



24





Make 24 Matter

More than the miles

24 Indianapolis

Agenda

- 1 Meet the team
- 2 Research— Key Findings, SWOT
- 3 Goal and Objectives
- 4 Publics
- 5 Campaign Theme
- 6 Strategies, Tactics
- 7 Timeline, Budget
- 8 Assessment



Meet the Team



What's Working

Welcoming brand voice—makes the audience feel as if they are already a part of the organization and a **community**

Addresses a **prominent national issue** that affects many people

“Investing in services that ... increase the **quality of life** for survivors decades into the future.”

—24 Foundation

Research



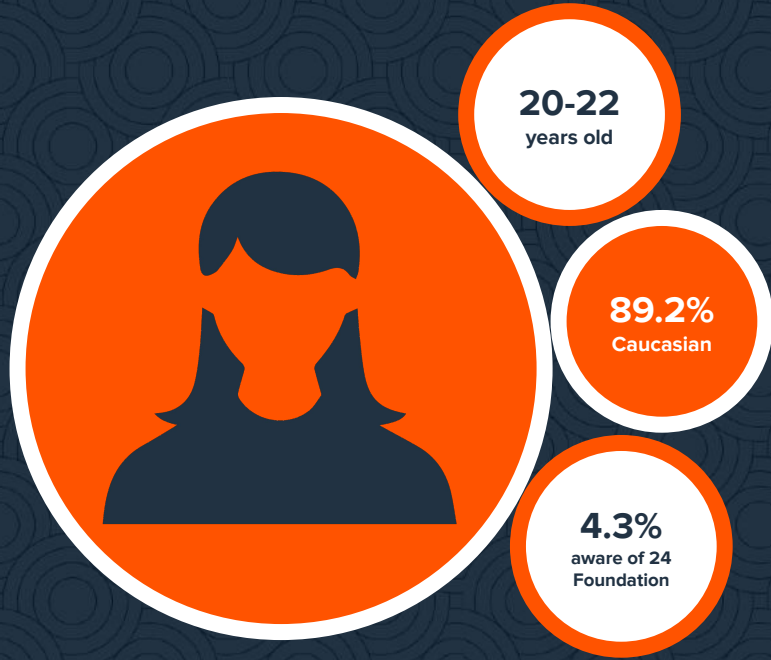
**Case
Studies**

Interviews

Survey

**Focus
Groups**

Survey



Social Media Use

Focus Groups

**Butler Faculty & Staff
+
Young Professionals**

Organizations with
a single, driving
mission create
community

Integrating 24
Foundation into the
community would
heighten interest in
being involved

Interviews

Connection or passion for the cause is vital



“...maybe they don’t have a direct connection to the cause, but they’re passionate about it, so we’re finding people before they are directly affected”

—Kelsey Steuer of AFSP

Key Findings



Establish clarity in the organization



Use the Indianapolis community to the organization's benefit



Storytelling holds great power



Use a variety of media

Strengths

- Positive perceptions for participants
- Transparent about funds
- Cohesive branding



Weaknesses

- Limited participation opportunities
- Lack of beneficiary promotion
- Social media channel confusion

- Storytelling trend
- Cancer affects everyone
- Increase local relationships

- Previous perceptions of event
- Prevalence of competition
- Lacking knowledge of what 24 Foundation does

Opportunities

Threats

Goal

“

The goal for this campaign is to create a **clear, unified voice** for 24 Foundation and **raise awareness** of the organization throughout the Indianapolis area. This will help 24 Foundation differentiate itself from other nonprofits in the community while **increasing participation** in its annual 24 Indianapolis event. With its unique approach to *aid survivorship* rather than research, it provides an untapped opportunity to use this in order to raise awareness for the organization.

”

Objectives

Objective #1

Increase in-person participation within all current corporate/university partnerships by 15% by 2021 24 Indy event

Objective #2

Increase engagement by 25% of low-involvement publics throughout 2020-2021 prior to 24 Indy event in 2020

Objective #3

Increase awareness of 24 Foundation among Indianapolis residents by 25% by 2021 24 Indy event

Primary Publics

Educated Middle-Age Indianapolis Residents

- Adults, 30-50 years old
- Butler-Tarkington neighborhood
- Value opportunities to find a comforting community atmosphere



Butler Faculty/Staff and Students

- Individuals 18-55+ years old with unifying relationships to Butler University

Young Professionals

- 22-30 year old professionals in Indianapolis
- Seek volunteer & nonprofit involvement

Sally Stewart



**Educated Middle-Age
Indianapolis Resident**

“My family is everything to me. Growing up in Indiana, I can’t imagine living anywhere else.”

24

Brad Baker



Young Professional

“I love my city, my job, and my friends—Indy is the best! Work hard, play hard is my motto.”

24

Megan Miller



Butler Student

“I love socializing with my friends, spending time on campus, and making my impact on Butler! Go Dawgs!”

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Campaign Theme

Make 24 Matter

- Intended to highlight the client's mission and unique approach to survivorship aid
- Works to engage the Indianapolis community in a call to action
- Demonstrates how every day can be the day the Indianapolis community makes a difference by supporting 24 Foundation



Strategies

```
graph LR; A((Partnership Involvement)) --- B((Host Local Events)); B --- C((College Relationships)); C --- D((Highlight Personal Stories)); D --- E((Mobilize Supporters));
```

Partnership Involvement

Host Local Events

College Relationships

Highlight Personal Stories

Mobilize Supporters

Tactics

Make 24 Matter

Website Redesign

“Even with the website’s professional appearance, it does not help a potential participant easily access what it means to support 24 Foundation.”

—Focus Group Participant

Website Redesign



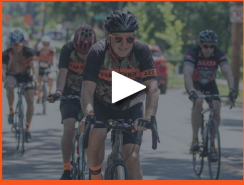
24 Indianapolis [About](#) [Community Events](#) [Fundraising](#) [Volunteer](#) [Sponsor](#) [FAQ](#) [Blog](#)

ABOUT

24 Foundation
24 Foundation's mission is to inspire and engage communities to make an immediate impact on the lives of those affected by cancer. This means investing in services that untangle the maze of appointments, tests, and treatments after diagnosis, and funding programs to increase the quality of life for survivors decades into the future.

24 Indy
24 Foundation hosts an annual 24-hour non-competitive cycling and walking event to raise funds for cancer navigation and survivorship programs. 24 Indianapolis is safe, fun and open to all levels of ability. The central hub of the event will be held at Butler University, with a 3-mile cycling and 15-mile walking course that runs through Butler-Turkington neighborhood. The event features round-the-clock road closure with police support, free camping, free bike support, free medical support, and great fundraising incentives.

Funds raised at 24 Indianapolis will go directly to local and national beneficiaries to support cancer survivorship programs for both cancer patients and their families. If that's not enough, 24 Indianapolis is also a 24-hour party with a community of friends! Participants will enjoy live entertainment, a kid's zone area, free massages, and mission-based programming. Participants are also provided three warm meals, unlimited snacks and drinks throughout the event, and a midnight pizza party.



DONATE REGISTER

COUNTDOWN

218 8 42 07
Days Hours Minutes Seconds

About page

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INDY COMMUNITY EVENTS

Stay in the Loop with events planned and hosted by teams and 24 Foundation beneficiaries to support their fundraising efforts.

◀ June ▶

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3 <i>Event and time</i>	4	5	6
7	8	9	10 <i>Event and time</i>	11	12	13
14	15	16	17	18	19 <i>Event and time</i>	20
22	23	24	25	26 <i>Event and time</i>	27	28
29	30					

DONATE REGISTER

Coming Up

EVENT NAME
Short description of event including date, time, location, link to registration if applicable, necessary media links, etc.

EVENT NAME
Short description of event including date, time, location, link to registration if applicable, necessary media links, etc.

Events page

24 Indianapolis [About](#) [Community Events](#) [Fundraising](#) [Volunteer](#) [Sponsor](#) [FAQ](#) [Blog](#)

VOLUNTEER INDIANAPOLIS

While participants storm the Loop by foot or on a bike, 24 Foundation event volunteers are the hands that keep us on course.

Individuals or groups can volunteer as little as 4 hours or as much as 24 hours (and beyond!). Ages 13 and up are welcome to volunteer.

If you are interested in volunteering, click "Volunteer Registration" below to view shift descriptions, times, and to secure your spot!




Meet the Volunteers

DONATE REGISTER

VOLUNTEER REGISTRATION

122 Volunteers

905 Hours

\$281K Raised

Volunteer page

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BLOG

Archive

BLOG TITLE
First few sentences of the blog will go here. When clicked, it will open to the blog page of this particular story.

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First few sentences of the blog will go here. When clicked, it will open to the blog page of this particular story.

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Featured

#24FACESCANCER: SHANNON CARNEY + DAVE PSCHIRER
Shannon Carney and Dave Pschirer are no strangers to 24 Foundation. Founders of now-beneficiary Wind

READ MORE

100 Miles for Cancer

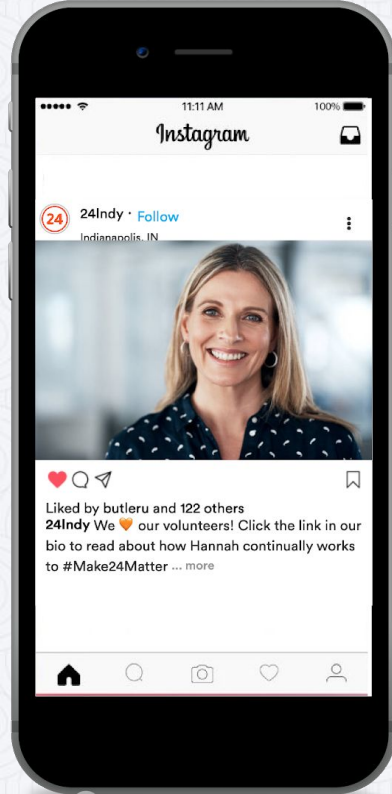
12 Bars of Charity

A Letter from our Executive Director

DONATE REGISTER

Blog page

24 Stories



24 Stories

Core Themes

Personal anecdotes
and connections are
more important than
the frequency of
messaging

“... I get more moved when I hear personal stories related to the organization.”

*—Focus Group Participant
Butler University Faculty and Staff*

Fitness Classes & Givebacks



“ I think I get inspired—more moved—when I go to an event and someone talks about an organization...” ”

—Focus Group Participant
Butler University Faculty and Staff

Fitness Classes & Givebacks



Indy residents donate

85%
Ranked givebacks 1st

<\$150
per year

Fitness Classes & Givebacks



80%

Ranked health issues 1st

“ I think having year round things would build up hype and awareness for that main event and keep it in people’s minds. ”

—Focus Group Participant
Young Professional

MAKE24MATTER



 Foundation + 

GIVEBACK NIGHT

#Make24Matter — spend an hour to give a lifetime!

15% of your order goes to raising money to support cancer survivors now

24 Foundation's mission is to inspire and engage communities to make an immediate impact on the lives of those affected by cancer. For us, that means more than funding research and goes **beyond finding a cure.**



@24_Foundation

MAKE24MATTER

A woman in a gym setting, lifting a dumbbell. The background shows other people working out on treadmills. A large black brushstroke graphic is overlaid on the image, containing the main text.

You're invited to

REACH YOUR MAX WITH SHRED415

benefiting 24 Foundation

SHRED415 X 

Student Ambassadors



Student Ambassadors



61.3%

Prefer storytelling from those
who have benefitted from
nonprofit

97.9%

More likely to hear about
nonprofits through peers

Corporate Challenge



“When you have a professional job that keeps you later at work, it can be hard to stay involved. It has limited my energy to participate in something that is truly philanthropic.”

*—Focus Group Participant
Young Professional*



Timeline

2020

Jan 1 & 15 - 24 Stories

Jan 6 - Begin Website

Jan 25 - Fitness Class

Jan 27 - Giveback

FEB

2020

Mar 4 & 18 - 24 Stories

Mar 7 - Fitness Class

2021

Mar 5 & 9 - Corporate Challenge

Mar 12 & 25 - Student ambassadors visit beneficiaries

APR

JAN

2020

Feb 5 & 9 - 24 Stories

2021

Feb 5 - Kick off event for corporate social media challenge

Feb 10 & 19 - Student ambassadors presentation

Feb 12 & 26 - Corporate Challenge

MAR

2020

Apr 1 & 15 - 24 Stories

2021

Apr 5 & 15 - Student ambassadors presentation

Apr 9 & 23 - Corporate challenge

Timeline

2020

May 1 - Website Launch
May 6 & 20 - 24 Stories

2021

May 5 - Student ambassadors host 24 TED talk
May 7 & 21 - Corporate Challenge

JUNE

2020

July 1 & 15 - 24 Stories
July 6 - Begin second part of website

AUG

MAY

2020

June 1 - Student Ambassador Applications distributed
June 3 & 17 - 24 Stories
June 26-27 - 24 Indy

2021

June 1 - Release Student Ambassador Application
June 4 & 18 - Corporate Challenge

JULY

2020

Aug 5 - Student Ambassador application closes
Aug 5 & 19 - 24 Stories
Aug 24 - Giveback

Timeline

2020
Sep 5 - Fitness Class
Sep 2 & 16 - 24 Stories

OCT

2020
Nov 4 & 18 - 24 Stories
Nov 10 - Student
Ambassadors social media
Nov 23 - Giveback

DEC

SEP

2020
Oct 1, 9, 12, 21, 29 - Student
Ambassador Presentations
Oct 7 & 21 - 24 Stories

NOV

2020
Dec 1 - Launch Website
Dec 2 & 16 - 24 Stories
Dec 20 - Student Ambassadors
attend 12 Bars of Charity

Additional Tactics

Internship Program

Survivor Sunrise Celebration Brunch

Peer-to-Peer Kit

Media Relations Plan

Small Scale 24 Indy at College Rec Complexes

University Challenges

July Recap Month

Employee Spotlight

Video Campaign

Basketball Outreach

Partnership with Bike/Fitness Shops

Branded Cycling Gear

Proud Partner Decals

Networking Power Hour



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Budget

Make 24 Matter

Budget - Good

24 Stories Social Media
0.2%

Corporate Challenges

13.5%

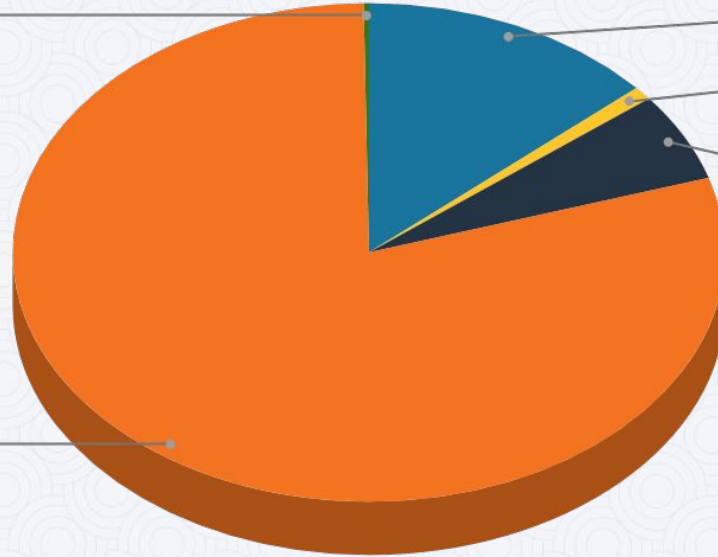
Community Givebacks

0.9%

Sponsored Fitness

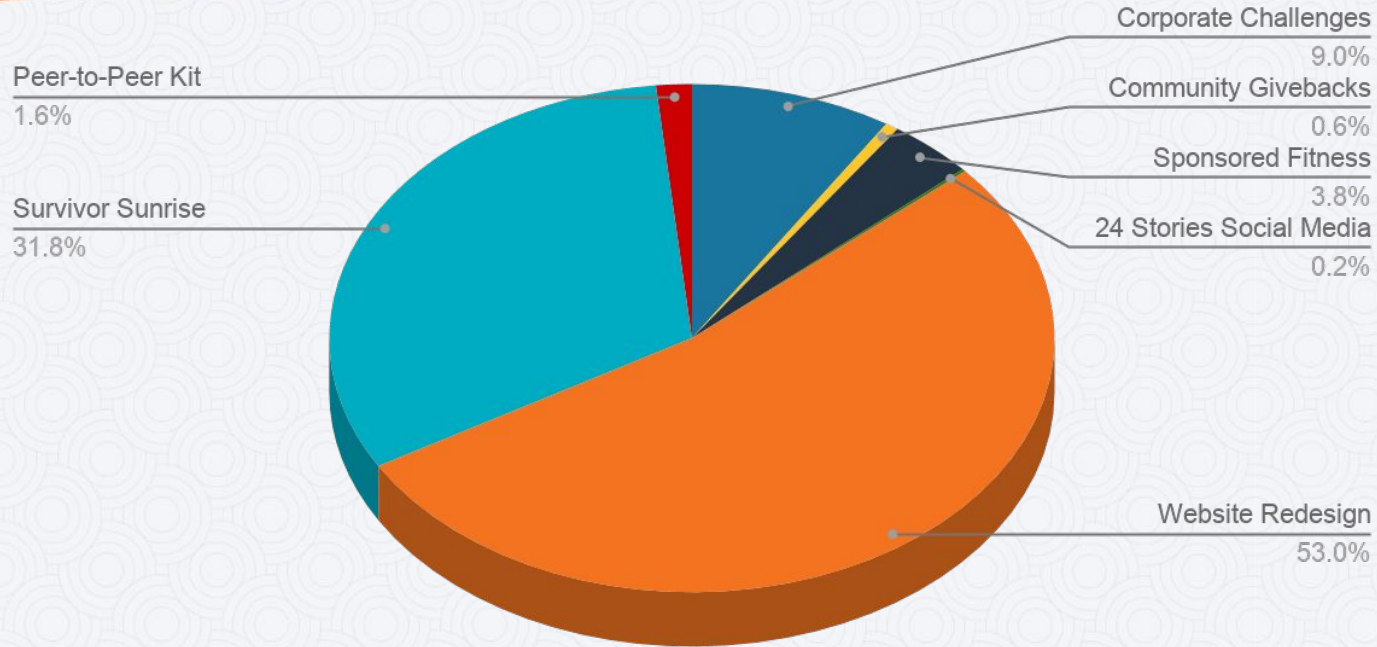
5.8%

Website Redesign
79.6%



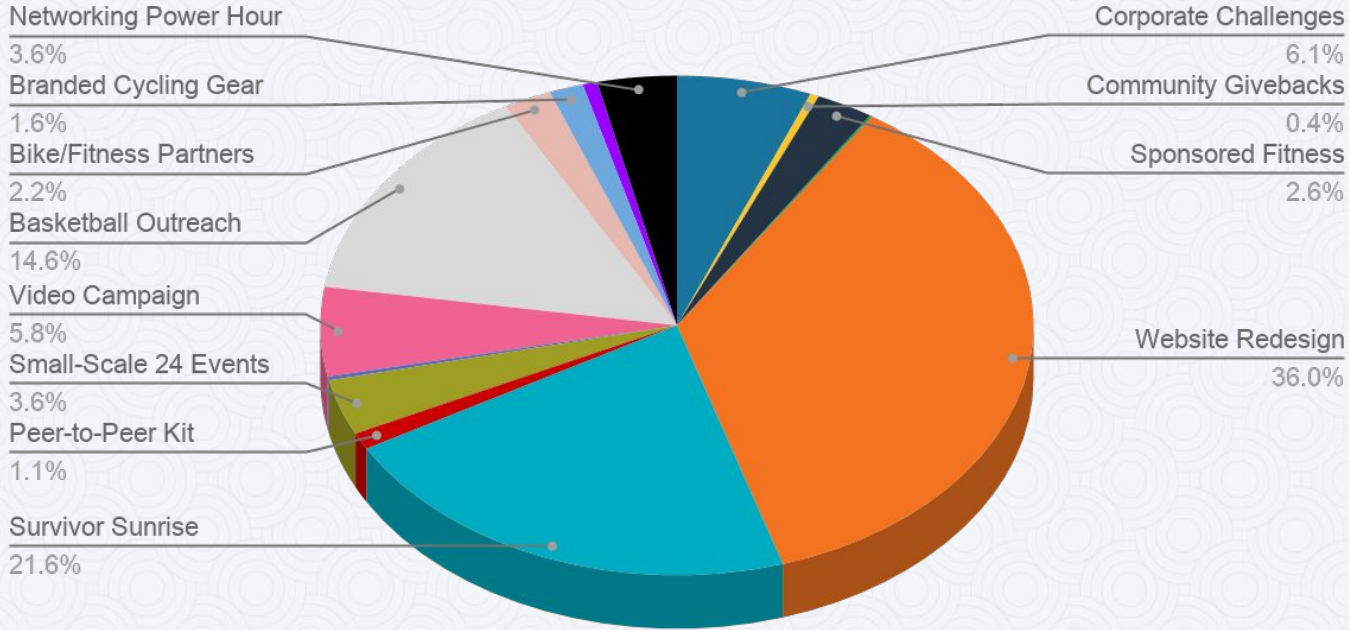
Total: \$6,281.50

Budget - Better



Total: \$9,431.50

Budget - Best



Total: \$13,896.70

Assessment

Phase 1:
Jan-Apr 2020

Phase 2:
May-Aug 2020

Phase 3:
Sep-Dec 2020

Phase 4:
Jan-Apr 2021

Phase 5:
May-June 2021

Make 24 Matter



A background image of a city skyline, likely Indianapolis, with various skyscrapers and buildings under a blue sky with light clouds. The image is semi-transparent, allowing the text to be clearly visible.

Thank You!

Any questions?