Communication Campaign

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**Introduction**

For decades now, the number of individuals who have perished from cancer is alarming. As a result, there is a need for someone to intervene to relieve some of the pain and suffering that overcloud those who have cancer. F\*ck Cancer is an organization initiated purposely to bring hope to those suffering from cancers (F\*ck Cancer, 2020). To this organization, help is not only material. Still, it can also extend to putting a smile to that one person, helping these fighters forget about their suffering and embrace the beauty than surrounds forms part of the core reason for F\*ck cancer existence.

F\*ck cancer organization has made tremendous strides and has been able to extend its gracious mission worldwide. With its stretched outreach, the organization has been able to manipulate both traditional and modern modes of communication to create awareness and gather support geared at reducing some of the suffering caused by these dreadful diseases. F\*ck cancer has made it its obligation to educate people on early signs of cancer and raise awareness of cancer detection (F\*ck Cancer, 2020). The company believed that if the disease can be detected while in the early stages, it can be controlled. To actualize this goal, the organization needs to use some of its best arsenals in a bit to curb their disease. However, one of the problems that the company is facing is the lack of proper channels of communication.

This paper provides a situation analysis of F\*ck Cancer, which includes SWOT analysis, industry information, evaluation of communication plans, and goals of the campaign. Also, it encapsulates a proposed budget that will indicate the significance of the project.

**SWOT Analysis**

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| **Strengths**   * Excellent website * Collaboration with Yulu | **Weaknesses**   * Lacks an integrated communication strategy |
| **Opportunities**   * Rapid development in genomics research coupled with small sequencing costs * growing use of the internet and social media platforms | **Threats**   * Traditional misconceptions * The levels of cancer screening are significantly low than potential expectations, even those that record cancer history |

**Strengths**

*Excellent website*

One of the organization’s strength is its excellent website that supports over 40 technologies actively. The site is compatible with systems like Google Analytics, iPhone, and Viewport Meta, to name a few (Jameson, 2017). Fuck organizations can use the internet to stretch and reach many people. This move has allowed it to penetrate different markets where word of mouth or personal advertisement would not reach.

*Collaboration with Yulu*

F\*ck Cancer recruited Yulu to educate youths on the importance of early cancer detection (F\*ck Cancer, 2020). Yulu collaborated with F\*ck Cancer representatives, which resulted in the latter being broadcasted by outlets like VOGUE and Forbes and reaching over 5 million people in a single year.

**Weaknesses**

*Lacks an integrated communication strategy*

There is no integrated communication strategy in the organization to reach various generations of people worldwide (Bose, 2015). To raise an understanding of cancer in the United States and around the nation, an innovative contact system.

**Opportunities**

*Rapid development in genomics research coupled with small sequencing costs*

In recent years, rapid developments in genomics and low sequence expense have contributed to the production of vast amounts of cancer genomic results. To order to address any of the more important recent concerns about cancer, this ever-growing volume of data is required (Smith, et al., 2003).

The study of genomics and systems biology methods is crucial, particularly as the significance of identifying important "atomic outputs" is demonstrated by the fact that cancer is not a gene disorder, but a disease of a pathway.

*The growing use of the internet and social media platforms*

The use of social media platforms has become a revolutionary approach to obtain accurate information in real-time and to produce information that is useful for the public at large (F\*ck Cancer, 2020). This is especially true of cancer foundations, which interface with social media for many different purposes, such as increasing communication between cancer patients around the world, increasing the awareness of research or group findings, developing new business links and providing new ways of interacting with cancer patients and the population at large.

**Threats**

*Traditional misconceptions*

Traditional misconceptions form one of the key threats posing challenges F\*ck cancer organizations. Some societies believe that cancer is a modern disease, hence take fewer precautions to prevent and cure cancers. Additionally, among those not yet affected by cancer, they believe that cancer treatments hurt more than it cures (Smith, et al., 2003).

Moreover, there is a misconception that families with no history of cancer are safe from cancer. As a result, there is an increased ignorance towards cancer awareness, education, treatment and prevention

*The cancer screening levels are significantly low than potential expectations, even those with a record of cancer history.*

Approximately half of the emerging tumors may be tested successfully. Early warnings will save a life, lower invasion and treatment, and increasing the chance of survival. In 1999 the American Cancer Society set national goals for the number of Americans to be screened by 2015 for different forms of cancer (Smith, et al., 2003). While a larger percentage of cancer-free people are surveyed relative to cancer-free individuals, they nevertheless stop far shy of the potential.

**Communication campaign**

In any organizational setting, the means to spread the company’s mission and goals are vital. Communication channels are, therefore, the cornerstone to the success of any organization. Proper and coordinated communication channel ensures that there are cohesion and flow of information from different stakeholders (Stevenson, 2019). Without proper laid strategies, the organization mission and vision are bound to have little or no impact on the target market. F\*ck Cancer organization being a new organization that is key on creating awareness and gathering support towards its mission need to have a well laid out process through which it will reach the masses and the well-wishers.

In a publicity campaign, F\*ck Cancer recruited Yulu to educate youths on the importance of early cancer detection. Yulu collaborated with representatives from F\*ck Cancer, which resulted in the latter being broadcasted by outlets like VOGUE and Forbes and reaching over 5 million people in a single year. Likewise, the proposed strategy aims at landing more publicity (Stevenson, 2019). Still, it’s centered at satisfying the communication needs of different generations and demographics in the US and the rest of the world. The need for cancer awareness is global, and thus, the target audience is inclusive of baby boomers, generation X, and millennials. The latter can be reached primarily through social media platforms, while the rest mainly through television and email.

**Target market**

The proposed strategy aims at landing more publicity. It is still centered on satisfying the communication needs of different generations and demographics in the US and the rest of the world. The need for cancer awareness is global, and thus, the target audience is inclusive of baby boomers, generation X, and millennials. The latter can be reached primarily through social media platforms, while the rest mainly through television and email.

**Budget**

Content creation and sharing would cost approximately ($100,000-$130,000), which will finance blogs, videos, infographics, and podcasts. Email communication, on the other hand, would cost about ($25,000-$50,000), while social media interaction will require ($100,000-$130,000). Ultimately, the blend between the three promotion strategies will satisfy the communication needs of different generations and demographics. F\*ck Cancer will collaborate with experts from various locations in the US and around the globe to understand people's specific requirements.

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