

Integrated Marketing Communication Campaign



**Huntington's Disease
Society of America**

Megan Hayes
PR Management
November 23, 2015

Integrated Marketing Communication Campaign – HDSA



Description of Organization:

The Huntington's Disease Society of America (HDSA) is the premier nonprofit organization dedicated to improving the lives of everyone affected by Huntington's disease (HD), an incurable, genetically transmitted degenerative disease of the nervous system. HD is often described as having ALS, Parkinson's and Alzheimer's simultaneously. The HDSA is the largest non-profit volunteer organization dedicated to improving the lives of everyone affected by this disease. Founded in 1968 by Marjorie Guthrie, wife of American singer-songwriter and folk legend Woody Guthrie who died of HD. The Society works to provide the family services, education, support and research for more than 30,000 people diagnosed with HD in the United States. HDSA supports and participates in the HD Drug Research Pipeline and 21 HDSA Centers of Excellence at major medical facilities throughout the U.S. The Society comprises 46 local chapters and affiliates across the country and hosts more than 190 support groups for people with HD.

Statement of Situation:

Today the HDSA strives to help all those who are affected by this fatal disease through various events, supports groups, and family services nation wide. Their ultimate goal is to find a cure for Huntington's Disease and to have a world free of HD. The downfall of this organization is that a large portion of the country is unaware of this disease or is uneducated on how fatal and unexpected this disease is. This is a major reason as to why there are far less chapters, support groups, and event volunteers for the HDSA than many other non-profit organizations. HDSA donations progressively increase year to year, however there could be a lot more donations and volunteers at events if people were more aware of this disease and organization. The major reason why millions of Americans are unaware of this disease is because HD can affect only families that carry the gene; therefore if no one in your family has shown symptoms of it you will most likely not know about this disease. There is a gap in awareness and education that our staff aims to close through an integrated marketing communication campaign. We want to increase awareness, education, donations, and volunteers to help people and families who are affected by this fatal disease. Therefore an Integrated Marketing Communications Campaign must be enforced in order to achieve these goals.

Key Publics:

1. Employees:

The HDSA employees are one of our key publics, because they manage all of the HDSA fundraising events, walk-a-thons, and programs. They are an important aspect to the organization by creating and maintaining a successful presentation of the organization's vision and mission to the rest of the public. They work together with event volunteers to ensure that the education and awareness we want to achieve is being expressed to the public at the highest standard.

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2. Volunteers:

As a non-profit organization, volunteers are the heart and sole of every fundraising event that the HDSA puts together. They are the frontline men who ensure that these events are running smoothly and are educating the public in an exciting environment. Our volunteers consist of people of all ages, races, backgrounds from all over the country bringing diversity and different skills to spread the word about this fatal genetic disease. They are the ones who interact with the general public and can create more awareness and education by informing them of events, programs, and walk-a-thons that they can get involved in. Volunteers can also bring more people in who are interested in helping to find a cure for HD and want to be more involved with the organization as a whole. Volunteers work along side our employees to promote fundraising, education, and awareness of HD and the HDSA.

3. HD Patients and Families Affected:

HD patients and families affected by HD are our most important key public, because they are the ones we are fighting for to find a cure for this incurable disease. It is critical that we have their understanding and support with our campaign because they are the ones who will be directly affected by our efforts. They need to feel valued and supported and have support group meetings whenever they need it. Without these patients and families the HDSA wouldn't have a cause fighting for. Helping these people and supporting their individual causes needs to be a major priority of our campaign.

4. Consumer and Activist Groups:

Consumer and activist groups help to bring our organization to the public eye. Not only do they bring attention, but they also provide and produce support to all of the organizations needs. With the assistance of activists and consumers we can gain a better understanding of how to approach the public with new information and fundraising events. We also gain a different perspective on how the public views Huntington's disease and what we should be doing to make the rest of the general public gain the same perspective. This helps us to mold our programs and fundraising events to the appropriate mediums and get the public to notice the great things that the HDSA is doing for those affected by HD.

Integrated Message Platform:

1. HDSA is the premier nonprofit organization dedicated to helping the lives of everyone affected by this incurable disease. Since 1968 the HDSA has played a major role in the advancement of finding a cure for HD. In 1983 the first marker of the disease was found and since that time research has progressed rapidly and a pipeline for drug discovery was formed by the HDSA.
 - a. HDSA has 29 Centers of Excellence, which provide a multidisciplinary approach to Huntington's disease care and research, located across the country. At these facilities patients benefit from expert neurologists, psychiatrists, therapists, counselors and other professionals who have years of experience working with families affected by HD. These specialists also work collectively to help families plan the best HD care program throughout the course of the disease.
 - b. Since 1999, the HDSA has committed more than \$18 million to fund research with the goal of finding effective treatments to slow Huntington's disease.
 - c. HDSA is now supporting initiatives in the following areas to answer many of the critical research questions that scientists have as they relate to the biology of HD, and have even launched new initiatives to increase scientific communication:
 - i. Human HD Biology Fellowship Program
 - ii. 29 HDSA Centers of Excellence partnership hubs

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- iii. Donald A. King Summer HD Research Fellowships
 - iv. Support of the NINDS induced pluripotent stem cell (iPSC) consortium
 - v. HD Research Webinars
 - vi. Clinical Study/Trial Education and Coverage
 - vii. Clinical Trial Design Consultation
 - viii. Participation on International Research initiatives
2. HDSA has partnered up with many other brands to help raise funds through cause related marketing and has hosted many events to raise money, and generate awareness and education. These events are critical to raising funds for research opportunities and therefore this organization needs more volunteers to run these programs and bring in additional donations and volunteers.
 - a. The HDSA currently has 54 volunteer led Chapters and Affiliates across the U.S. with its headquarters in New York City. Chapters and Affiliates are tasked with organizing fundraising and awareness initiatives in their local communities to support HDSA's mission. HDSA's signature fundraising campaign the Team Hope Walk program has raised over \$4 million for HDSA since its launch in 2007. Hope events are planned over 20 communities along with approximately 300 annual fundraising and educational events raising millions of dollars across the country.
 - b. HDSA has partnered up with flowerpetal.com where you can order a wide variety of fresh flower arrangements and gift baskets all professionally arranged and delivered by local florists. As part of their fundraising initiative, when you purchase fresh flowers, gourmet gift sets and spa baskets online from our flower and gift site 12% of the proceeds are sent directly to the HDSA.
 - c. HDSA has also partnered up with Amazon, when you shop AmazonSmile Amazon will make a donation to the HDSA of up to 0.5% of your purchase.
 - d. Additionally, the HDSA is partnered up with Armonk Wines & Spirites, a store located in Armonk, NY, where you can order any of 3 specified wines delivered to your door and Armonk Wines & Spirits will donate \$10.00 to the HDSA.
 - e. HDSA has many other donation partnerships with other brands such as iGive.com and the purchase of some books and e-books, where if you buy the book or shop anywhere on iGive.com part of your purchase will go directly to the HDSA towards research funding.
 3. HDSA has a programs to motivate youth, men and women ages 9-29, to get involved in their local HDSA Chapters, Affiliates, and Support groups in efforts through education, fundraising, advocacy and awareness for Huntington's disease.
 - a. The HDSA has formed the HDSA's National Youth Alliance (NYA) where men and women ages 9-29 dedicate their time to become the last generation with Huntington's disease. Since 2004, NYA has grown from a small group of children to over 500 members across the nation. Their mission is to not only support young people within the HD community, but to also inspire the youth of HDSA to get involved in the battle against HD and be as proactive as possible.
 - b. The NYA provides a variety of ways for the youth of the HDSA to be motivated and get involved. Increasing the amount of local youth support groups nationwide the HDSA ensures that members are getting the support they need locally. Education Days, Symposiums and Conferences locally as well as nationally at

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- c. NYA Day and Convention help to educate the youth on the knowledge they need to help the people of the HD community. The NYA also provides updates on activities, initiatives, and fundraising efforts that their members can attend and help out with.

Key Public Relations Strategies:

1. Create awareness of the goals and how HDSA aims to achieve them as an organization. Also create awareness of the amount of people that
2. Educate the key publics on Huntington's Disease and the lives and families it affects every year. Also educate key publics on how they can help fund research to find a cure.
3. Providing key publics with information to show that their help in various events and programs can help thousands of people affected by the disease.
4. Establish a brand perception of the HDSA being the premier nonprofit organization dedicated to improving the lives of everyone affected by HD, and striving to eliminate HD across the board by funding research programs.

Strategic Public Relations Objectives:

1. Increase awareness of the goals and how the HDSA aims to achieve them by 40%.
2. Increase education of the Huntington's Disease among key publics and general public by 40%.
3. Increase brand perception of the HDSA as the premier nonprofit aiming to improving the lives of those affected by 40%.

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Integrated Marketing Communication Campaign



Key Marketing Strategies:

1. Increase donations/funding.
 - a. Generate funding from new sources as well as funding from preexisting sources.
2. Increase volunteer resources and participation.
 - a. Bring in more participation by current volunteers and expand participation from new sources.

Key Marketing Objectives:

1. Achieve a 30% increase in fundraising and donations through the course of twelve months by hosting more chapter walk-a-thons and fundraising events.
2. Increase volunteer participation by 25% of current volunteers at 6 hours per week from new sources.

Key Advertising Strategies:

1. Create an award winning and creative advertising campaign.
2. Generate leads through the utilization of Social Media, Websites, and Multi-media mix.

Key Advertising Objectives:

1. Generate 15 leads for every \$1,000 spent.
2. Achieve reader/viewer recall scores of 20% per each 1,000 impressions.
3. Win 2-3 advertising awards consisting of one of the following: Clio Awards, Advertising & Design Awards, ADDY Awards, or NYF International Awards.

Integrated Tactical Plan:

1. **Advertising:** With Advertising the HDSA will be able to reach out to a broader network of people. Utilizing magazine ads, TV commercials, and trade publications we can target all our key publics each month with each advertisement. We have chosen advertising as a tactic because it is something everyone interacts with and allows us to attract more volunteers, funding, and donations.
2. **Brochures:** At various events and locations we will distribute brochures to reach out to people who are on the go and want the fast facts about our organization and what we aim to achieve. It also provides a quick read and resource for people who want to know how they can help us achieve our overall goal. We chose brochures as one of our tactics because they provide quick facts, and clarity in writing, which leads to public interest and anticipation of what lies ahead with the organization.
3. **Employee Surveys:** Two employee surveys will be issued, in March and October, to all HDSA employees for the purpose of gaining an understanding on how our employees view the organization's progress and what could be done better. We will also be able to gain insight on additional promotions and events that can bring interest from potential volunteers.
4. **Events:** During events, such as walk-a-thons, we can bring in current volunteers from previous years as well as draw in new volunteers. We have chosen events because it mixes a good time with a good cause, which in the long run attract the public. We plan to do a series of events through the course of twelve months by regions and areas. During the month of May, HD Awareness Month, we will hold more events and promotions.

5. **Media Interviews:** We plan to do ten media interviews throughout the course of the campaign with various outlets in order to spread our message to all publics. Through media interviews we will be able to explain our campaign and what the HDSA aims to do in detail, and answer any questions that the interviewer has. During each interview we would like to introduce different aspects of our campaign to keep each public engaged and provide them with different opportunities to get involved.
6. **Media Training:** Through media training sessions we can provide the proper message to all the publics and have an established base for the campaign. It will take place every month through the campaign as aspects of the media change.
7. **News Releases:** For every major event that occurs throughout the year a News Release will be sent out that will present information about how successful past campaigns have done, and give new information about upcoming events and promotions. The News Releases will target the media, other organizations, as well as all of our key publics. The distribution of these News Releases will be a vital part of our campaign, because they will provide all publics and media with the necessary information about the HDSA.
8. **Presentations/Meetings:** We will four hold presentations and employee meetings throughout the year to ensure that our employees are aware of the campaign goals and procedures. For every presentation that is given a meeting will be held 2 weeks after for employees to voice any questions, comments, or concerns that they may have regarding this campaign. Additionally, these meetings will provide a safe environment for employees to feel comfortable asking hard questions or giving suggestions they may have that could improve our campaign.
9. **Press Conferences:** Through press conferences we will have the ability to address our key publics and inform them on the progress we are having with our campaign. This also gives us an opportunity to convey any and all aspects of the campaign to the media. There will be three press conferences during the twelve-month period, and will be adding more if necessary.
10. **Public Service Announcements (PSAs):** PSAs provide a perfect opportunity for advertising the HDSA and what our overall mission is. We would like to show families who have been affected by this disease and those who are diagnosed and still healthy enough to participate in these PSAs. Incorporating those who are affected will show how horrible HD is and can be, why people should care and get involved, and explain how the HDSA works tirelessly to find a cure. We will have three different PSAs that target various groups of people.
11. **Research:** In order to quantify how effective our campaign is, as far as bringing in new volunteers and funding, we will be conducting phone and/or online surveys to 100,000 people. These surveys will be given out three times, in the beginning, middle, and end of this campaign. This will ensure we know how the organization was to start and how effective our campaign was after the twelve-month period.
12. **Video News Releases (VNRs):** We chose to do VNRs because they will address multiple key publics and easily spread the word about HDSA. We would like to do 15 throughout the year and incorporate information about the need for funding and volunteers, and to create awareness and educate all of the key publics.
13. **Website:** Our website is where everyone will be going to get the information they need, therefore we need to ensure that our website is up-to-date with upcoming events and promotions. The website will be monitored year round as new information comes in.

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- 14. Social Media (Facebook, Twitter, and Instagram):** We will post Facebook and Twitter updates regarding upcoming events and promotions and how people can get involved in each event. Additionally, throughout every major event Live Tweets will be sent out and pictures will be posted to Instagram. These posts are aimed to attract the younger publics who value Social Media as their way of receiving information and are more likely to be attracted to volunteering or donating to an organization using these platforms. They also create an additional place for the HDSA to update all of our key publics and keep in contact with them. The social interaction between the organization and key publics will build trust and confidence that we are doing everything we can for them and to achieve our goals.

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Brainstorming Grid:

Public(s)	Value(s)	Message(s)	Media
Employees	<ul style="list-style-type: none"> • Job retention • Integrity of Organization 	<ul style="list-style-type: none"> • Will create more job opportunities • Provide the appropriate training and benefits 	<ul style="list-style-type: none"> • Newsletters • HDSA website • Flyers at various events
Volunteers	<ul style="list-style-type: none"> • Event quality • Event attendees 	<ul style="list-style-type: none"> • Ensure the quality of events are up to par • Have big turn outs for fund raising events 	<ul style="list-style-type: none"> • Print & Broadcast Media • Flyers in local towns hosting events
HD Patients and Families	<ul style="list-style-type: none"> • Health and comfort • Feel appreciated and supported 	<ul style="list-style-type: none"> • Raise money towards HD research • Hold support groups when needed • Provide information on treatment plans 	<ul style="list-style-type: none"> • Direct • HDSA website • Brochures in hospitals holding patients
Consumer and Activist Groups	<ul style="list-style-type: none"> • Understanding of the organizations goals 	<ul style="list-style-type: none"> • Respect what the public feels the HDSA is doing for HD patients • Educate them on what HDSA does exactly and how they can help 	<ul style="list-style-type: none"> • Newsletters • HDSA website • Email blasts • Brochures • Blog postings

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Budget:

The Huntington's Disease Society of America campaign seeks to bring in a great deal of volunteers and increase in donations/funding. We plan to spend \$2.2 million on materials, meetings, and resources to attain our highest goal. The budget spans out over the course of twelve months from January to December 2016.

Tactic	Agency Hours (@ \$200)	Outside Costs	Notes
Advertising		1 pg. Trade Pub (9): \$100,000 1 pg. Mag. Ads (3): \$30,000 TV Commercials (3): \$180,000	Add 10% for production Total: \$1,584,000
Brochures 100,000 color	\$4,000	\$48,000	Total: \$52,000
Employee Surveys (2)	\$2,400	Sent via E-mail as Google Survey \$10K per 1K employees	Total: \$24,800
Events "Walk-a-thons" 100 Participants Facility: 10K Food & Bev: 5K A/V: 2K	\$20,000	Additional Resources (\$5,000)	Total: \$25,000
Media Interviews (10)	\$1,000		Total: \$10,000
Media Training (12)	\$2,000		Total: \$24,000
News Releases (3)	\$1,600		Total: \$4,800
Presentations (4)	\$2,400	In house	Total: \$9,600
Press Conferences (3) Facility: 20K Food & Bev: 10K A/V: 2K 300 people	\$6,400		Total: \$38,400
PSAs (3 announcements)	\$1,200	Production: \$15,000	Total: \$46,200
Research (Phone/Online surveys – 3) 100,000 people	\$4,000	\$200,000 + other research tasks (Additional \$2,000)	Total: \$206,000
VNRs (15)	\$1,600	Production: \$12,000	Total: \$204,000
Website	\$2,400	Maintenance: \$2,000/Month	Total: \$52,800
Social Media	In house PR	Maintenance/Post Boosting: \$150/Month	Total: \$1,800
Town Meetings (4) People: 2,000	\$2,000	A/V: \$2,000 Refreshments: \$2/person	Total: \$24,000

Total: \$2,103,400

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