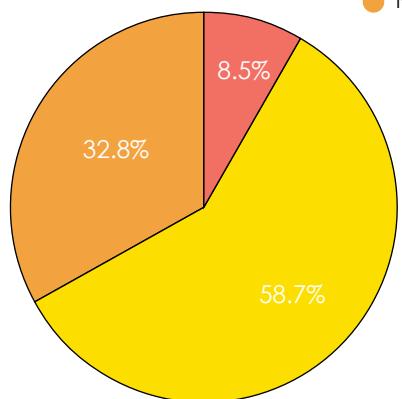
Yes
No
Not sure



Do you think childhood cancer is equally as funded as adult cancer?

Responses: 329

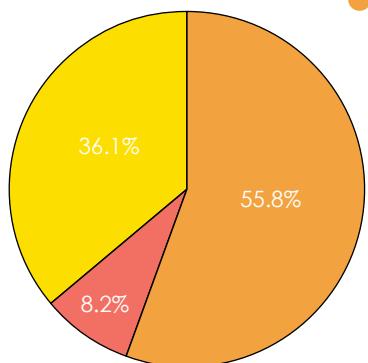
Yes
No
Not sure



Would you join a local chapter of a nonprofit that advocates for better healthcare conditions for children with cancer?

Responses: 330

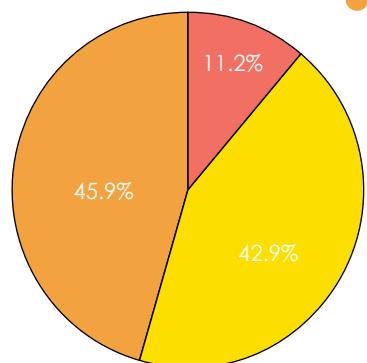
Yes
No
Maybe



Would you join a local chapter of a nonprofit that advocates for better healthcare conditions for children with cancer?

Responses: 329

Yes
No
Maybe



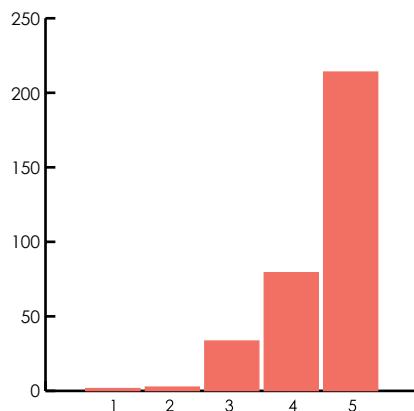


Research: Gap Analysis Survey Results Cont.

Pre-Implementation

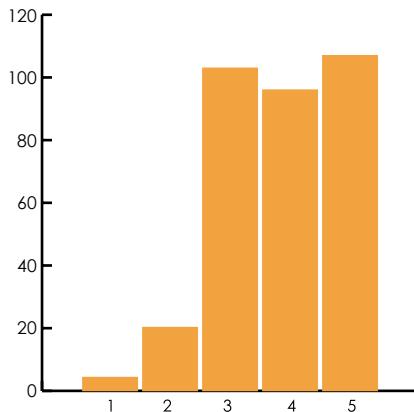
How likely would you be to sign a petition for legislation that seeks to help healthcare conditions for children with cancer?

Responses: 330



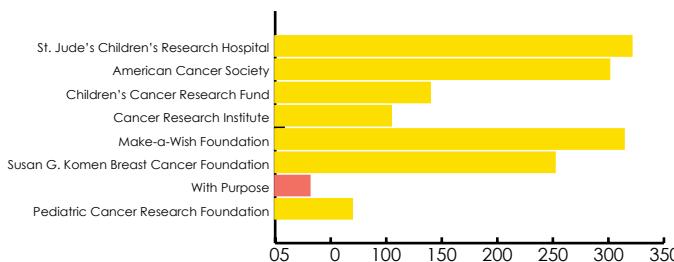
How likely would you be to personally advocate for better healthcare conditions for childhood cancer?

Responses: 330



Which of the following non-profit organizations/charities are you aware of?

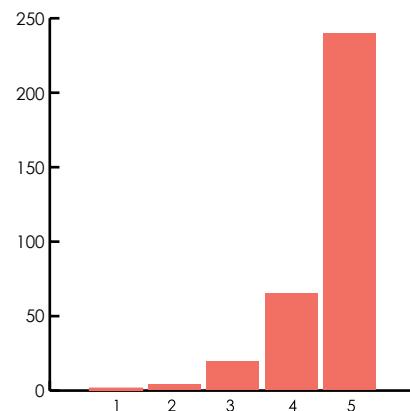
Responses: 330



Post-Implementation

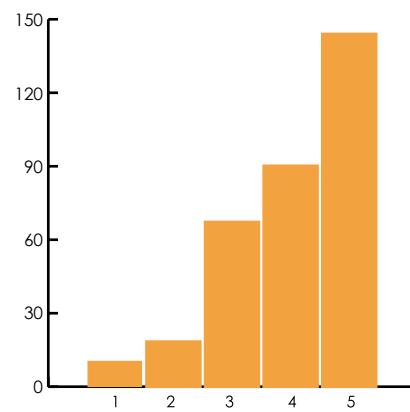
How likely would you be to sign a petition for legislation that seeks to help healthcare conditions for children with cancer?

Responses: 329



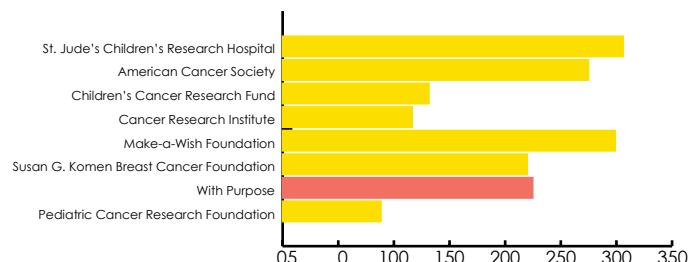
How likely would you be to personally advocate for better healthcare conditions for childhood cancer?

Responses: 329



Which of the following non-profit organizations/charities are you aware of?

Responses: 329



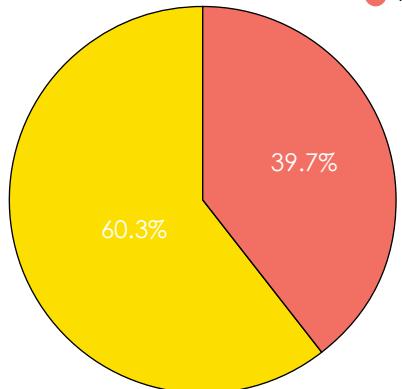


Pre-Implementation

Do you know of someone who has or has had childhood cancer?

Responses: 330

Yes
No

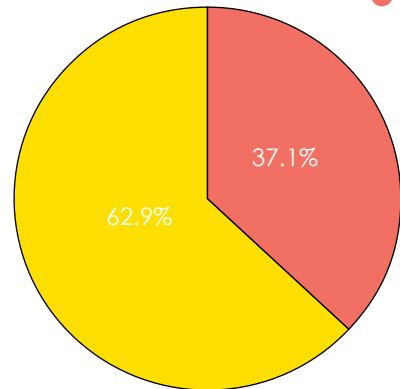


Post-Implementation

Do you know of someone who has or has had childhood cancer?

Responses: 329

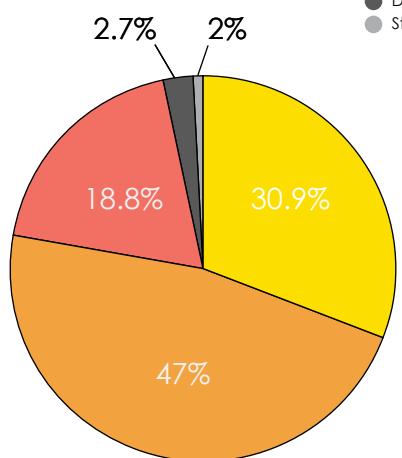
Yes
No



How much do you agree or disagree with the following statement: "Giving to cancer research or advocacy organizations is important to me."

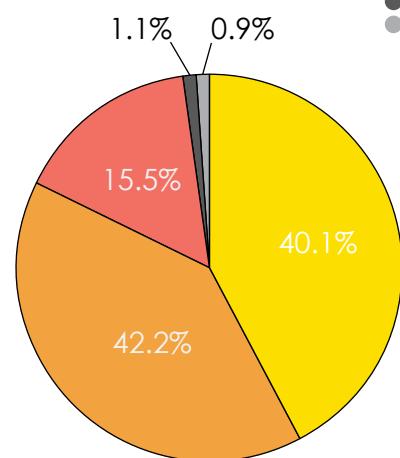
Responses: 330

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree



Responses: 329

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree





Bibliography

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Implementation: Objectives Chart

The chart below outlines the various objectives that each tactic and strategy covers.

1. Increase awareness of both With Purpose and the reality of pediatric cancer funding by 20 percent among our target audience.
2. Engage the community to push for political change.
3. Create a long-standing campaign

Tactic/Strategy	Objective 1	Objective 2	Objective 3
Logo	X		X
Hashtags			X
Opening Ceremony	X	X	
Where the Heart Is	X	X	
Dance With Purpose	X		
Documentary Screening	X		
Cards for Children's Hospital	X		X
Christian Brothers Music Festival	X		
Community Assembly	X	X	
Closing Ceremony	X	X	X
Proclamations	X	X	X
Promotional Materials	X		
Classroom Presentations	X		
Media Coverage	X	X	X
Partnerships	X	X	X
Petition		X	X
Facebook Page	X	X	X
Instagram Page	X	X	X



Implementation: Tulane Presentation

Tulane and Loyola practically share a campus, which means that students interact on a daily basis. To extend our reach to outside of the immediate Loyola community, we spoke to a Tulane class and educated them not only about the harsh realities behind pediatric cancer conditions but also about our campaign for With Purpose.





Implementation: Christian Brothers Music Festival

Christian Brothers Music Festival is an annual weekend festival at the Christian Brothers School in New Orleans. They have more than 500 attendees per day and at least 30 boutique, food and crafts vendors. Music festivals are a crucial part of local New Orleans culture and this festival gave us the opportunity to speak candidly with over 40 locals about the issues surrounding pediatric cancer funding and treatment.





Implementation: De La Salle Presentation

We wanted our push for youth-led activism to extend outside of the New Orleans college network. New Orleans is home to many high schools, and to spark the next generation and spread With Purpose's mission we spoke to several classes at De La Salle high school as well as individual students after school ended.



Implementation: Xavier Presentation

Xavier University of Louisiana is a Historically Black Catholic university in New Orleans that shares similar values with Loyola, so our message translated well to its students. We educated a Xavier public relations research methods class on the harsh realities behind pediatric cancer conditions as well as our campaign for With Purpose. This way we continued to expand our campaign from campus-wide to citywide.





Implementation: Where the Heart Is

Loyola has a strong culture of events in the Danna Student Center, so we decided to host a table every Tuesday and Thursday from 12:30-2:00, referred to as the “window,” a period when there are no classes. We also booked a floor to ceiling window behind our table to decorate in With Purpose’s colors and tape our heart pledges onto. This created constant visibility for our campaign.

GEAUX for the GOLD

withpurpose

WHAT

With Purpose is a youth and community-led movement dedicated to making sure kids with cancer have access to safe AND effective treatment options.

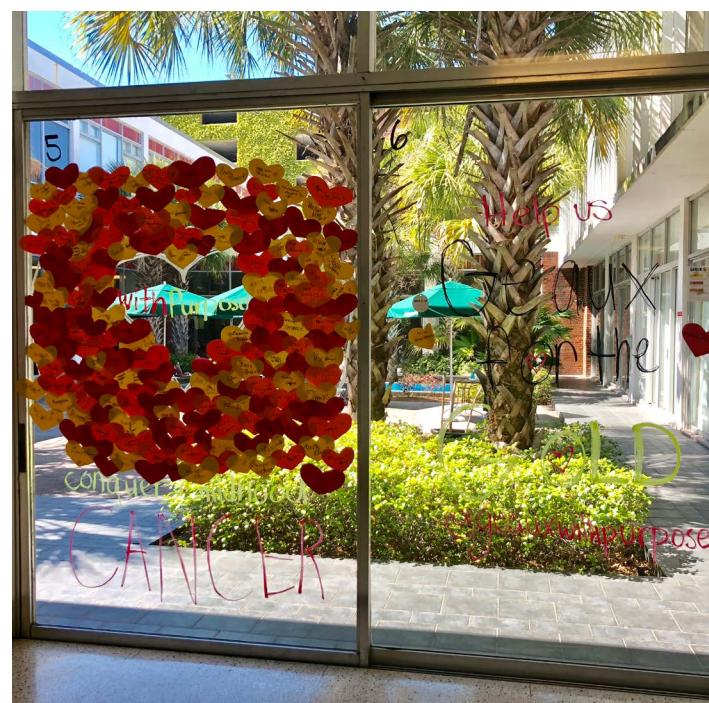
WHY

Only 4% of federal government cancer research funding goes to study pediatric cancer. With Purpose believes kids with cancer should have hope for a bright future.

HOW

How you can help is by signing our petition, following us on Facebook and Instagram to join our fight against childhood cancer! Youth voices are powerful and together we can make change.

HELP US CONQUER CHILDHOOD CANCER
@geauxwithpurpose





Implementation: Campus Takeover

We placed paper hearts with our social media handles across campus and put our campaign t-shirt on our campus' iconic statue of Ignatius of Loyola, the founder of the Jesuits and patron saint of our school. Hundreds of students and visitors passed by the statue during campaign implementation as well as the Loyola president's open house, which hosts prospective students and families. Both of these initiatives expanded the long term visibility of our campaign when we weren't actively hosting events or sharing our message with New Orleans media.





Implementation: Opening Ceremony

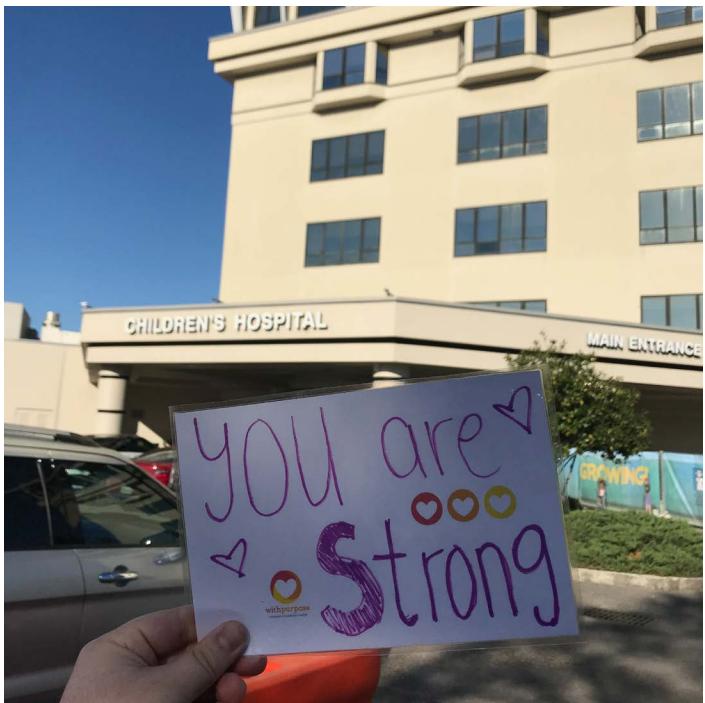
What better way to get people excited about a campaign than a traditional New Orleans Second Line? Hosted in the Peace Quad on Loyola's campus, we invited students, faculty, and local influencers including Bagel Boy and My Best Friend Hank to generate buzz about Geaux for the Gold With Purpose and inform students about pediatric cancer conditions. We partnered with the Student Government Association to promote giving back.





Implementation: Cards for Children's Hospital

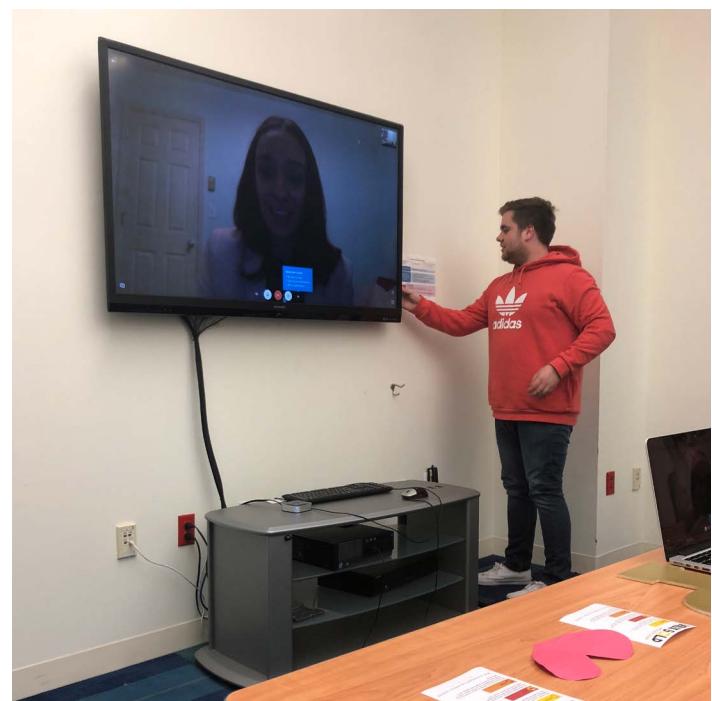
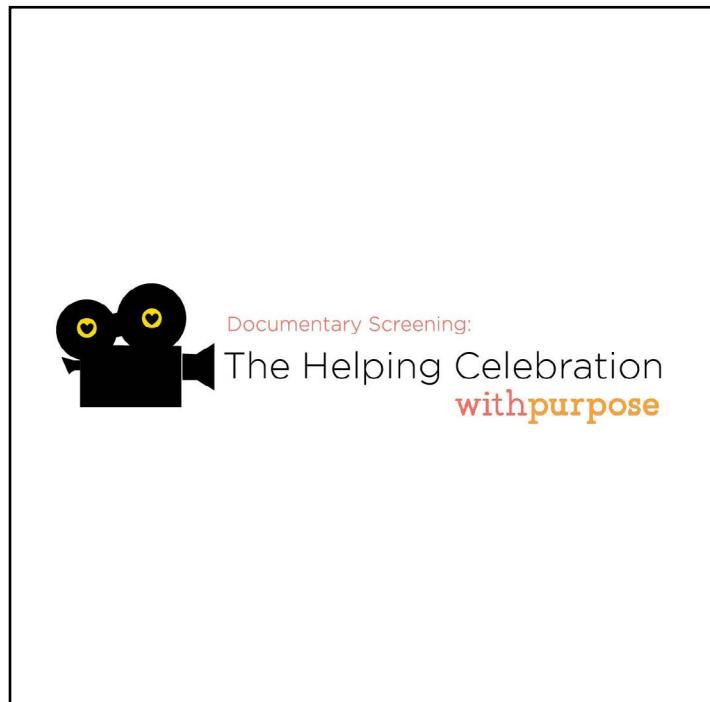
Service is an important part of our culture at Loyola. We decided to collaborate with Children's Hospital, the only full-service hospital exclusively dedicated to children in Louisiana and the Gulf South. Adding a service dimension to our campaign to encourage students to actively support those directly affected by pediatric cancer was important. Since we could not work hands-on with the pediatric cancer patients due to their highly-compromised immune systems, we decided to have students write letters of support and hope for the pediatric cancer patients at the hospital. It was a simple yet personal way for students to donate a few minutes of their time to craft something that would make a long-term impact for the pediatric cancer patients. We collected 100 cards from student advocates, presented the laminated cards to Children's Hospital and later posted them in the hallways of the hospital for the pediatric cancer patients to see.





Implementation: Documentary Screening

The Helping Celebration Good Movie was created by the classmates of Sam. We brought together members in the community to watch this documentary and discuss the mission and goals of With Purpose. After the screening we Skype called Erin Benson to spread the message of With Purpose and discuss why she had created it. Following Erin's talk she was able to answer questions from the crowd. This screening helped us bring together and educate members in our community about the problems children face when it comes to pediatric cancer and learn about With Purpose from the person who created it. It was a great way to show how With Purpose's mission and Loyola's Jesuit values intersect.





Implementation: Community Assembly

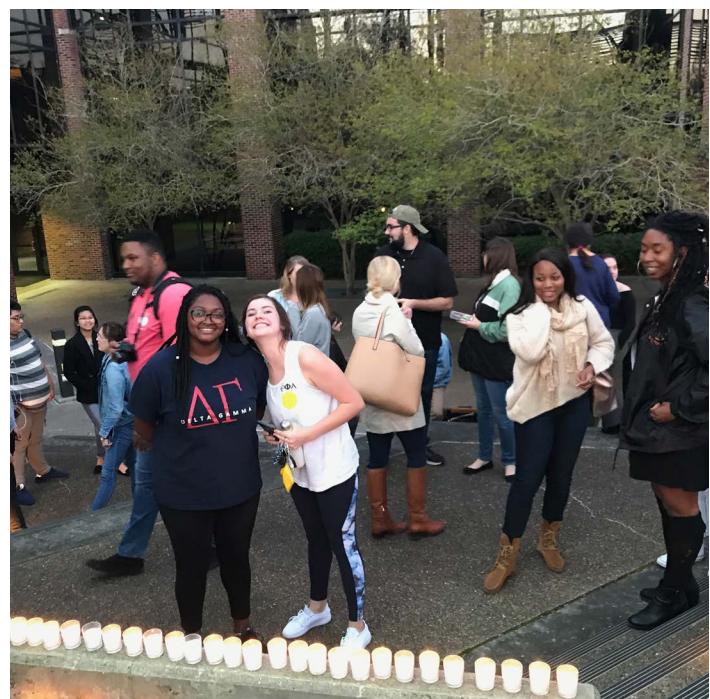
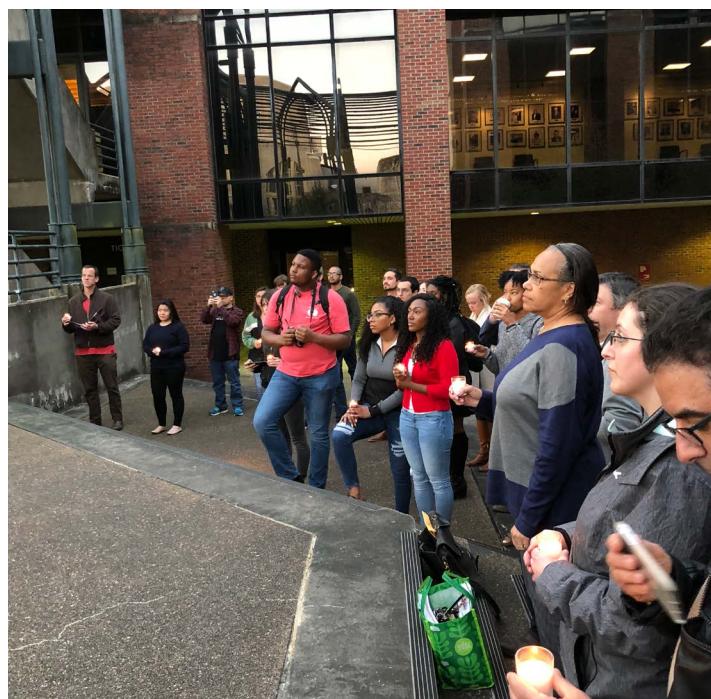
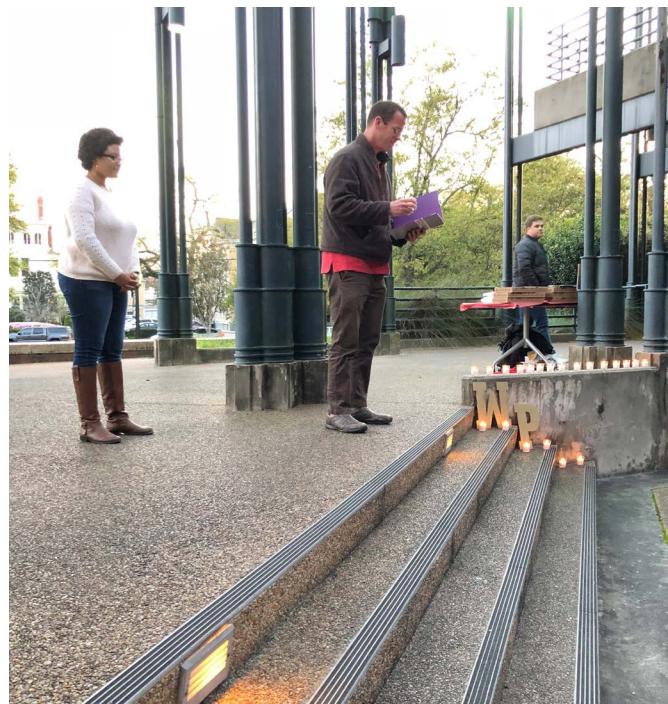
We invited Emily Hines and former Senator Diana Bajoie to speak at Loyola. Emily Hines is someone who we believe truly represents With Purpose's mission. She is a childhood cancer survivor who beat cancer due to a clinical trial and is an outspoken youth activist who takes every opportunity she can to push for pediatric conditions to be better. Diana Bajoie is a former member of both of the houses of the Louisiana State Legislature and is now the director of community relations for the LSU Health Sciences Center New Orleans.





Implementation: Closing Ceremony

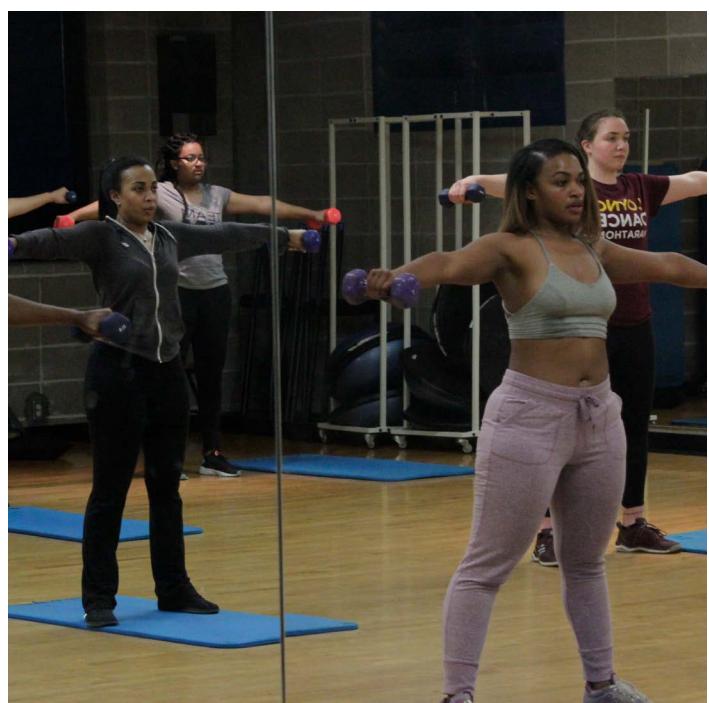
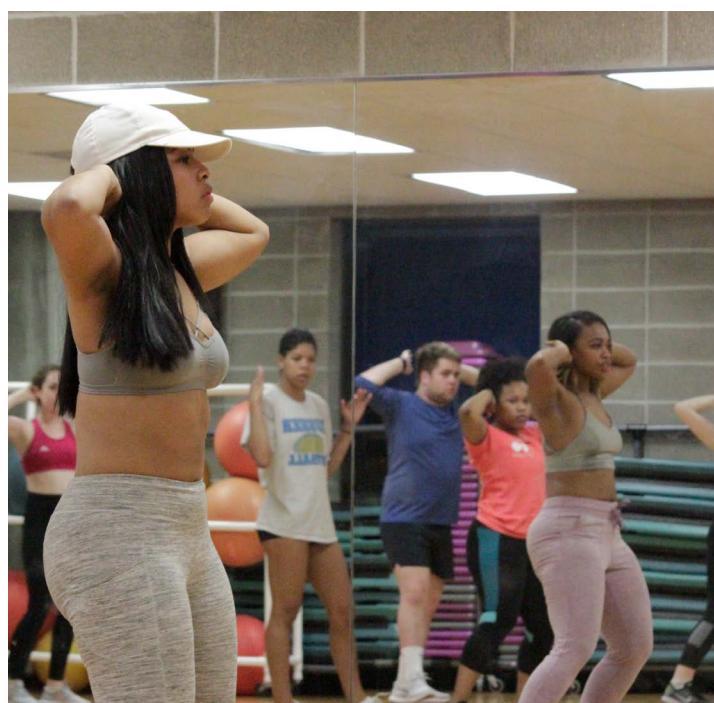
To wrap up our campaign, we hosted a candlelit ceremony to reflect not only on the progress we made throughout implementation but to pass the flame to the next generation of Loyola students to continue spreading the mission of With Purpose. We lit candles, discussed our campaign, and said a prayer for all those children like Sam, who were not able to make it.





Implementation: Dance With Purpose

"Twerk'n'Tone with Tai" is a popular, trademarked dance class on campus. We decided to partner with Tai to have an exercise class where we had a presentation about With Purpose to advance the brand identity as well as educate students about pediatric cancer conditions in a fun and healthy way.





Implementation: Dat Dog Dine and Donate Trivia Night

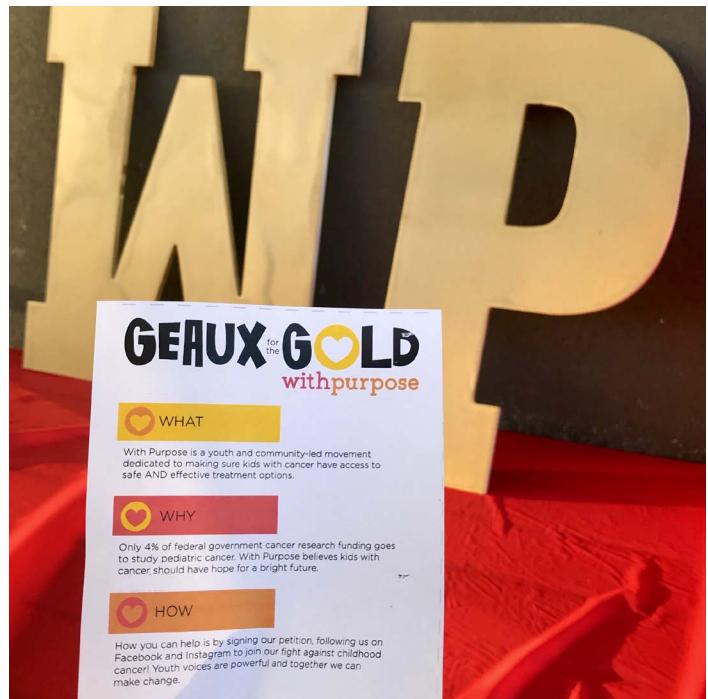
This infamous hot dog spot is a favorite for both Loyola students and the greater New Orleans community, allowing us to extend our reach from campus-wide advocacy to city-wide advocacy. Every Tuesday night, Dat Dog has their weekly trivia night, which is well known and attended by students and locals alike. Since our campaign focused on a positive, hopeful approach towards With Purpose and children undergoing childhood cancer, Dat Dog's atmosphere and motto aligned well with With Purpose. Dat Dog's motto is "Put a Smile on Your Face," which reminded us of Sam's "I'm Happy." Although child cancer is a serious topic and we would not make light of the subject, we wanted to empower youth for duration of our campaign. We brought together the New Orleans community, Loyola students and even Erin Benson's nephew Caylen Larson.





Implementation: Blaze Pizza Event

Located less than a mile from Loyola's campus, this generous organization partnered with us to spread awareness of pediatric cancer conditions. Blaze Pizza is already a popular dining destination for Loyola students, so hosting an event at Blaze allowed us to meet our target audience where they already were.

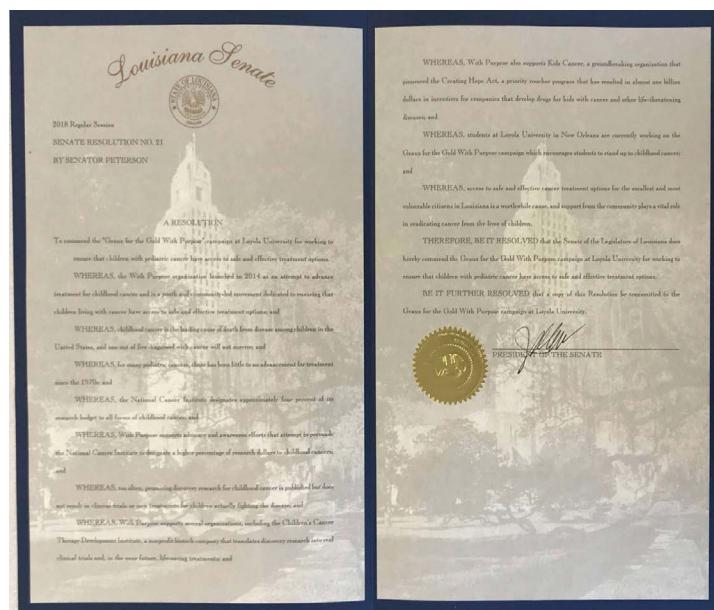




Implementation: Proclamations

Geaux for the Gold With Purpose received six proclamations from government leaders. This raised awareness and helped recognize With Purpose's mission. The New Orleans City Council proclamation recognized With Purpose as an essential part of the community and declared the importance of providing children with access to safe and effective treatment. New Orleans Mayor Mitch Landrieu's proclamation acknowledged the work With Purpose has done in the fight to end pediatric cancer. The Louisiana State Senate proclamation acknowledged the work Geaux for the Gold With Purpose has done to encourage youth activism in the fight to end pediatric cancer. Louisiana Governor John Bel Edwards awarded a proclamation for the collaborative efforts of With Purpose and Geaux for the Gold With Purpose to improve healthcare conditions of those affected by pediatric cancer. The Loyola Student Government proclamation passed legislation to endorse Geaux for the Gold With Purpose's work across campus.

Louisiana Senate Proclamation



Louisiana Governor Proclamation

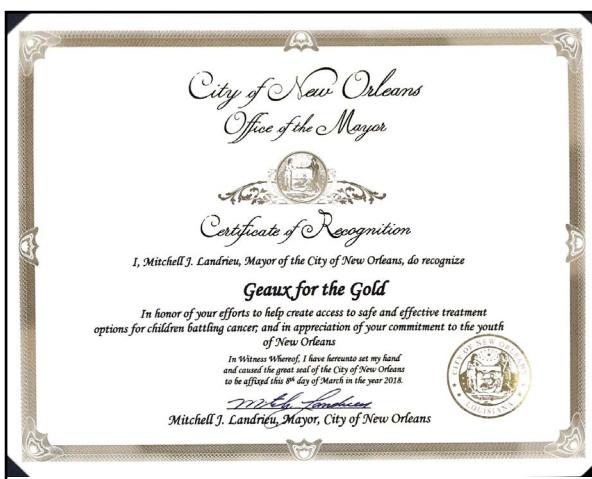




New Orleans City Council Proclamation



New Orleans Mayor Proclamation



Loyola University Student Government Association Proclamation





Evaluation: Media

FOX-8

FOX-affiliate FOX-8 featured a childhood cancer survivor and a Bateman team member on March 12 on a morning show reaching 863,900 people. This provided us with \$6,750 in public relations value. The feature discussed our campaign, our student survivor spokesperson and the challenges that come with pediatric cancer.

TRANSCRIPT

NANCY PARKER: A NONPROFIT CALLED WITH PURPOSE ENCOURAGES LOYOLA STUDENTS TO GO FOR THE GOLD AND STAND UP TO IMPROVE HEALTHCARE CONDITIONS FOR PEDIATRIC CANCER AND JOINING US NOW WITH MORE ARE LOYOLA STUDENTS TALA MAALOULI AND MATHEW PASHBY WITH MORE ON THIS THANKS SO MUCH FOR JOINING US.

MATHEW PASHBY: THANKS FOR HAVING US

PARKER: WELL THIS IS PART OF A COMPETITION FOR LOYOLA STUDENTS AND THE CLIENT IS WITH PURPOSE AND YOU ARE PR STUDENTS, IS THAT RIGHT?

PASHBY: YES I AM A PR STUDENT AND WITH PURPOSE IS A NONPROFIT ORGANIZATION THAT WORKS TO EDUCATE, SUPPORT AND ADVOCATE FOR PEDIATRIC CANCER PATIENTS.

PARKER: AND THIS IS A WAY FOR PEOPLE AROUND THE COUNTRY SCHOOLS AROUND THE COUNTRY TO PUSH FORWARD THIS MISSION OF PEDIATRIC CANCER AND TALA WHAT BETTER PERSON TO SORT OF SPEAK TODAY BECAUSE YOU ARE A PEDIATRIC CANCER PATIENT IS THAT RIGHT?

TALA MAALOULI: YES MA'AM.

PARKER: TELL US A LITTLE BIT ABOUT YOUR STORY.

MAALOULI: I JUST MADE 15 YEARS FEBRUARY 7TH IN 2003 THAT WAS WHEN I WAS DIAGNOSED I WAS DIAGNOSED WITH JUVENILE [INSERT DISEASE] WHICH IS JUST A RARE CHILDHOOD BRAIN TUMOR THAT CAN EITHER BE BENIGN OR MALIGNANT MINE HAPPENED TO BE MALIGNANT AND WE UNDERWENT SURGERY AND RADIATION THERAPY TO TREAT IT.

PARKER: AND YOU WENT TO ST. JUDE HOSPITAL WHICH IS NEAR AND DEAR TO US AT FOX 8 BECAUSE WE DO THE DREAM HOME GIVEAWAY HERE

MAALOULI: YES MA'AM

PARKER: BUT JUST TALK ABOUT WHEN YOU HEARD ABOUT THIS MISSION ALL OVER THE COUNTRY THESE SCHOOLS COMPETING FOR THE BEST PROMOTION OF CHILDHOOD CANCER AND FIGHTING IT WHAT DID YOU THINK ABOUT THAT?

MAALOULI: I THOUGHT I WOULD BE THEIR PERFECT ADVOCACY TO GO TOWARDS AND HELP THEM WIN THIS COMPETITION SINCE I HAD PERSONAL EXPERIENCE WITH CANCER AND I CAN SHARE MOST OF MY STORIES WITH THEM AND THEY CAN HAVE THAT EXTRA STRENGTHENING BOOSTER FOR THEIR CAMPAIGN.

PARKER: AND MATHEW HOW COMMON IS CHILDHOOD CANCER IN YOUR RESEARCH DOING THIS?

PASHBY: SO CHILDHOOD CANCER IS A LOT MORE COMMON THAN A LOT OF PEOPLE WOULD KNOW. THERE ARE A LOT OF PROBLEMS THAT COME WITH IT TOO SEEING THAT ONLY FOUR PERCENT OF THE NATIONAL CANCER INSTITUTES FUNDING IS GOING TOWARDS PEDIATRIC CANCER RESEARCH SO WHILE A LOT OF CHILDREN ARE AFFECTED BY THIS THERE IS NOT A LOT OF ROOM FOR RESEARCH OR CHANGE BECAUSE NONE OF THE MONEY IS GOING TOWARDS IT.

PARKER: WELL THIS IS REALLY GOING TO GET AWARENESS OUT WITH AT LEAST SEVENTY-FIVE SCHOOLS OR MORE AROUND THE NATION COMPETING IN THE SAME PROGRAM THAT YOU ALL ARE THERE'S A BIG WRAP UP COMING



UP TOMORROW EVENING FOR YOUR CAMPAIGN RIGHT?

PASHBY: SO TOMORROW EVENING AT SEVEN P.M. IN DIXON COURT AT LOYOLA UNIVERSITY WE WILL BE HAVING SOME OF OUR PEDIATRIC CANCER SURVIVORS AND PEOPLE FROM OUR BATEMAN TEAM AND PEOPLE FROM THE SCHOOL TALKING ABOUT THE EXPERIENCE AND CONTINUING TO EDUCATE ABOUT WHAT WE'RE DOING WITH THIS CAMPAIGN.

PARKER: SO IF FIGHTING CANCER IS NEAR AND DEAR TO YOU THIS WOULD BE A GREAT WAY TO COME OUT AND SHOW YOUR SUPPORT AND THIS IS OUT IN THE COURTYARD WHERE THE BIG LOYOLA SIGN IS RIGHT?

PASHBY: YEAH IN THE FRONT OF THE SCHOOL

PARKER: TALA JUST TALK ABOUT AS A SURVIVOR AND SOMEONE WHO IS LIVING PROOF THAT THERE IS HOPE AFTER CANCER JUST YOUR MESSAGE

MAALOULI: MY MESSAGE HOPE AFTER CANCER I AM GOING BACK ACTUALLY MY GOAL IS TO GO BACK TO ST. JUDES AND ACTUALLY HELP THEM FIND MORE CURES TO CHILDHOOD CANCER SINCE IT'S NOT A PROMINENT AREA OF RESEARCH CONDUCTING TO FIND CURES SO OUR MOST COMMON METHODS ARE CHEMOTHERAPY AND RADIATION AND I HOPE TO FIND MORE METHODS TO CURE CANCER ONE DAY.

PARKER: FANTASTIC WELL MATT YOUR GROUP WILL FIND OUT IN APRIL END OF APRIL WHETHER YOUR GROUP WON OR NOT SO GOOD LUCK WITH THAT BUT WHETHER YOU WIN OR LOSE GETTING THE MESSAGE OUT IS SO IMPORTANT

PASHBY: ABSOLUTELY

PARKER: ALRIGHT MATHEW PASHBY AND TALA MAALOULI THANK YOU SO MUCH FOR JOINING US.

PASHBY: THANK YOU FOR HAVING US.





Evaluation: Media Cont.

WBOK

On March 7, our team were guests on the Good Morning Show on WBOK 1230 AM to discuss our Community Assembly for 20 minutes. WBOK is an urban station whose mission is to provide cultured content that enriches communities. This segment reached 25,100 people and provided \$2,000 in public relations value.

Audio link: <https://goo.gl/aYcqrD>



The New Orleans Agenda

On March 6, they featured a press release and flyer promoting the Community Assembly on March 8. This article resulted in 25,245 impressions and provided us with \$1,225 in public relations value.

The New Orleans Agenda

Your Alternative Newsletter - News, Arts, Culture & Entertainment!

Tuesday, March 6, 2018 For Immediate Release

[Join Our Mailing List!](#)

Loyola Student Survivors and Local Activists Unite to Fight Pediatric Cancer

NEW ORLEANS - On March 8th, Loyola University New Orleans will host a *With Purpose Community Assembly* in the St. Charles Room from 7 to 8 p.m. that will bring together childhood cancer survivors and activists to raise awareness and promote change.

Emily Hines, guest speaker at the event, was diagnosed with leukemia when she was 16. She believes in advocating for herself and other children who have faced cancer because she believes conditions need to be better. "We deserve to have more funding, research and time to live. Our children are our future and we have to invest in them," says Hines.

To encourage legislative change, local politicians and activists have been invited to attend. Former State Senator Diana Bajoe will also speak.

withpurpose
Community Assembly
MARCH 8
St. Charles Room 7-8 PM



Evaluation: Media Cont.

5 Things to Know About Loyola

Three of our events - Dance With Purpose, Dat Dog Dine and Donate Trivia Night and The Helping Celebration Good Movie documentary screening - were featured in Loyola's weekly email blast. This email reaches Loyola's 2,506 undergraduate students.



The Maroon and The Maroon Minute

On March 2, Loyola's weekly newspaper featured Geaux for the Gold With Purpose with a half page (517 words) in print and online. The print article resulted in 7,329 impressions, providing \$450 in public relations value. The Maroon Facebook post for the article reached 875 people and had 36 link click throughs to the article. On Feb. 23 and March 8 The Maroon Minute, a daily live news broadcast at Loyola, featured Geaux for the Gold With Purpose. The February 23 episode obtained 240 views and the March 8 episode obtained 540 views. The Maroon's Facebook posts for the Maroon Minute reached 1,164 people.

Maroon Minute broadcast February 23rd: <https://goo.gl/VnYpdw>

Maroon Minute broadcast March 8th: <https://goo.gl/ixK7Wa>

LOYOLA UNIVERSITY • NEW ORLEANS • SINCE 1923

THE MAROON

FOR A GREATER LOYOLA

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Bateman competition team goes for the gold

Madison McLoughlin

March 1, 2018

Filed under [News](#), [Showcase](#)

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Loyola's Bateman competition team is encouraging the Loyola community to [Geaux for Gold and support their With](#)



Clarion Herald

On March 17, The Archdiocese of New Orleans' weekly newspaper, featured Geaux for the Gold With Purpose with a half-page (542 words) in the news section in print and online. The article resulted in 63,000 impressions, providing \$450 in public relations.

March 17, 2018 | New Orleans

YOUNG ADULTS

CLARION HERALD | Page 15

Loyola's Bateman Team fights pediatric cancer

By Camille Didelot
Contributing writer

Loyola University New Orleans' PRSSA Bateman team is running a campaign for the nonprofit, "With Purpose," which seeks to improve healthcare conditions for those with pediatric cancer through youth advocacy, community partnerships and advancing treatment.

The Bateman Case Study Competition is the premier national case study competition for public relations students, sponsored by the Public Relations Student Society of America. Approximately 100 schools compete with teams of five to develop and implement a full-scale campaign for a different client each year.

This year, the goal for all competing schools is to increase awareness of the problems with childhood cancer treatment in the United States, while also giving team members experience that will benefit them in the future,

said Mathew Pashby, a Loyola University junior studying public relations.

"While we are doing this through Bateman, this competition has nothing to do with us," Pashby said. "It's about 'With Purpose,' and it's about making a difference for these children, and we are all dedicated to the cause. It's not just business; it's personal."

Children diagnosed with cancer have long odds against them. More than 50 years ago, Neil Armstrong's 2-year-old daughter died of a brain tumor. Today, children are still receiving the same treatment. A mere 4 percent of funding from the National Cancer Institute goes toward pediatric cancer, and only three new drugs have been approved over the last four decades.

The local campaign encourages students to "Geaux for the Gold" and be the catalyst to make positive change for the next generation. To enforce With Purpose's mission, the team has held documentary

screenings, second lines and informational sessions on campus.

Tala Maalouli, Loyola student and childhood cancer survivor, is sharing her story as an advocate for herself and other children who have faced cancer because she believes conditions need to be better.

"I have always lived by the motto 'never give up,'" said Maalouli, a biology major who aspires to be an oncologist at the Memphis hospital where she was treated. "It is important to never give up fighting cancer because we need to bring more awareness into the world to promote more research studies, which will ultimately result in cures of cancer."

On March 8, Loyola University New Orleans hosted a community assembly in the St. Charles Room. It brought together childhood cancer survivors and legislators to raise awareness and promote change. Pediatric cancer survivor Emily Hines and former State Sen. Diana Bajjoe, who survived breast cancer, shared their stories.

Hines was diagnosed with leukemia when she was 16 and believes it is her duty to work to improve treatment for future generations.

"I have a purpose, and I believe that it is to be an advocate for everyone affected by childhood cancer," Hines said. "My hope is that I live to see the day when we discover the cure."

March 13 was declared "Geaux for the Gold With Purpose Day" by the New Orleans City Council, Louisiana Gov. John Bel Edwards and New Orleans Mayor Mitch Landrieu. That proclamation was celebrated during a candlelit closing ceremony.

The Bateman team's campaign for With Purpose runs until March 15. After an extensive judging process executed by PRSA members and other professionals, three finalists will be chosen to present their campaigns to representatives.

Camille Didelot is a senior mass communication major and a Bateman team member.

Photo | COURTESY LOYOLA UNIVERSITY BATEMAN TEAM
Loyola PRSSA Bateman Team clockwise: Camille Didelot (holding chalkboard), Julianne Lyon, Alison Towell, Mathew Pashby and Jance Torrence.

Monday, March 19, 2018:
9:00 a.m. – 5:00 p.m.
Altar Blessing & Mass
at 12:00 p.m.
Meal follows Mass

(Please bring non-perishable food donations for those in need!)

For more information call
(504) 522-3186

WGNO

ABC-affiliate WGNO featured a childhood cancer survivor on April 10 on a morning show reaching 166,809 people. This provided us with \$4,830 in public relations value. The feature discussed our campaign, our cancer survivors story, and the challenges that come with pediatric cancer.





Evaluation: Media Cont.

NOLA.com

On March 13, NOLA.com came to cover the closing ceremony in celebration of the first ever "Geaux for the Gold With Purpose" day. The photos were featured online in a photo essay following the event. NOLA.com is Louisiana's largest source of news, sports and information, reaching an average of 8.1 million unique visitors each month. This article resulted in 1,822,312 impressions and provided us with \$4,500 in public relations value.

The screenshot shows a news article from NOLA.com. At the top, there is a weather widget showing 65° with a small sun icon. The NOLA.com logo and "The Times-Picayune" are visible. Below the header, the article title "Geaux for the Gold With Purpose Day" is displayed in a large, bold font. Below the title, the text "By Dinah L. Rogers Photography | Posted March 13, 2018 at 11:00 PM" is shown. There are social sharing icons for Facebook, Twitter, and Email, with a count of "0 shares". A link to "0 Comments" is also present. The main content of the article discusses Loyola University New Orleans' PRSSA Bateman team's campaign for the nonprofit With Purpose, which aims to improve healthcare for pediatric cancer patients. A large photograph of a group of people is displayed below the text.

Potty Posts

Dance With Purpose and Dat Dog Dine and Donate Trivia Night, were featured in Loyola's weekly newsletter posted in every bathroom stall on campus. The post also featured Geaux for the Gold With Purpose's social media handles. This newsletter reaches Loyola's 2,506 undergraduate students.

The newsletter is titled "POTTY POST" in large, bold, serif capital letters, flanked by a male and female silhouette icon. Below the title is the section "TISSUE TALK". The text explains that professors and students will be required to make up for class time missed when classes were canceled due to winter weather in January to meet the course requirements set for accredited universities. It states that three-credit courses at Loyola dropped below the accreditation requirements set by the Southern Association of Colleges and Schools Commission on Colleges. Professors will have to make up for lost time by having an extra class meeting, an online module on Blackboard or something else equivalent to the lost class time. A link to loyolamaroon.com is provided for more information.

Keep Me Posted...

BATEMAN TEAM'S WITH PURPOSE EVENTS

- DANCE WITH PURPOSE
- AEROBICS ROOM
- MARCH 1 7:30 P.M.
- INFORMATION SESSION
- LIBRARY LIVING ROOM
- MARCH 6 12:30 P.M.

DAT DOG DINE AND DONATE FUNDRAISER

- MARCH 4 6-7 P.M.
- IGNACIO VOLUNTEERS
- MARCH 4 6-7 P.M.
- AUDUBON ROOM
- INFORMATION SESSION
- "A NIGHT OF GOSPEL"
- MARCH 8 7:30 P.M.
- HOLY NAME OF JESUS CHURCH,
- FEATURING ALL FOR ONE GOSPEL CHOIR
- SWEDEN AND VOICES OF PRAISE
- BALDWIN WALLACE UNIVERSITY

Paw Print

Theta Phi Alpha will host a Grass Volleyball Tournament at the Fly on Saturday. Each team is \$30 or \$5 per person. There will be Canes chicken and a raffle for fun items including Audubon Zoo tickets, WWII Museum tickets and \$100 Kendra Scott gift card.

Bateman Team

Follow @GeauxWithPurpose for more information and events.

"Change the world. Don't let the world change you."

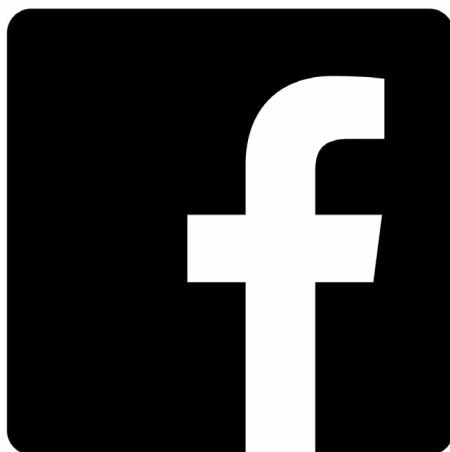
- Rod Teamer Sr.

Have news? Contact tateame2@my.loyno.edu

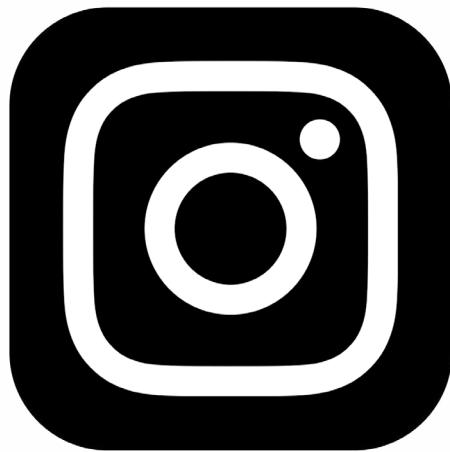
LOYOLA



Evaluation: Social Media



271 Page Likes
21,925 Reach
5,710 Engagement



408 Page Likes
18,403 Reach
3,606 Photo Likes

Total followers:

676



@geauxwithpurpose - Highest Performing Posts

Date	Subject	Title	Rationale	Post Performance
2/22/18	My Best Friend Hank	Social Media Influencer	Subject's Influence: Instagram: 350K followers Facebook: 213K page likes	Posted to "My Best Friend Hank" outlets Instagram: 71.9k views, 12,490 likes, 339 comments Facebook: 18k views, 1.2k reactions, 81 shares
3/8/18	Tala Maalouli	Pediatric Cancer Survivor and Campaign Spokesperson	Tala is a Loyola student and pediatric cancer survivor 11 years cancer-free. She was our primary connection between our student body and our cause.	Posted to "Geaux With Purpose" outlets Facebook: 5,617 reached, 123 reactions, 31 shares, 29 comments Instagram: 367 reached, 85 likes, 4 comments
3/13/18	Ariel Landry	Pediatric Cancer Survivor and Campaign Spokesperson	Ariel is a Loyola student and pediatric cancer survivor 10 years cancer-free. She was our secondary connection between our student body and cause.	Posted to "Geaux With Purpose" outlets Facebook: 2,542 reached, 67 reactions, 13 shares, 6 comments Instagram: 521 reached, 112 likes, 3 comments
3/12/18	WVUE Fox 8 News	WVUE Fox 8 News	Subject's influence: Facebook: 24,288 followers Instagram: 12.1k followers	Posted to "Geaux for the Gold" outlets Facebook: 2,470 reached, 24 reactions, 14 shares, 2 comments Instagram: 343 reached, 109 likes
3/5/18	Victoria Perrie	Freshman student at Loyola	Victoria Perrie is a freshman leader on campus. She is co-captain of the University's Quidditch team and the Awakening Retreat.	Posted to "Geaux for the Gold" outlets Instagram: 1,108 reached, 93 likes, 3 comments Facebook: 267 reached, 10 reactions, 3 shares, one comment
2/23/18	Katie Trapani	Junior student at Loyola	Katie Trapani is junior leader on campus. She is actively involved in her sorority, Gamma Phi Beta and the Awakening Retreat.	Posted to "Geaux for the Gold" outlets Instagram: 1,003 reached, 101 likes, 3 comments Facebook: 39 people reached, 8 reactions
2/15/18	Dave Thomas	Senior student at Loyola	Dave Thomas was heavily involved in Greek Life, the Student Government Finance Committee and the University's Department of Student Involvement.	Posted to "Geaux for the Gold" outlets Instagram: 971 reached, 112 likes, 3 comments Facebook: 66 reached, 13 reactions



3/14/18	David Borofsky	Loyola University New Orleans Interim Provost	Borofsky is new to Loyola faculty but well known for his contributions to our campus. He actively makes Loyola a better place, so his participation in our campaign was a natural fit.	Posted to "Geaux for the Gold" outlets Facebook: 636 reached, 48 reactions, 4 shares Instagram: 439 reached, 94 likes, 2 comments
2/22/18	My Best Friend Hank	Social Media Influencer	Subject's Influence: Instagram: 350K followers Facebook: 213K page likes	Posted to "Geaux for the Gold" outlets Instagram: 534 reached, 120 likes, 4 comments Facebook: 660 reached, 12 reactions, 2 shares, one comment
2/22/18	Bagel Boy	Entrepreneur and Social Media Influencer	Subject's Influence: Instagram: 3,460 followers Facebook: 1,302 page likes	Posted to "Geaux for the Gold" outlets Instagram: 442 reached, 113 likes, 2 comments Facebook: 417 reached, 27 reactions, 2 shares
3/7/18	WBOK	WBOK	Subject's influence: Instagram: 3,212 followers Facebook: 3,455 followers	Posted to "Geaux for the Gold" outlets Instagram: 335 reached, 84 likes, 5 comments Facebook: 967 reached, 30 reactions, 10 shares, 21 comments
2/22/18	Bagel Boy	Entrepreneur and Social Media Influencer	Subject's Influence: Instagram: 3,460 followers Facebook: 1,302 page likes	Posted to "Bagel Boy" outlets Instagram: 298 likes, 11 comments Facebook: 9 reactions



Evaluation: Social Media

Facebook

GEAUX GOLD
With Purpose
@GeauxWithPurpose

Home Posts Reviews Photos About Community Groups Events Create a Page

Posts

Geaux for the Gold With Purpose added 4 new photos. March 15 at 7:07pm · 4h

This week we had our Closing Ceremony to remember the lives of the pediatric cancer patients we have lost and the lives of children who are still fighting the battle. The city of New Orleans made March 13th "Geaux for the Gold With Purpose Day" where we can always come together and remember the brave children who have had pediatric cancer. Today we also stopped by Children's Hospital New Orleans to deliver over 100 cards of support which will be proudly displayed in Children's Hospital. #GeauxWithPurpose
PC: Dinh Rogers

Like **Following** **Recommend** **...**

Learn More **Send Message**

Youth Organization in New Orleans, Louisiana Always Open

Very responsive to messages

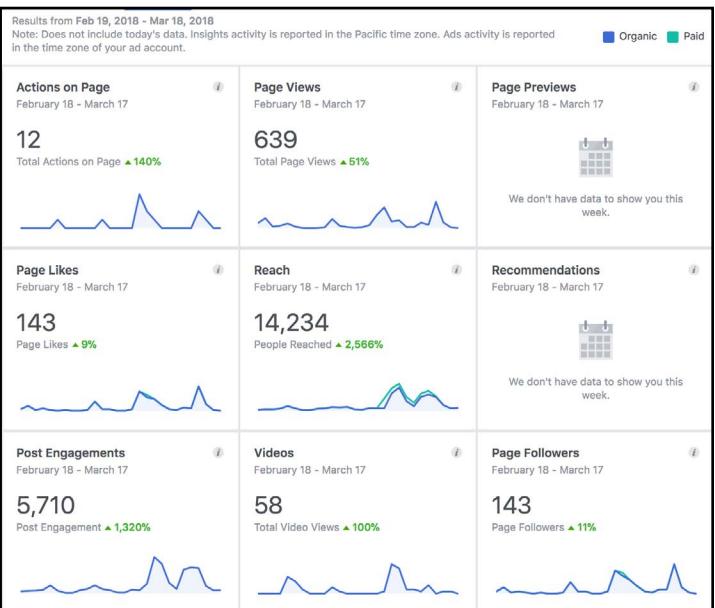
Community See All

Invite your friends to like this Page 273 people like this

269 people follow this

Erin Lithgow and 70 other friends like this or have checked in

About See All



Geaux for the Gold With Purpose is with [Tala Maalouli](#) at [Loyola University New Orleans](#).

Published by [Matt Pashby](#) · March 8 · New Orleans

Tala Maalouli, a senior biological sciences and computer information systems major shares her story. She says, "I am a 15-year childhood brain cancer survivor. Although I suffer from learning disabilities and cognitive deficiencies, I have not let it get in the way of my path towards becoming a doctor" to save other children battling cancer. I never gave up nor will I ever, I'm going to keep aiming towards my goal until I achieve it." With Purpose #GeauxWithPurpose

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

5,617 people reached **Boost Post**

125 29 Comments 31 Shares

Like **Comment** **Share**

Geaux for the Gold With Purpose added 2 new photos — with [Matt Pashby](#) at [Wbok 1230 Am](#).

Published by [Matt Pashby](#) · March 7 · New Orleans

This morning we spoke with Oliver Thomas at Wbok 1230 Am about the importance of With Purpose and our Geaux for the Gold With Purpose campaign. Thanks for having us!

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

969 people reached **Boost Post**

Candice Moore, Gail Creecy and 28 others 10 Shares

Like **Comment** **Share**

Geaux for the Gold With Purpose is with [Ariel Landry](#) at [Loyola University New Orleans](#).

Published by [Matt Pashby](#) · March 13 at 1:21pm · New Orleans

Pediatric cancer survivor and sophomore graphic design major Ariel Landry says, "While no child should have to experience cancer, it does happen. I'd like to remind people that these children are more than their disease, and programs that support community education are vital." #GeauxWithPurpose

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

2,545 people reached **Boost Post**

67 6 Comments 13 Shares

Love **Comment** **Share**



Evaluation: Social Media

Instagram

geauxwithpurpose

41 posts 408 followers 436 following

Geaux for the Gold With Purpose Geaux for the Gold With Purpose and join our fight against childhood cancer. Sign our petition today! goo.gl/uz2VxV

POSTS SAVED

geauxwithpurpose @mybestfriendhank Is a pig With Purpose. Hank wants YOU to Geaux for the Gold and be the change we need to see! [#GeauxWithPurpose](#) [#PediatricCancer](#) [#BeatCancer](#) [#CancerAwareness](#) [#StandUpToCancer](#) [#Research](#) [#Treatment](#) [#Cure](#) [#Children](#) [#Hope](#) [#Patients](#) [#Time](#) [#Conquer](#) [#Cancer](#) [#IMHappy](#) [#BeatChildhoodCancer](#) [#loyolasmc](#) [#realwithpurpose](#) [@mybestfriendhank](#) needs to be our new bf. [#geauxwithpurpose](#) if you are ever in [#NOLA](#) we would be more than happy to introduce y'all. Hank's got a lot of love to give! [#callygatorwithpurpose](#) That is crazy adorable!!

168 likes FEBRUARY 22

Add a comment...

Posts

Showing All posted in the past 1 year sorted by Likes

123 121 113 112 112 110 109 103 102 101 98

Posts

Showing All posted in the past 1 year sorted by Impressions

1,314 1,266 1,228 793 763 761 736 719 700 660 650

geauxwithpurpose Thank you @fedinda and brownparker for having us on this morning! Grateful that @talimaloui could share her story and we could advance the mission of @realwithpurpose! [#GeauxWithPurpose](#)

109 likes MARCH 12

Add a comment...

geauxwithpurpose We had such a great time yesterday spreading the message of @realwithpurpose at @datdogs. Thank you to everyone who came out and supported us! [#GeauxWithPurpose](#) [#realwithpurpose](#) [#GEAUXGOLD](#) [#PediatricCancer](#) [#BeatCancer](#) [#CancerAwareness](#) [#StandUpToCancer](#) [#Research](#) [#Treatment](#) [#Cure](#) [#Children](#) [#Hope](#) [#Patients](#) [#Time](#) [#Conquer](#) [#Cancer](#) [#IMHappy](#) [#BeatChildhoodCancer](#) [@loyolasmc](#) [#realwithpurpose](#) So glad y'all had fun! [#julesmadethis](#) is that a With Purpose dog?!! [@geauxwithpurpose](#) [#datdogus](#) Thank you for geaux for being here!

98 likes MARCH 7

Add a comment...



Evaluation: Social Media Notice



Wednesday, March 14, 2018

Dear members of the **Loyola University New Orleans** Bateman Competition Team:

Thank you so much for all of the work you've done over the past several months in support of With Purpose. We have been blown away by your creativity and commitment to making a difference.

In that spirit, we give the **Loyola University New Orleans** Bateman Competition Team permission to keep the social media channels and/or website established during the campaign open after the competition finishes. The wealth of knowledge and resources created by your organization are invaluable to the success of With Purpose.

Please don't hesitate to contact me with any questions or concerns.

Sincerely,

Erin Benson
Executive Director
erin@with-purpose.org
(612) 578-5117
www.with-purpose.org



Evaluation: Letter to participate in chalkboard movement



Dear _____,

We would love for you to personally participate in our social media movement.

With Purpose is a youth and community-led movement dedicated to making sure kids with cancer have access to safe and effective treatment options. We believe kids with cancer should have hope for a bright future.

It all started when our then two-year-old son, Sam, was diagnosed with DIPG, a uniformly fatal brain cancer. Ten days later, his twin sisters Ada and Mae were born. We were told the best modern treatment could offer would give him, on average, another year. Because he was only two, Sam was not eligible for clinical trials.

We advocate for families affected by childhood cancer, empower youth and community leaders to take action and invest in ground-breaking initiatives that remove the barriers to advancing treatment for childhood cancer.

Only four new treatments for childhood cancer have been FDA approved in the last 30 years. Families battling childhood cancer deserve better.

We can only conquer childhood cancer together and we need your help. Few are aware of the lack of childhood cancer funding and research gap. Doctors are often forced to use outdated drugs to treat childhood cancer as new treatments and trials are not consistently or readily available. Likely due to lack of funding and research, the causes of most childhood cancers are unknown.

Increases in funding and research cannot become reality until we generate a national dialogue for these children. Become part of our movement and help us make measurable steps in the fight against pediatric cancer. Take a photo with chalkboard photo words of encouragement for those still fighting their battle.

Best regards,

Erin Benson
With Purpose Founder and Executive Director



Evaluation: Chapter Letter

March 15th, 2018

Dear Erin,

My name is Tala Maaloui and I am pediatric cancer survivor but also a student at Loyola University New Orleans. I was a spokesperson for the Geaux for the Gold With Purpose Loyola Bateman campaign and shared my story with those at Loyola and the greater New Orleans community.

After the campaign ended, my sister Nour and I were inspired to do something and make a difference by chartering a With Purpose chapter on Loyola's campus. Not many people know how devastating the disease can be to not only the children, but also their families and larger communities. Even though I am 11 years cancer free, I am still shocked by the lack of treatments currently available for kids with cancer. I want our generation to be the ones to increase awareness and make measurable steps in the fight against pediatric cancer.

I too believe that young voices have the power to change the future of pediatric cancer treatment. I want to engage the Loyola and greater New Orleans community to join the fight against child cancer.

We would like to make this chapter a reality on Loyola's campus as of the Fall of 2018.

Thank you for sharing the mission of With Purpose with our campus and spreading a message of hope to those who have either endured cancer or were affected by it. We will continue to spread the message here at Loyola University New Orleans.

Sincerely,

Tala Maaloui and Nour Maaloui