



# Loveliest PR on the Plains

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# Introduction

This campaign was formed by three Auburn University students majoring in public relations for a Public Relations Campaigns class. This course was designed to develop our strategic thinking skills, to allow us to apply public relations processes and to instill valuable team working skills. It is a culmination of everything we have learned as public relations majors and gives us the opportunity to display our knowledge. To do this, we have developed a public relations agency called Loveliest PR on the Plains. As an agency, we believe in work, hard work, that will result in brand awareness, positive impressions and successful campaigns. Our client for this course is Auburn Relay for Life, an on-campus organization. Our goal is to create a campaign that will increase their overall participation and brand awareness. We aim for this campaign to exemplify our hard work and learning from the past four years spent at Auburn University.

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# Overview

As a student-run chapter for an organization under the American Cancer Society, Auburn Relay for Life is dedicated to helping communities attack cancer. For the 2021-22 academic year, Auburn Relay for Life has 53 members who are teaming up, virtually and in person, to make a difference. Consistently low attendance at Auburn Relay for Life's public events is one of our main concerns. Our campaign for Auburn Relay for Life is committed to helping the on-campus organization increase both their membership numbers and to helping them compete with similar organizations on the Auburn University campus.

Auburn Relay for Life is interested in pursuing this campaign not only to increase their numbers and popularity, but also to increase awareness on Auburn's campus of both Relay for Life and the American Cancer Society's missions. Due to the small follower base on social media platforms, our campaign involves more modern and innovative suggestions that we feel will elevate awareness of the organization.

# SWOT Analysis

The American Cancer Society was founded in 1913 with its original purpose being to educate people on cancer and raise awareness about the disease. According to the American Cancer Society website, this nationwide health organization is dedicated to fighting cancer through funding research, creating cancer education campaigns and advocating for the expansion of cancer research through federal funding. According to the Relay for Life website, in 1985, Dr. Gordon “Gordy” Klatt walked and ran for 24 hours around a track raising \$27,000 to help the American Cancer Society. Thus, Relay for Life was started and 19 teams participated in fundraising for 24 hours that next year. Now, Relay for Life is the world’s largest volunteer-based fundraising event with 1.5 million volunteers and since 1985, has raised 8 billion dollars for the American Cancer Society. Auburn’s Relay for Life team, also called War Damn Relay, hosts an annual Relay for Life main event. It also works throughout the year to educate everyone on campus about cancer prevention, early detection and treatment. The organization currently has 39 members and their fundraising goal is \$25,000.

## **Strengths:**

Auburn Relay for Life has many strengths regarding acceptance of all people, networking within the community and quick communication. With the support of the Auburn community and the school, Auburn Relay for Life has become a well-known, well-respected club at Auburn University. Auburn Relay for Life should continue their current tactics to maintain these strengths.

## **Social**

Auburn Relay for Life has become a place that is not concerned with social status. Instead, they welcome people of all popularity and backgrounds. They invite sororities,

fraternities and other clubs to join forces to fight for their cause. By encouraging attendance from all people, they have increased their attendance, membership and overall support.

They are also extremely passionate about their cause: raising money for The American Cancer Society. Their passion not only drives their organization, but it inspires new members. Because of this obvious love and passion for cancer patients, they easily recruit new members. They put their heart and soul into their events and fundraisers, making them more successful in the end.

In addition, they have an excellent relationship with local businesses. They often host events held at local businesses. They also have benefit nights, which are beneficial for Auburn Relay for Life and the business.

### **Political**

Auburn Relay for Life's executive board is strong and generally on the same page. They are good at communication amongst themselves. They are excellent at brainstorming ideas and listening to one another. During the pandemic, they came together to figure out a plan for the upcoming events. They achieved this despite the unclear communication from the university at the time.

### **Economical**

Economically speaking, Auburn Relay for Life has benefited the community. By working with local businesses through their benefit nights, Auburn Relay for Life has exposed people to these businesses and encouraged people to spend their money at these locations. With the help of Auburn Relay for Life, cancer survivors and community members are able to raise money to support research, prevention, detection, education, and patient support at the local and national

level. They are also raising money for a national volunteer organization. Their funding helps keep this organization in business.

### **Technological**

Auburn Relay for Life is strong in their quick communication with potential members via email and social media, as well. They spread awareness, encourage participation and provide information to potential new members. By utilizing technology, they have increased the number of members and awareness of their organization.

Through these strengths, Auburn Relay for Life has become an organization comprised of a variety of students. It is supported by many local businesses, Auburn University and even other organizations.

### **Weaknesses:**

While Auburn Relay for Life has many strengths, they also have areas of weakness. From their social media presence to their trouble following leaders, Auburn Relay for Life could improve on some aspects of their organization.

### **Political**

The biggest political weakness for Auburn Relay for Life was the lack of willingness to adapt to change within the executive board members. The COVID-19 pandemic caused everybody to reevaluate and adjust their means of operation, however, Auburn Relay for Life struggled with this tremendously. Another weakness for the organization was the lack of support and funding from the Student Government Association. Other organizations similar to Auburn Relay for Life, such as Auburn University Dance Marathon (AUDM), are able to receive funding and budgets through SGA. Because of the lack of support from SGA, all funding for Auburn



Relay for Life is obtained through fundraising and membership dues, which were both difficult to acquire during the pandemic lockdown.

## **Social**

Members of Auburn Relay for Life lack the initiative necessary to be a strong organization. The members require constant reminders and direction for tasks, both big and small. The organization is never going to be able to achieve their goals of increasing membership numbers and recognition around Auburn if the entirety of the group is not willing to work for it. Auburn Relay for Life has five committees led by executive board members: General, Marketing, Sponsoring and Recruitment, Special Events and Event Logistic Committees. Within these groups, however, there are power struggles and difficulties working as a group. This is a social weakness that the organization needs to overcome if they want to achieve their goals.

## **Economic**

In addition to lack of funding being a political weakness for Auburn Relay for Life, it is also an economic weakness. Other chapters of Relay for Life at other universities, such as the University of Georgia chapter, receive funding from their SGA. Because of this, their campaigns are more successful than the Auburn chapter's campaigns. Cancer research is a competitive market on Auburn University's campus with competitors like AUDM and Greek organizations who support the same cause as Relay for Life. While it's not necessarily a weakness that numerous organizations are raising money and awareness for cancer research, it is a threat to Auburn's chapter of Relay for Life. The chapter could lose the charter from the national organization if they fail to bring in a certain amount of money in fundraising by the end of the academic year.

## **Technological**

Technology is Auburn Relay for Life's biggest weakness, specifically social media. The organization as a whole is lacking expertise in social media management as well as failing to create effective content. Attention to detail is extremely low, resulting in obvious spelling and grammar mistakes in both informational posts and captions of social media platforms. The organization still meets online via Zoom, and there is a lack of communication outside of their weekly meetings. This has resulted in numerous past instances where incorrect information was given to members and posted to social media. The organization has failed to establish a recognizable brand identity on any social media accounts. The marketing committee has rebranded the organization every year for the past three years, making the organization difficult to recognize or remember.

## **Opportunities:**

Auburn Relay for Life has many opportunities to increase membership and participation with the help of the Auburn community and campus. It is important that Auburn Relay for Life focuses on relevant and trending tactics to keep students and the community informed, interested and involved. Loveliest PR on the Plains will focus on political, social, technological and economic opportunities for Auburn Relay for Life.

## **Political**

The largest political opportunity that Auburn Relay for Life has is to include local politicians in the main event. Having city council members or the mayor attend the Auburn Relay for Life event will create earned media opportunities and therefore increase the community awareness of the organization. The influence of representatives shows community members and students that if busy and important figures like the mayor take the time to

participate, so can they. Another opportunity would be for Auburn Relay for Life and Alabama's Relay for Life organization to meet at the Capitol to kickoff their events. In 2018, representatives from Auburn University's Beat Bama Food Drive and the University of Alabama's Beat Auburn Beat Hunger met with Governor Kay Ivey to commemorate the 25th anniversary of the annual food drive competition. Like the Beat Bama Food Drive, Auburn Relay for Life could partner with the University of Alabama and include Kay Ivey. The Governor's participation would show the state and students the importance of fighting cancer through fundraising, and the media coverage from the event would inform more people about the organizations and their purpose.

### **Social**

Next, social opportunities are also key in increasing involvement for Auburn Relay for Life. The organization could invite and encourage Auburn athletes to participate in Auburn Relay for Life events for increased publicity. Auburn athletes attract a lot of Auburn students and community members, and their participation draws community attention. While athletes are not necessarily political, this opportunity could also be seen as a political opportunity due to Auburn athletes being representatives of the university. In addition, Auburn Relay for Life could partner with local businesses and restaurants to have benefit nights. Benefit nights are fun for students and community members to attend and mutually beneficial for the business and Auburn Relay for Life. Finally, with new freshmen and students on Auburn's campus, Auburn Relay for Life has the opportunity to recruit new members.

### **Technological**

Furthermore, in an age where technological advancements are being made every day and media consumption is at a high, there are many technological opportunities for Auburn Relay for Life. First, Auburn Relay for Life needs to consistently post content on Facebook and Instagram.

Posting regularly increases your followers and engagement and keeps your loyal audience interested with good content. Next, for their Instagram, Auburn Relay for Life can have Instagram takeovers by influencers or show the “day in the life” of a committee member on a busy day. This allows the public to see interesting behind the scenes information and understand how Auburn Relay for Life works. Influencer takeovers could be done by Miss Auburn or our SGA President. This type of takeover increases the follower count and makes people interested in the organization. In addition, Auburn Relay for Life could purchase a Snapchat filter for the main event and encourage attendees and members to take pictures with the filter and post it. This will increase the exposure of the main event. Furthermore, it is also important that the events held by Auburn Relay for Life have photo opportunities so that people can post about Auburn Relay for Life. This may mean building a backdrop with Auburn Relay for Life’s name on it or a hashtag for Auburn Relay for Life. Also, TikTok has many opportunities for great brand exposure so creating an account for the organization is important. Auburn Relay for Life can make TikToks about what Relay for Life is, how someone can participate and the things you can do at the events. These TikToks can also be reposted to Instagram as Reels.

### **Economic**

The above stated opportunities all work together in increasing awareness, membership and participation with the ultimate goal being fundraising for the American Cancer Society. These strategies and ideas all work towards capitalizing on economic opportunities and growth.

### **Threats:**

While there are many opportunities for Auburn Relay for Life, it is also important for the organization to assess their political, social, technological and economic threats.

## **Political**

COVID-19 precautions and enforced capacity limits by the state could potentially cancel the events. Last year the main event was canceled due to COVID-19. This year Auburn University is enforcing an indoor mask mandate which could discourage people who do not prefer to wear masks from attending.

## **Social**

One of the first social threats that Auburn Relay for Life faces is graduating members which threatens the organization with the loss of membership, leadership, experience and talent. Next, other campus organizations would be Auburn Relay for Life's biggest competitors. Other organizations have larger and better recruiting processes which means less students participating in Auburn Relay for Life because of their involvement and time being used elsewhere. Also, with the large number of campus organizations, SGA must be selective with funding so Auburn Relay for Life must compete with other organizations to receive aid. Furthermore, due to COVID-19, people now might be apprehensive about gathering in large groups like the main event. This could pose a threat to event attendance.

## **Technological**

Other campus organizations continue to pose threats to Auburn Relay for Life in technological ways like having more established and recognizable brands with large social media presences that draw more members and attention.

## **Economic**

All of the above threats are also economic in nature because they affect Auburn Relay for Life's fundraising efforts. In addition, because of COVID-19 there are 5.3 million fewer jobs in August 2021 than in February 2020 according to the Center on Budget and Policy Priorities. This threat means that community members now suffering from financial hardship might not have the luxury of donating to Auburn Relay for Life this year.

## **Conclusion**

After determining the strengths, weaknesses, opportunities and threats of Auburn Relay for Life, Loveliest PR on the Plains feels that we are able to provide the organization with strategies and tactics to achieve their goals. Keeping these things in mind, we are able to play up their strengths and downplay their weaknesses. Thus, we will be able to create a plan that will work to the advantage of Auburn Relay for Life. In summation, this SWOT has provided insight to the most effective way to help Auburn Relay for Life.

# Situation Analysis

## **Problem Statement**

Auburn Relay for Life's event attendance, membership numbers and brand awareness have decreased over the past year.

## **Auburn Relay for Life's Mission Statement**

The mission of Auburn Relay for Life is to save lives, celebrate lives and lead the fight for a world without cancer.

## **Background and Secondary Research**

Relay for Life is the main volunteer-driven cancer fundraising event for the American Cancer Society. Relay events are mainly held during the spring months but can take place all year. Most events are held at colleges, high schools, fairgrounds and military installations. The purpose of Relay for Life is to raise money and awareness for cancer. Relay for Life embraces all types of cancer and has its own cancer research team.

In the mid-1980s, Dr. Gordy Klatt, a Tacoma colorectal surgeon, wanted to increase the income of his local American Cancer Society office and decided to personally raise money by running marathons. He spent 24 hours circling the track at a local college in Tacoma and raised \$27,000. After support on the track from volunteers, Dr. Klatt thought about ways to get others involved in fundraising. The vision resulted into over 5,200 Relay for Life events across the United States today.

Relay teams consist of approximately 8-15 people and are led by a team captain. The team captain recruits members for the team and facilitates fundraisers for the event. Relay for

Life events are 24 hours long to represent that when someone has cancer, it is present 24 hours a day and does not sleep.

The registration fee to participate in a Relay for Life event is \$10. The American Cancer Society asks each participant to raise at least \$100, but it is not required.

Auburn Relay for Life has active accounts on both Facebook and Instagram. Both accounts, however, are labeled under different names for the organization. Their Facebook page is entitled Relay for Life of Auburn University but their Instagram account is @wardamnrelay. This lack of cohesive organization names is a key factor in their struggle for recognition on Auburn University's campus.

Relay for Life creates a URL page for every chapter of the organization. Auburn Relay for Life technically has a website, but it is a part of Relay for Life's website. Auburn's chapter rarely uses this website and does not advertise the URL in any of their social media accounts. The provided URL page shows the members of Auburn's chapter, fundraising teams and automatically updates how close Auburn Relay for Life is to reaching their fundraising goal for the year.

### **Background and Secondary Research: Existing Research**

In November 2020, Auburn Relay for Life collaborated with Relay for Life chapters from the University of South Carolina, University of Tennessee, University of Florida and University of Georgia in an SEC membership recruitment competition.

The objective of the competition was simple: recruit as many members for your university's chapter of Relay for Life in a time-sensitive competition. The university chapter who



recruited the most members at the end of the competition received bragging rights until the following year when the competition was held again.

Auburn Relay for Life had a great strategy for the 2020 competition. They played to the emotional driver of their audience by posting video footage from football games against the other universities and encouraging their followers to help them “beat” the other schools.

Auburn Relay for Life was, however, out performed, both in recruited members and social media. The University of South Carolina and University of Florida chapters dominated the social media tactic of the competition. Both organizations had fun and engaging graphics as well as promotional codes for new members to use to receive a discount off their registration fee.

Overall, the competition was successful for Relay for Life and the American Cancer Society. All five university chapters of Relay for Life collaborated for one cause and recruited a total of 117 new members.

Auburn Relay for Life had a great campaign that they called “Why I Relay.” As part of the application for Auburn Relay for Life, potential members were asked if a friend, family member or they themselves had been affected by cancer. The Marketing Committee then took these responses and turned them into a way to make both their social media and their organization more personable.

Called “Committee Shoutouts,” members were highlighted in an Instagram Post by a photo of them with a caption explaining why that member joined Relay for Life.



Above is an example of a Committee Shoutout for Kate Nichols, a member of Auburn Relay for Life marketing committee and served as the Assistant Director of Marketing for two years. The caption read, “I relay for my aunt and grandmother, both breast cancer survivors, my grandmother who lost her battle to pancreatic cancer and everyone who has been affected by cancer. War Damn Relay!”

This campaign was very effective for Auburn Relay for Life. The campaign showed potential members that the current members of this organization are students just like them and reminded the current members that they all joined the organization for the same reason: fighting cancer together.

### **Formal Research: Stakeholders and Publics**

Throughout our research, we established that there are three main stakeholders in Auburn Relay for Life: students, community members and Auburn University faculty and staff. While each stakeholder views the problem differently, they are all aware that Auburn Relay for Life struggles to gain participants and members, which they need in order to achieve their goals.

When students are looking for an organization to join, they often look for a way to get involved, give back and build their resume. Auburn Relay for Life offers all three of these things. However, students are choosing not to join or participate. Similarly, Greek Life requires members to participate in community service organizations, yet Auburn Relay for Life is often overlooked. Auburn Relay for Life needs to reach these people because they directly impact how many members and participants are involved.

Similarly, the Auburn community members can impact the failure/success and be impacted by the failures/successes of Auburn Relay for Life. Community members can change how well off Auburn Relay for Life is by donating money and supplies for the organization. In

addition, Auburn Relay for Life hosts events to raise money and awareness; members of the Auburn community can help out the organization by allowing them to host events on their property and attending these events. At the same time, they are affected by the success or failure of Auburn Relay for Life because the organization raises money that could impact members of the community.

Staff and faculty at Auburn University interact with Auburn Relay for Life in a similar manner. They are outside observers of the organization and may connect with its purpose. As a result, they can easily influence and encourage member participation. In addition, they can promote support from the community and school.

These stakeholders have the potential to make or break this organization. We hope that enacting our campaign will result in a positive outcome from the stakeholders.

## **Primary Research**

Loveliest PR on the Plains used a survey as our method of primary research (see Appendix K). We chose a survey because it allowed us to collect quantitative data from a large sample of people. We used Qualtrics to administer the survey. The survey was distributed to Auburn students and community members using GroupMe and text message groups. We specifically chose Auburn related group messages to reach the desired target audience. The survey was published on September 28th and closed on October 18th. The survey consisted of 15 questions that mainly asked about people's perception of Auburn Relay for Life and motivation for participating in campus organizations. There were 85 total survey participants consisting of 60 women, 24 men and one non-binary person. Out of the participants, 82 currently live in Auburn and three were former Auburn residents. We asked a few other demographic questions like

salary, college year and if the participant was currently a member of Auburn Relay for Life. These questions were qualifying and allowed us to learn more about who was taking the survey.

At the beginning of the survey, we asked a Likert type scale question asking participants to mark how much they agreed with the statement, “I have heard of War Damn Relay and understand who they are and what their purpose is.” We asked this question to gauge how many of our survey takers were at all familiar with the organization and at what level of familiarity. The results showed that 71.76% of the participants chose “Strongly Disagree”, 14.12% chose “Somewhat Disagree”, 4.71% chose “Neutral”, 7.06% chose “Somewhat Agree” and 2.35% chose “Strongly Agree”. This shows that the vast majority of participants have not heard of Auburn Relay for Life and do not understand who the organization is or their purpose. This indicates poor brand awareness for Auburn Relay for Life and can be a large factor as to why their membership and attendance numbers are so low. This reaffirms Auburn Relay for Life’s problem statement.

The next question asked was “How did you hear about War Damn Relay?” The most popular multiple choice answer was “I have not heard of War Damn Relay” and 77.78% of the participants selected this response. Then 11.11% chose “Word of Mouth/Friends”, 7.78% chose “Social Media” and 3.33% chose “AuInvolve”. It is clear that not many of the participants recognize War Damn Relay and this survey could be the first instance of them hearing about this organization. There are many opportunities for improvement here, and Auburn Relay for Life can continue to use AuInvolve and social media more effectively to reach a wider audience. They also could capitalize on opportunities like Camp War Eagle and O-week.

The following questions asked if the respondents follow War Damn Relay on social media. “No” was chosen by 97.65% of the participants and “Yes” was chosen by 2.35%. This is

another indicator of the lack of awareness of Auburn Relay for Life and presents a great opportunity for this organization to improve their social media platforms and to begin posting consistently. We also asked what social media platform was most commonly used. This question helps us know what platforms to potentially prioritize. Instagram and Tiktok were the two most chosen answers.

As a follow up to an open question asking about what campus involvement people were a part of, we asked what attracted people to the current organizations they are involved in. We asked this question so that we could understand why people choose to be involved in an organization and how we could use this to our advantage. The results were as follows: 29.89% chose “Friends/The People”, 24.14% chose “Mission of the organization”, 18.39% chose “Fun events”, 15.52% chose “Resume Builder”, 6.9% chose “Low time commitment” and 5.17% chose “Free stuff/merchandise”. These results gave us a good idea of what draws people to organizations and we can use these answers in strategies and tactics to increase membership and attendance. For example, having and making friends in your organization was an important factor for the participants. So Auburn Relay for Life could publicize their great team environment and formed friendships to attract students to the organization.

To conclude the survey, we asked what would motivate the participants to join War Damn Relay in the form of an open response question. The most commonly written answer was “Knowing more about it and how to join”. By asking this question, we were able to see what would motivate people to join specifically Auburn Relay for Life. The answers supported our hypothesis that the lack of branding and awareness was the root of declining participation and membership. With this information, we see that Auburn Relay for Life needs to focus on creating a well-known brand while using social media and people to motivate others to join.

## **Causes for the Problem**

Auburn Relay for Life struggles with participation and attendance at their events for many reasons: lack of brand awareness, inconsistent branding, changing their events, limited social media posts and little to no funding. Not only are all of these aspects important on their own, but the combination of them creates an organization that struggles to increase their value and relevance in the Auburn community.

Auburn Relay for Life has many names including War Damn Relay, Auburn Relay, Relay for Life and many more. In addition, the organization changes their logo and overall branding annually. While we understand that they are attempting to modernize and keep their branding trendy, they are actually diminishing all the work and brand awareness gathered from the previous year. When people look at their logo, they do not recognize it; it is not familiar to them. Similarly, when people discuss or search the web for Auburn Relay for Life, they are unsuccessful and confused because everyone recognizes the organization by a different name. The inconsistent branding contributes directly to their lack of brand awareness. We suggest that Auburn Relay for Life structure their brand and create brand guidelines. This will specify their logo, colors, typography and overall branding. The enforcement of these brand guidelines will result in an increase of brand awareness.

Similarly, Auburn Relay for Life is typically known for their “celebration” event. This event is ever changing and adapting to meet the desires of the organization’s leaders. By changing the main event and supporting events, the organization is, again, limiting their brand awareness. People often recognize on-campus organizations by the events they host. In addition, word-of-mouth promotion of the event becomes unimportant when the event changes. This

means that friends tell friends about how much fun an event was and suggest their friends participate. When the event changes, it is unlikely for the friend to join.

Another way to increase brand awareness and encourage new participants is by staying active on social media. As it sits, Auburn Relay for Life's social media is not being used to their advantage. Their Facebook, Instagram and Twitter lack substance. They rarely post and when they do, their posts lack branding and clarity. After our research, we also noticed that they are not posting vital information to reach their goals including announcing their new event, a color run. Announcing important messages and maintaining interactions with their audience will benefit them in the long-run. In addition, we suggest that they take advantage of new social media platforms, specifically TikTok. This is the perfect place to reach their target audience. It allows members to be creative, interact with their audience and bring about awareness for the organization.

While these are all things that can be prevented and fixed, there are some reasons why Auburn Relay for Life has not only struggled to gain new members and participants, but had a decrease in overall participation: COVID-19. The pandemic has affected just about everything on campus. Auburn Relay for Life was no exception. They had to cancel their main event in 2020 and held all meetings virtually. After talking to the current President of Auburn Relay for Life, we learned that the previous leaders of Auburn Relay for Life struggled to adapt to the new situation. Members left and participation was at an all time low. However, we are coming to a point where things are returning to normal and the organization can make up for it.

## **Other Publics to Help with the Problem**

Although students are listed above as one of our key publics, there are two specific student groups that could help address this problem. The first group is our Student Government Association (SGA). To be able to increase participation in their events, Auburn Relay for Life must be able to increase student awareness of their organization and mission. As seen in our survey, the mission of an organization is a large motivating factor in becoming involved in a campus organization. Auburn Relay for Life has a relatable and good purpose but if they are unable to publicize who they are, people will be unaware of the organization's existence. SGA can provide funding to Auburn Relay for Life so that they can increase their advertisement budget. Through SGA, Auburn Relay for Life can also sign up to participate in O-week. This is a week for organizations to display themselves on the concourse and recruit students.

Next, a second group that could help address Auburn Relay for Life's problem is student athletes. Student athletes are well known and well adored at Auburn University. Events involving student athletes gather a lot of attention and even press. If athletes were to participate in Auburn Relay for Life's events, it would be a great publicity opportunity and potentially increase event numbers and awareness. Seeing athletes participate in a good cause would motivate other community members and students to participate as well.



# Goals and Objectives

**Goal #1:** To increase awareness in the Auburn community of the organization

- **Objective 1:** To increase social media (Instagram and Facebook) followers by 10% before April 2022.
- **Objective 2:** To increase Auburn Relay for Life's presence around campus by 50% by the end of the academic year in 2022.

**Goals #2:** To increase participation in the main event

- **Objective 1:** To increase membership by 40% (15 members) by April 2022.
- **Objective 2:** To increase attendance at the main event by 10%.

# Execution

## **Goal #1:**

To increase awareness in the Auburn community of the organization

## **Objectives:**

To increase social media (Instagram and Facebook) followers by 10% before April 2022.

To increase Auburn Relay for Life's presence around campus by 50% by the end of the academic year in 2022.

**Strategies:** We will use clear branding to make Auburn Relay for Life more identifiable and will create regular content to keep followers engaged and gain new followers. We will start a TikTok to increase their social media reach. We will also have Auburn Relay for Life participate in O-Days to gain more publicity on campus.

**Tactic:** Choose and enforce consistent and clear brand guidelines. These guidelines should specify logo, colors, typography and overall branding (see Appendix A). Abiding by this branding will allow Auburn Relay for Life to become a more recognizable and memorable organization.

**Tactic:** Create consistent online content adapted to each social media platform and public (see Appendix B). Posting consistently keeps followers engaged and draws in new followers as well.

- Consistent content can be accomplished by creating a content calendar and following a posting schedule (see Appendix J).

**Tactic:** Create a TikTok account for Auburn Relay for Life to post content about the organization and the main event (see Appendix C). TikTok is a current and popular social media platform that can be used to increase brand awareness and followers through appealing content.

**Tactic:** Participate in “Organization Days” or “O-Days” on campus each semester (see Appendix I). O-Days are available to student organizations to promote their organizations on Haley Concourse every Wednesday from 10:00 am-2:00 pm. Availability is on a first-come, first-serve basis and tables are provided. Concourses are heavily trafficked with students, so O-Days offer a great opportunity for organizations to be seen.

**Tactic:** Purchase promoted Instagram and Facebook posts once a month until April 2022 (see Appendix H).

## **Goal #2:**

To increase participation in the main event

## **Objectives:**

To increase membership by 40% (15 members) by April 2022.

To increase attendance at the main event by 10%.

**Strategies:** We will create a website to explain their purpose and show people why to “Relay for Life”. We will host influencers on their social media platforms to encourage main event participation.

**Tactic:** Host both TikTok and Instagram “Take Overs” in which campus influencers like Miss Auburn and Aubie have control of the accounts (see Appendix D). Seeing popular campus figures supporting a cause can motivate students to want to join as well.

**Tactic:** Create an Auburn Relay for Life website to further explain the mission of the organization and how to become a member or participant (see Appendix E).

- Write blog posts about Auburn Relay for Life and interview community members who have been impacted by cancer or Relay for Life (see Appendix G). This will

make the issue more personal and bring light to the mission and influence of Relay for Life.

- Create an informational website page featuring why current and past Auburn Relay for Life members chose to join the organization and what they love about it (see Appendix F). This will show other students what motivated their peers to join and the benefits from doing so.

## Measurable Results

Our first goal is to increase awareness of Auburn Relay for Life within the Auburn Community. We plan to measure the results in several ways: by evaluating the impact of consistent branding, the new posting schedule, the TikTok account, O-Day participation and promoted posts.

To see if consistent branding has made any impact on brand recognition amongst Auburn University students and staff, we will randomly select staff and students walking around campus to participate in a quick survey. Our team will be stationed around campus to find participants. We will have each participant fill out a survey consisting of two questions: “Which Auburn University club raises money for the American Cancer Society?” and “What is Auburn’s Relay for Life’s main event?” Since the survey will be made on Qualtrics, we will use their analytics to review the effectiveness of our consistent branding (See Appendix L).

To review the effects of the new, consistent posting schedule, promoted posts and the creation of a TikTok profile, we will utilize the business analytics feature on each social media platform.

To evaluate the impact of O-Day participation, we will take note of the amount of sign-ups that come directly from O-Day. If we have at least one person sign up to either become a member or participate in the main event, then our participation in O-Days will be successful.

In order to measure our second goal of increasing participation in the main event, we will compare the attendance from the most recent in-person main event, 2019, with this year’s attendance. We will also measure the number of club members from 2019 to the number of members this year. By doing this, we will see if our tactics were beneficial.

# Recommendations and Conclusion

## **Social Media**

After extensive research throughout the semester, we recommend that Auburn Relay for Life take advantage of the opportunities available through social media platforms. It is important that Auburn Relay for Life tags their members in as many posts as possible. The organization will appear on members' profiles by doing this, thus receiving more views and content exposure.

Auburn Relay for Life has already done a great job with recognizing October as Breast Cancer Awareness Month, but the organization has 11 more opportunities through the calendar year to post content for other cancer awareness months. On all social media platforms, for example, the organization could encourage members and followers to wear yellow during the month of September for Childhood Cancer Awareness Month.

## **Traditional Media**

Traditional media is an area that Auburn Relay for Life should utilize more frequently. By hanging posters and flyers around campus, more attention will be brought to the organization, specifically in high traffic areas like Haley Center, Mell Classroom Building, Ralph Brown Draughon Library and the Student Center. Posters hung within the Auburn community, such as grocery stores and churches, will educate people on the organization and what events are taking place.

Another traditional media we recommend using is radio advertising. Purchasing a radio advertisement slot from the student run radio station, WEGE, is an excellent and simple way for Auburn Relay for Life to gain recognition and raise awareness for their up and coming events. WEGE has a wide audience that will reach not only students, but also members of the Auburn community.

## **Website**

It is extremely important for Auburn Relay for Life to take advantage of the website provided to them through their parent organizations, Relay for Life and the American Cancer Society. By doing this, information will be more easily accessible, especially for those who do not understand or know how to use social media platforms. Auburn Relay for Life should put the URL link to their American Cancer Society website in their bio descriptions on all social media platforms. Through this, followers and potential followers will be able to see their fundraising status and the number of members who are currently participating in the organization.

In addition to their parent website, Auburn Relay for Life could benefit from creating their own website. Having a custom URL link and webpage design would be an excellent way for the organization to stand out amongst other Relay for Life chapters as well as similar organizations on Auburn's campus. A way to include members in their website would be having member blog posts. Allowing a different member to write a blog post each week would increase awareness of the organization's members. Similar to their "Committee Shoutouts" posted on social media platforms, member blogs could

serve a purpose of advertising. Members could share the link to the blog post they wrote on multiple social media platforms, thus increasing awareness of the organization and potentially increasing fundraising donations.

## **Conclusion**

All in all, Loveliest PR on the Plains has loved working with Auburn Relay for Life throughout this semester. We believe that Auburn Relay for Life will benefit tremendously by adopting these tactics and strategies. Their target audience is anyone affected by cancer, and this provides a great opportunity to expand participation to the students at Auburn University. We recommend that Auburn Relay for Life implement our campaign to increase student awareness of the organization, membership numbers and attendance at their events.



## References

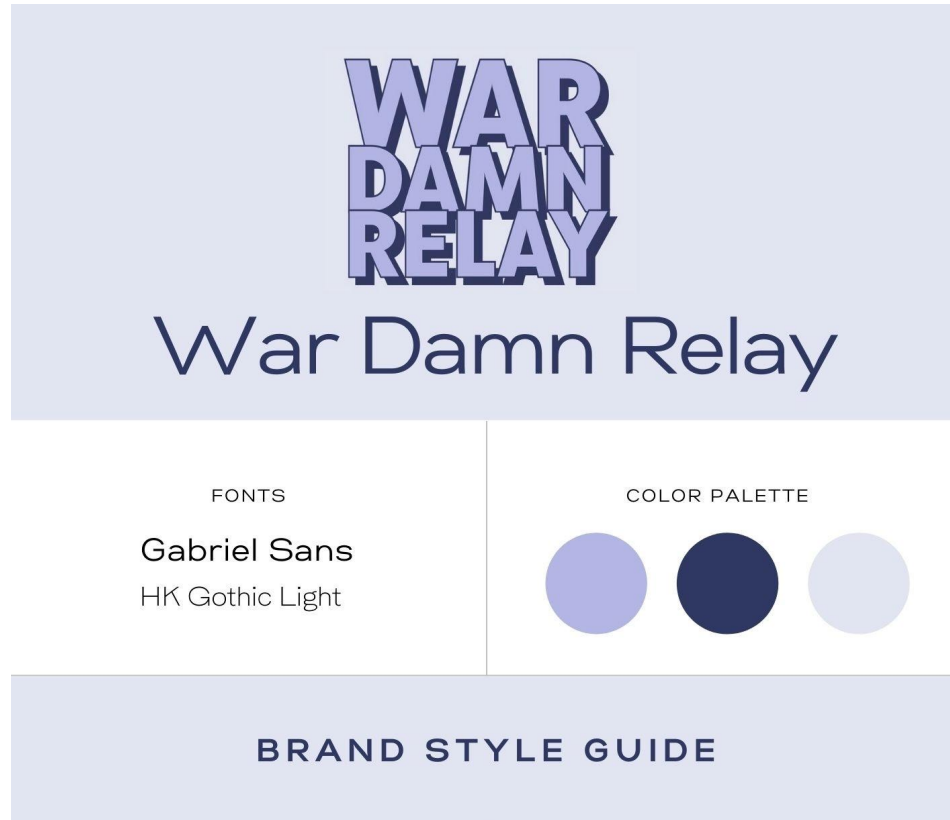
*Information and resources about cancer: Breast, Colon, Lung, Prostate, skin.* American Cancer Society. (n.d.). Retrieved September 30, 2021, from <https://www.cancer.org/>.

*Relay for life: Cancer walk: Cancer fundraising events.* Relay For Life | Cancer Charity Walk | American Cancer Society. (n.d.). Retrieved September 30, 2021, from [https://secure.acsevents.org/site/SPageServer/?pagename=relay&\\_ga=2.36024864.1430869556.1633029361-292251748.1632859228](https://secure.acsevents.org/site/SPageServer/?pagename=relay&_ga=2.36024864.1430869556.1633029361-292251748.1632859228).

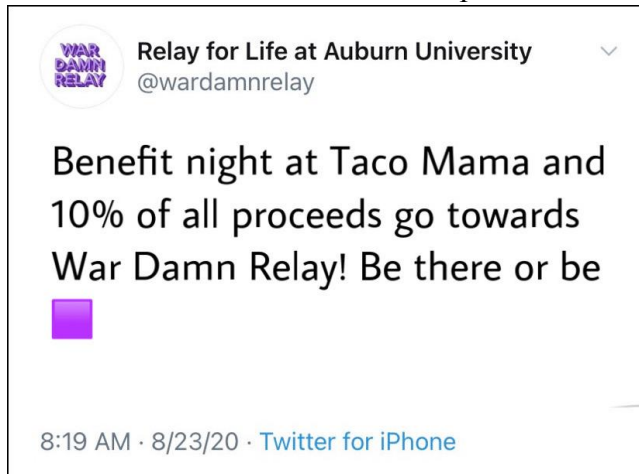
*Tracking the covid-19 economy's effects on food, housing, and employment hardships.* Center on Budget and Policy Priorities. (n.d.). Retrieved September 30, 2021, from <https://www.cbpp.org/research/poverty-and-inequality/tracking-the-covid-19-economys-effects-on-food-housing-and>.


# Appendices

## A. Brand Guidelines Example



## B. Social Media Content Examples



 **Relay for Life at Auburn University** @wardamnrelay

**Benefit night at Taco Mama and 10% of all proceeds go towards War Damn Relay! Be there or be**

8:19 AM · 8/23/20 · [Twitter for iPhone](#)



 **Relay for Life of Auburn University** is in **Opelika/Auburn, Al.**

Mar 15 · 🌐

Lisa has been a loyal participant of Auburn's Relay for Life for 3 years. Read about how she relays for her son by clicking the link below.  
[www.wardamnrelay.com/lisa story](http://www.wardamnrelay.com/lisa%20story)



[Learn more](#) relay.acsevents.org

Home, Friends, Video, Shop, Notifications (1), Menu



WARDAMNRELAY  
Posts



wardamnrelay  
Auburn University



Liked by 123kdt and 62 others

wardamnrelay

The close friendships formed through Relay for Life last forever! Find out how to join our team by clicking the link in our bio.

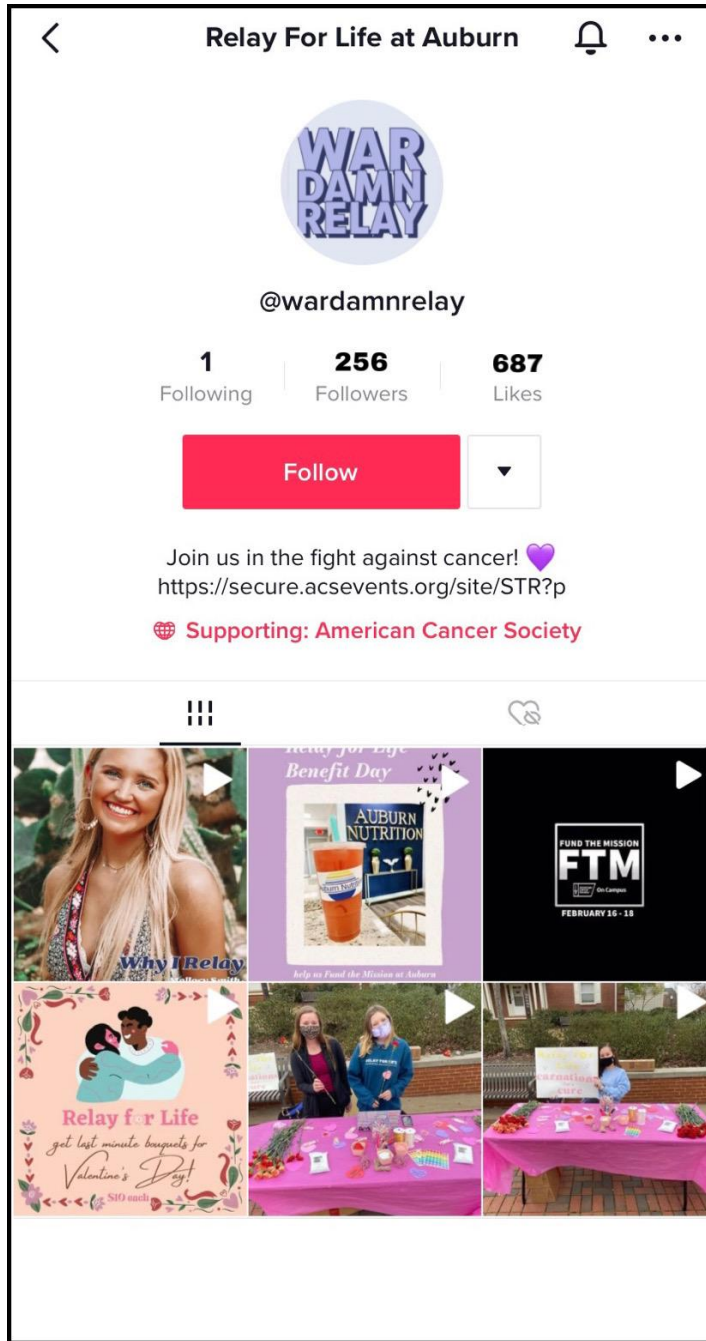


wardamnrelay  
Auburn, Alabama



1/5

C. TikTok Account



D. "Takeover Days"





WARDAMNRELAY  
Posts

 wardamnrelay  
Auburn University



♥️ 💬 📌

 Liked by 123kdt and 62 others

wardamnrelay **AUBIE TAKEOVER!!! This Tuesday, Aubie will be running our Instagram account. Watch our Instagram stories to see what a day in the life with Aubie looks like.**

**Click the link in our bio to find out how you can be a part of Relay for Life too!**


 wardamnrelay  
Auburn, Alabama

1/5



## E. Website


This site was designed with the **WIX.com** website builder. Create your website today. [Start Now](#)



# War Damn Relay

Auburn's Relay for Life Chapter

HOME ABOUT US PROJECTS GET INVOLVED DONATE BLOG



[Let's Chat!](#)

**ABOUT** | [READ MORE](#) |

**PROJECTS** | [READ MORE](#) |

**DONATE** | [READ MORE](#) |

**GET INVOLVED** | [READ MORE](#) |

### WAR DAMN RELAY

**Mission Statement**  
The mission of Auburn Relay for Life is to save lives, celebrate lives and lead the fight for a world without cancer.

**Who We Are**  
We are a group of students committed to fighting back against cancer through Relay for Life, the primary fundraiser of the American Cancer Society!

Not only does our committee host an annual Relay for Life main event, but we also work throughout the year to educate everyone on campus about cancer prevention, early detection, and treatment. We also engage students and faculty in cancer-related issues in today's society through advocacy and fundraising!




**Latest Blog**

**"Why I Relay" by Mallory**

Mallory serves on our Sponsorship/Recruitment committee.

I relay for my grandmother who lost her life to breast cancer, for my aunt who is a cancer survivor, and for my uncle who is currently battling stage 4 lung cancer...

[READ MORE](#)



Call us:  
123-456-7890


Find us:  
405 W Magnolia Ave, Auburn, AL 36830

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## F. "Why We Relay" Website Page




# War Damn Relay


Auburn's Relay for Life Chapter

HOME ABOUT US PROJECTS GET INVOLVED DONATE BLOG WHY WE RELAY


## Why We Relay.




TO INSPIRE NEW SURVIVORS to thank caregivers for my best friend FOR MY DAD WHY I RELAY FOR MY MOM FOR THOSE WHO CAN'T to show we're in this together



"I relay for one of my family members who was diagnosed with breast cancer a few years back. She is still fighting it to this day, and her positive attitude towards her situation never ceases to amaze me. She is such a strong woman and an inspiration to us all." - James



"I relay for my grandfather who lost his battle with cancer and my grandmother who is a 3 time breast cancer survivor. I also relay for all those affected by cancer. I relay until there is a cure." - Noelle



"Many of my friends and family have been affected by cancer, so this is an important cause to me. I'm excited for the opportunity to raise more awareness and help others affected by cancer through relay this upcoming year!" - Josh

## G. Website Blog

### How Auburn's Relay for Life Changed My Life



"I was diagnosed with breast cancer about 7 years ago at the age of 12. I realized I might have breast cancer thanks to an informational pamphlet at Auburn's Relay For Life main event, also called War Damn Relay. I will celebrate 5 years of being cancer free in December. We all know Relay For Life is a life changing event, but for me it was lifesaving," said Sara Kim.

Kim was only 10 years old the first time she took part in the Relay For Life event in Auburn, Alabama. [American Cancer Society Relay For Life](#) events are held every year in communities around the world, raising money to invest in research and to provide information and services to cancer patients and caregivers. Kim didn't know much about cancer at age 10, but she needed volunteer hours for her school. When she got to the event, she realized it was so much more than just service hours.

"Seeing the survivors, and all the supportive friends, and luminaria bags for children up to grandparents made me realize cancer doesn't have an age range. It can affect anybody. I saw it affected people in my community and it hit home that this is a serious issue, which could potentially impact me. I wanted to do something about it," said Kim.

And Kim did do something about it. She volunteered for the next few Relay For Life events and took part in fundraising.

In 2014, she was working at another Relay for Life event when as she read through a cancer detection pamphlet, she realized she experienced some of the symptoms listed. Kim went to her doctor and after a series of tests and scans, she was diagnosed with cancer.

"It was shocking of course, but I immediately thought of the support system I had. I thought of the friends I had made at the Relay for Life events and the people who had conquered what I was about to go through," said Kim.

Kim underwent surgery after 2 years of treatment and the cancer was successfully removed. She continues to serve at Relay For Life events, now as a survivor, and shares her story with as many people as she can. She takes advantage of any opportunity to educate the public on detecting cancer.

"Cancer doesn't pick an age, gender, or race. Everybody is susceptible. Teens, kids, and college students think they're invincible, but they're really not," said Kim. "Being outside, going to the beach, and using tanning beds are all reasons to check your skin. Just know your skin and anything that doesn't look normal – get it checked."

"I never wanted this to happen, and cancer is never a good thing. But it's been a very positive experience for something that is so negative because I've met lots of neat people," said Kim. "Even if my experience helps one person, it's worth everything."

H. Promoted Post

**WAR DAMN RELAY  
"O-DAYS"**

**NOVEMBER  
17  
10AM-2PM**

COME VISIT US ON  
THE HALEY  
CONCOURSE TO  
LEARN MORE ABOUT  
OUR ORGANIZATION  
AND HOW TO JOIN!

**CAN'T WAIT TO SEE YOU THERE!**

I. Flyer for “O-Days”



The flyer features a light purple background. At the top, the words "WAR DAMN RELAY" are stacked in a bold, blue, 3D-style font. Below this, the text "JOIN US IN THE FIGHT AGAINST CANCER!" is written in a bold, dark blue font. To the left, a circular icon with a black ribbon is positioned above a dark purple speech bubble containing white text. To the right, an illustration shows a woman with dark hair wrapped in a large purple ribbon, with her arms raised in a celebratory gesture. Below the illustration, a dark purple banner contains the text "MAIN EVENT | APRIL 22, 2022". Further down, a light purple box contains the text "Looking for fun, friends and food all while supporting a great cause? Learn how to be a part of War Damn Relay by visiting the website below!". Below that, another light purple box contains the website address "WWW.WARDAMNRELAY.COM". At the bottom left, there are icons for Instagram, TikTok, and Facebook. At the bottom right, the social media handle "@wardamnrelay" is displayed.

# WAR DAMN RELAY

## JOIN US IN THE FIGHT AGAINST CANCER!



WE ARE A GROUP OF STUDENTS COMMITTED TO FIGHTING BACK AGAINST CANCER THROUGH RELAY FOR LIFE, THE PRIMARY FUNDRAISER OF THE AMERICAN CANCER SOCIETY!

**MAIN EVENT | APRIL 22, 2022**

Looking for fun, friends and food all while supporting a great cause? Learn how to be a part of War Damn Relay by visiting the website below!

[WWW.WARDAMNRELAY.COM](http://WWW.WARDAMNRELAY.COM)

   @wardamnrelay

# J. Content Calendar

[January 2022]							KEY:
							Instagram
							Facebook
							TikTok
							Website: Blog
							Twitter
							Promoted Post
SUNDAY (January 2)	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
How to Become A Member Post	Meet the Team TikTok	Informational O-day Post	Concourse/O-day TikTok	Why I Relay Post	Cancer Statistic Tweet	Follow Our Other Socials Post	
How to Become A Member Post	Introducing Staff Post Full Staff Post		Repost TikTok to Reels	Why I Relay Blog Article Why I Relay Post	Our 2022 Goals Post		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Ways to Get Involved Post		Informational O-day Post	Concourse/O-day TikTok	Why I Relay Post	American Cancer Society Statistic Tweet	Check Out Our Blog Post	
Ways to Get Involved Post	Community Member Blog Article		Repost TikTok to Reels	Why I Relay Blog Article Why I Relay Post			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
How to Give Post	Apply! Promoted Post	Informational O-day Post	Concourse/O-day TikTok	Why I Relay Post	Relay for Life Statistic Tweet	Main Event Post	
How to Give Post			Repost TikTok to Reels	Why I Relay Blog Article Why I Relay Post			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Dates of Our Events Post		Informational O-day Post	Concourse/O-day TikTok	Why I Relay Post	Cancer Statistic Tweet	Why We Relay TikTok	
Dates of Our Events Post	Community Member Blog Article		Repost TikTok to Reels	Why I Relay Blog Article Why I Relay Post			
SUNDAY	MONDAY (January 31)	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Warning Signs of Cancer Post							
Warning Signs of Cancer Post							

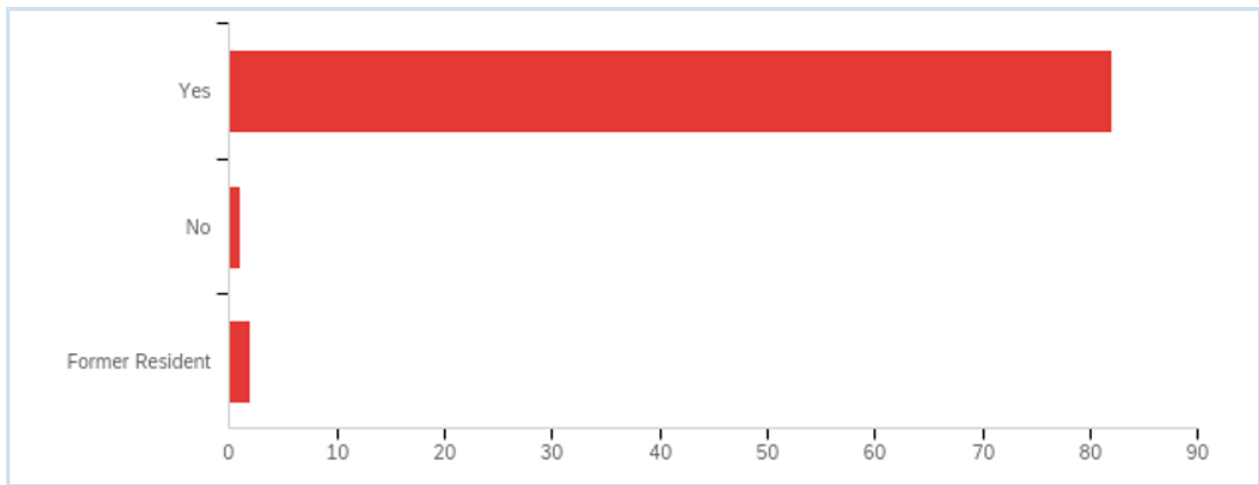
[February 2022]							KEY:
							Instagram
							Facebook
							TikTok
							Website: Blog
							Twitter
							Promoted Post
SUNDAY	MONDAY	TUESDAY (February 1)	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Informational O-day Post	Concourse/O-day TikTok Repost TikTok to Reels	"Why I Relay" Post Why I Relay Blog Article "Why I Relay" Post	Auburn Relay for Life Fun Fact Tweet World Cancer Day Post World Cancer Day Post	The History of Relay for Life Post The History of Relay for Life Post	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
National Cancer Prevention Month Post Cancer Causes and Prevention Blog Post Blog Link Tweet	Meet Our Exec TikTok Meet Our Exec Post	Why You Should Join Graphic	O-Day Post	Team Meeting Post Behind the Scenes TikTok	Who We Are Thankful For Tweet	Informational Cancer Facts Post Informational Cancer Facts Post	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Monetary Goals Post Monetary Goals Post	How To Join Promoted Post Valentines Post Valentines Post	Relay President Quote Tweet	Relay for Life Helpline Post	"Why I Relay" Post Why I Relay Blog Article "Why I Relay" Post	Relay for Life History TikTok	What Your Fundraising Supports Post What Your Fundraising Supports Post	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
What is the Main Event? Post What is the Main Event? Post	Relay for Life Testimonial Post Testimonial Blog Post	O-Day Tweet Main Event Planning TikTok	Relay for Life Quote Graphic Relay for Life Quote Graphic	Staff Bonding TikTok	Favorite Way to Fundraise Story		
SUNDAY	MONDAY (February 28)	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Have a Good Weekend Tweet How Cancer Affects Everyone Blog Post	Day in the Life of a Member Reel Day in the Life TikTok						

[March 2022]							KEY:
							Instagram
							Facebook
							TikTok
							Website: Blog
							Twitter
							Promoted Post
SUNDAY	MONDAY	TUESDAY (March 1)	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Kidney Cancer Awareness Month Post Signs of Kidney Cancer Story What is Kidney Cancer? Post Guide to Kidney Cancer Blog Post		Relay for Life Fact Relay for Life Fact Graphic	How to Join Post How to Join Post	Auburn Relay for Life Fun Memories TikTok	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Happy Spring Break Post	Member Spotlight Post Member Spotlight Post	Fun Spring Break Ideas TikTok	"Why I Relay" Post Why I Relay Blog Article "Why I Relay" Post		Why We Relay Tweet Sun Safety Tips Post		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Community Member Blog Post Don't Forget Daylight Savings Post	How to Support a Friend with Cancer Post	Why We Relay Promoted Post	What is Relay for Life? Post What is Relay for Life? Post	Fundraising Examples TikTok		Q&A Story Q&A Story	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Follow Our TikTok Post	Exec Member Take Over Post	Exec Member TikTok Exec Member Post/Story Exec Member Tweet	What Are Luminarias? Blog Post	Luminaria Post Auburn Relay For Life Main Event Goals Post	Cancer Statistic Tweet		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY (March 31)	FRIDAY	SATURDAY	
Main Event Countdown Post	Why You Should Participate in the Main Event Blog Post Main Event Post	Why I Love Relay TikTok	Our Mission Tweet Our Mission Post Our Mission Post				

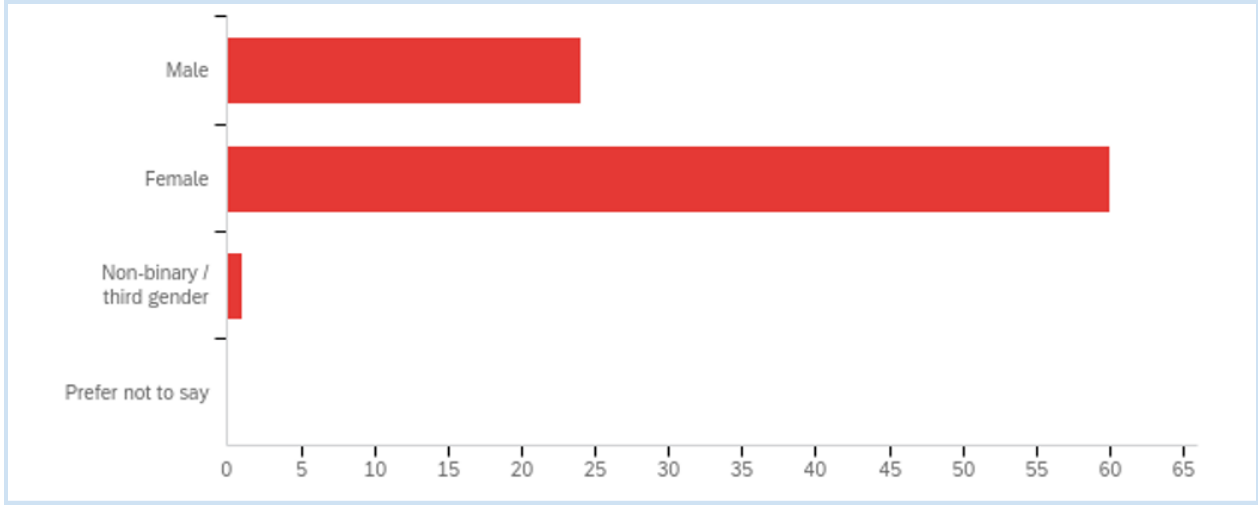
[April 2022]							KEY:
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY (April 1)	SATURDAY	Instagram
					Testicular Cancer Awareness Post Testicular Cancer Warning Signs Story Testicular Cancer Awareness Post What is Testicular Cancer? Blog Post		Facebook
							TikTok
							Website: Blog
							Twitter
							Promoted Post
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
"Why I Relay" Post	Miss Auburn Take Over Post	Miss Auburn TikTok	Esophageal Cancer Awareness Month Post		Why You Should Relay Post	Informational Cancer Resources Post	
Why I Relay Blog Article		Miss Auburn Post/Story	Signs of Esophageal Cancer Story				
"Why I Relay" Post		Miss Auburn Tweet	What is Esophageal Cancer? Post				
			Guide to Esophageal Cancer Blog Post				
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Main Event Promoted Post	10 More Days Until Main Event Post					
	How To Be A Part of Relay For Life Blog	Come See Us Tomorrow Tweet	O-day TikTok	Why I Love Relay Tweet	Relay Through The Years Post	My Favorite Things about Relay TikTok	
	Blog Repost				Past Relays Post		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
It's Main Event Week Post	Aubie Take Over Post	Aubie TikTok	Main Event Tips Blog Post	Tomorrow is the Main Event Post	Instagram Live of Main Event	Main Event Photos	
Happy Easter Post		Aubie Post	Blog Repost	Tomorrow is the Main Event Post	Main Event Post/Stories/Reel	Main Event Photos	
		Aubie Tweet	Main Event Tips Story	Getting Ready TikTok	Main Event TikTok		
					Main Event Post		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Money Earned Post	Thank You Post	Main Event Success Blog Post	Main Event Overview TikTok	Fall 2022 Applications Post	Apply! Promoted Post		
Money Earned Post	Thank You Post			Fall 2022 Applications Post			
Money Earned Post	Thank You Post						

K. Survey

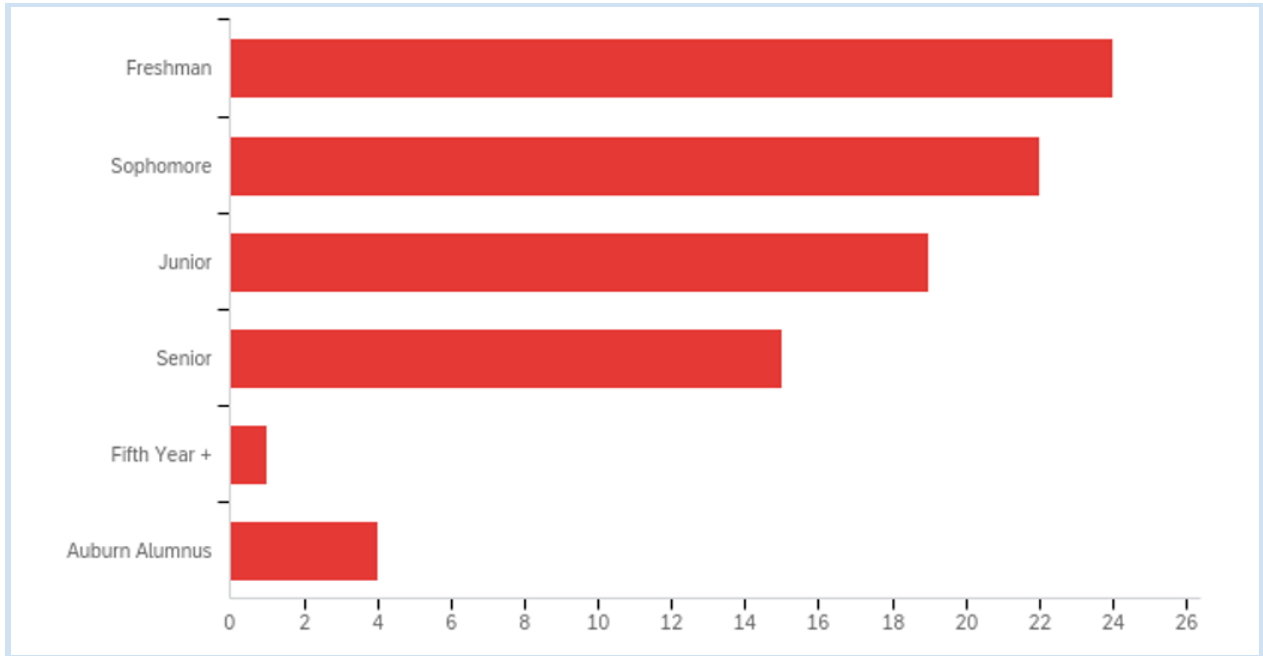
Q1 - Do you currently live in Auburn?



Q2 - Please select which most accurately reflects your gender

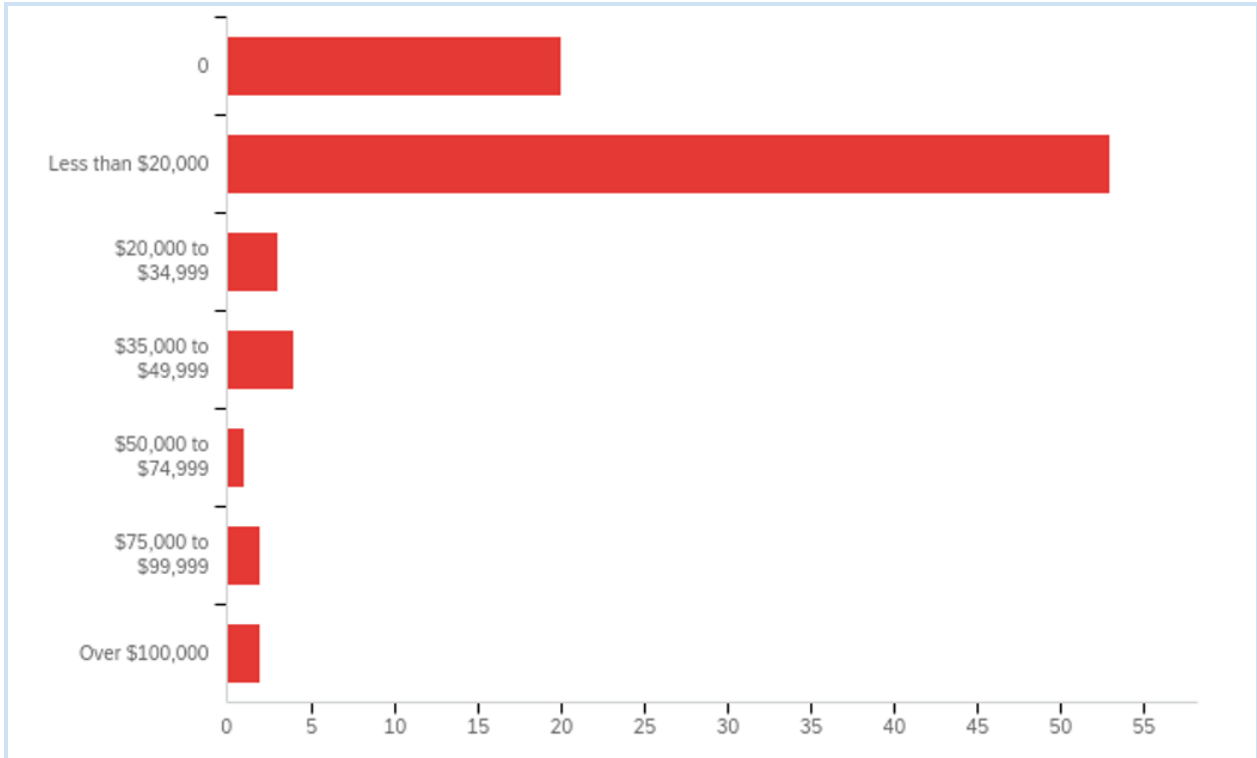


**Q3 - What is your year in college?**

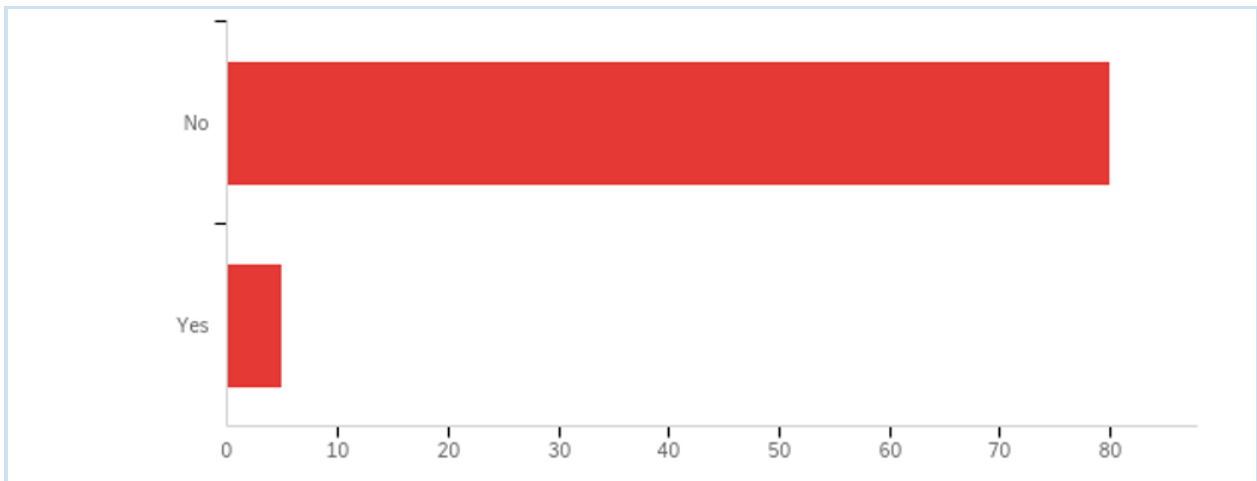


**Q4 - What is your yearly income?**

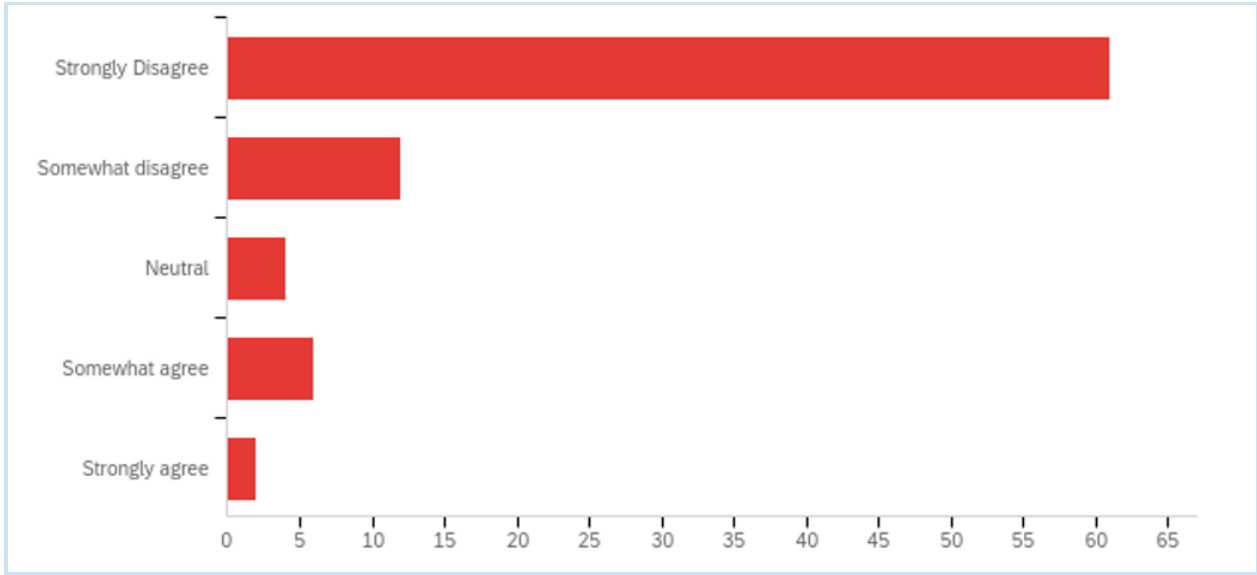




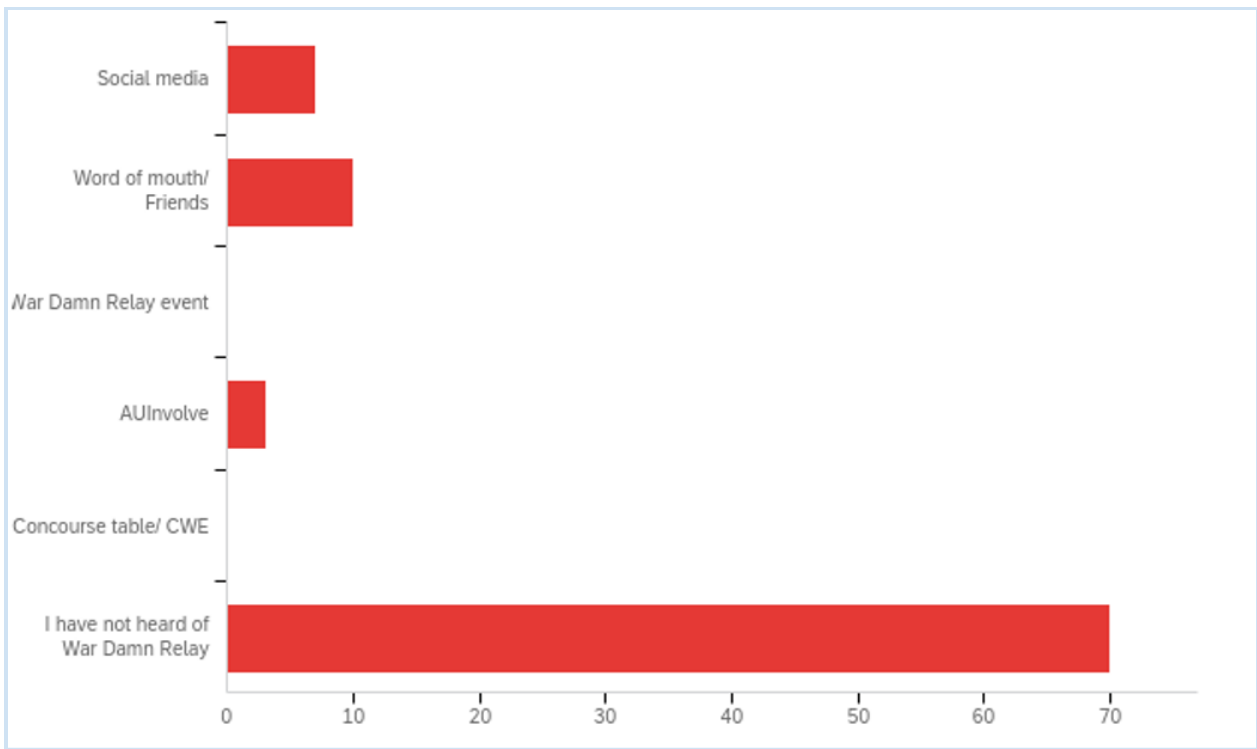
**Q5 - Are you currently a part of War Damn Relay?**



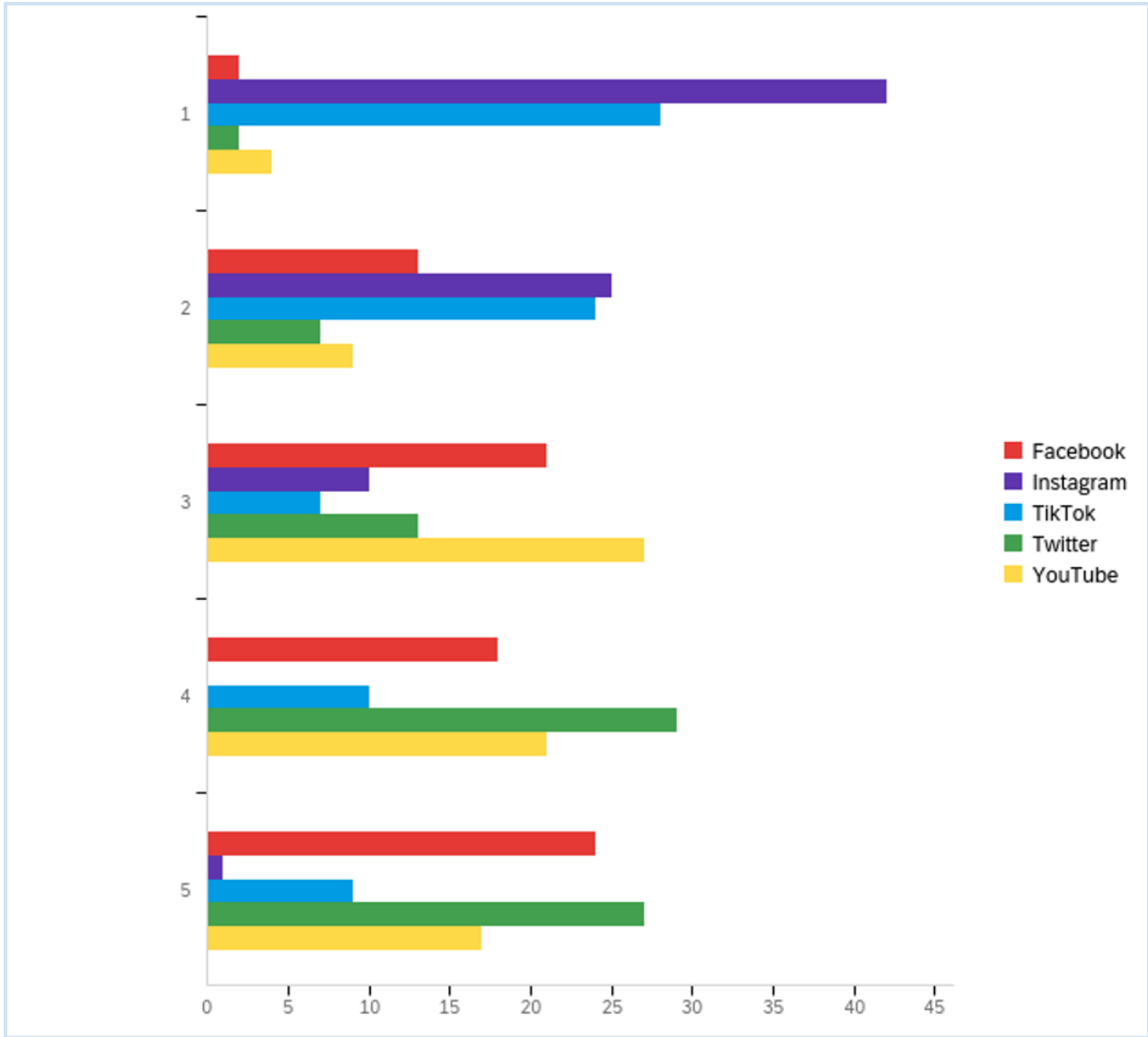
**Q6 - Please share how much you agree with this statement: I have heard of War Damn Relay and understand who they are and what their purpose is.**



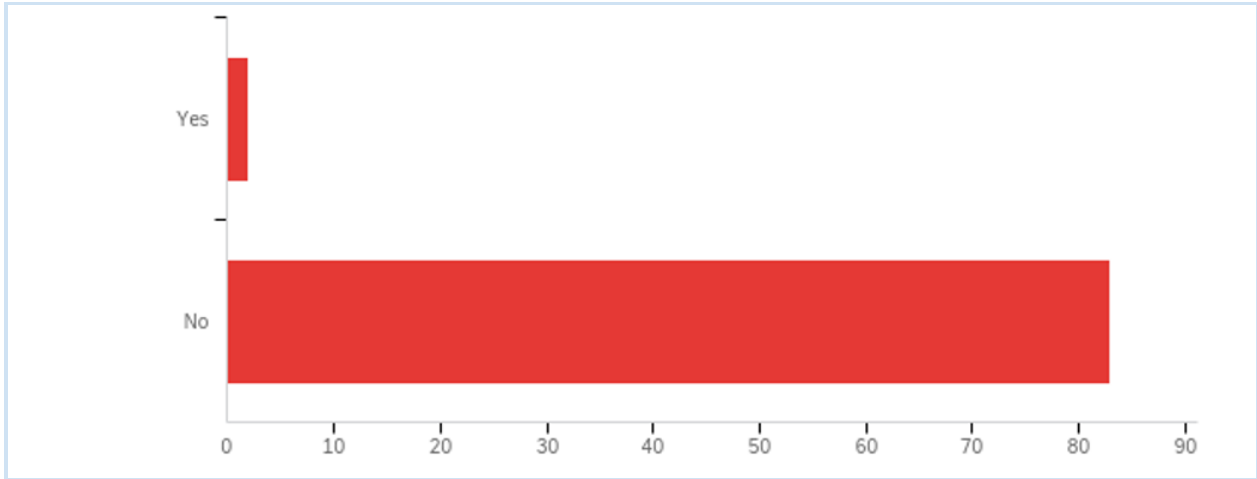
**Q7 - How did you hear about War Damn Relay? Select all that apply.**



**Q8 - Please rank which social media platforms you use the most.**



**Q9 - Do you follow War Damn Relay on social media?**



**Q10 - What organizations are you involved in on campus or in the community?**

What organizations are you involved in on campus or in the community?

---

Church (FBCO), Big House Foundation

---

Bold & Gold

---

Gays of Auburn

---

greek life

---

None

---

SGA and Church

---

UPC, Younglife

---

First Baptist Opelika

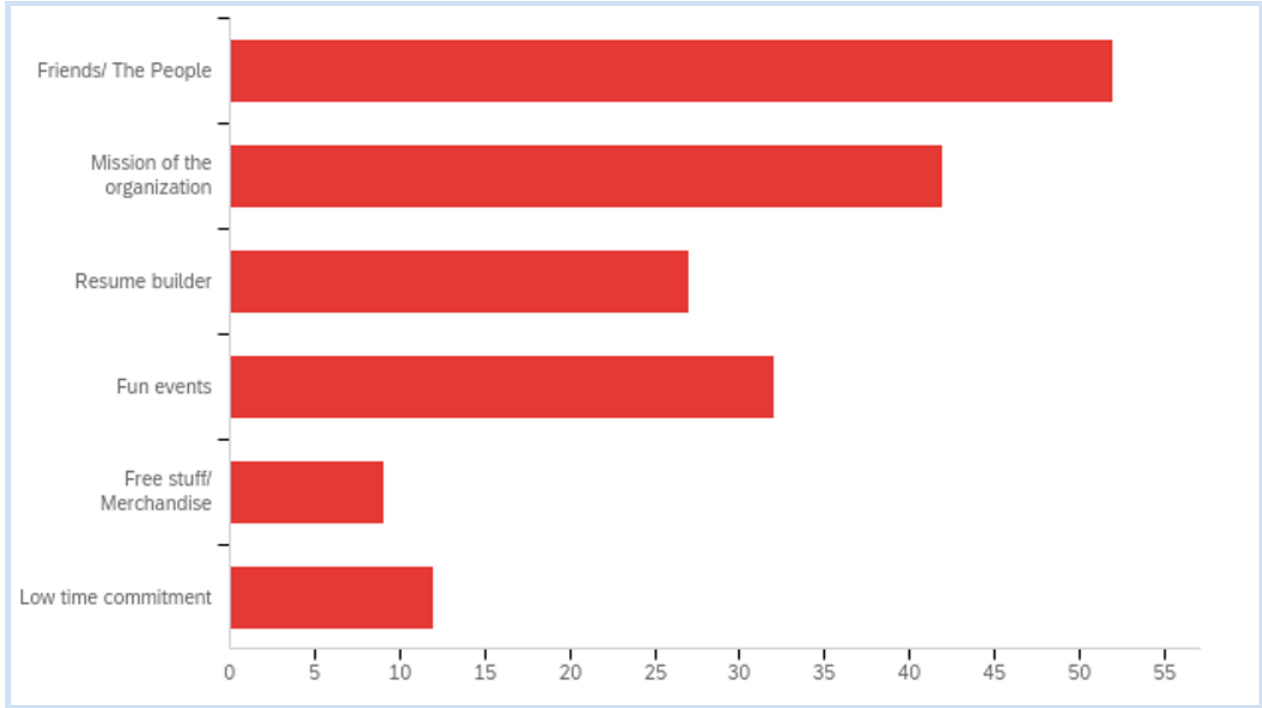
---

greek life

---

Business council, FMA, project uplift

**Q11 - What attracted you to the current organization(s) that you're involved with? Select all that apply.**



**Q12 - What is your favorite local place to eat?**

What is your favorite local place to eat?

---

Irish Bread Pub

---

Taco Mama

---

Taco mama

---

The bulge

---

agave

---

Niffers

---

Byrons

---

Taco Mama

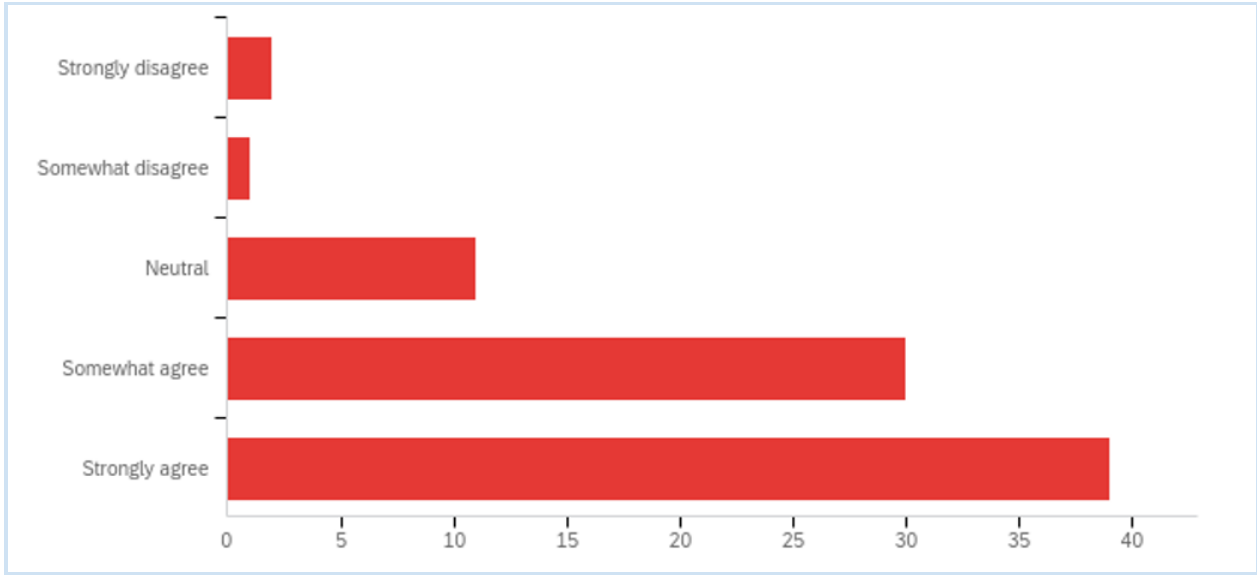
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Byron's

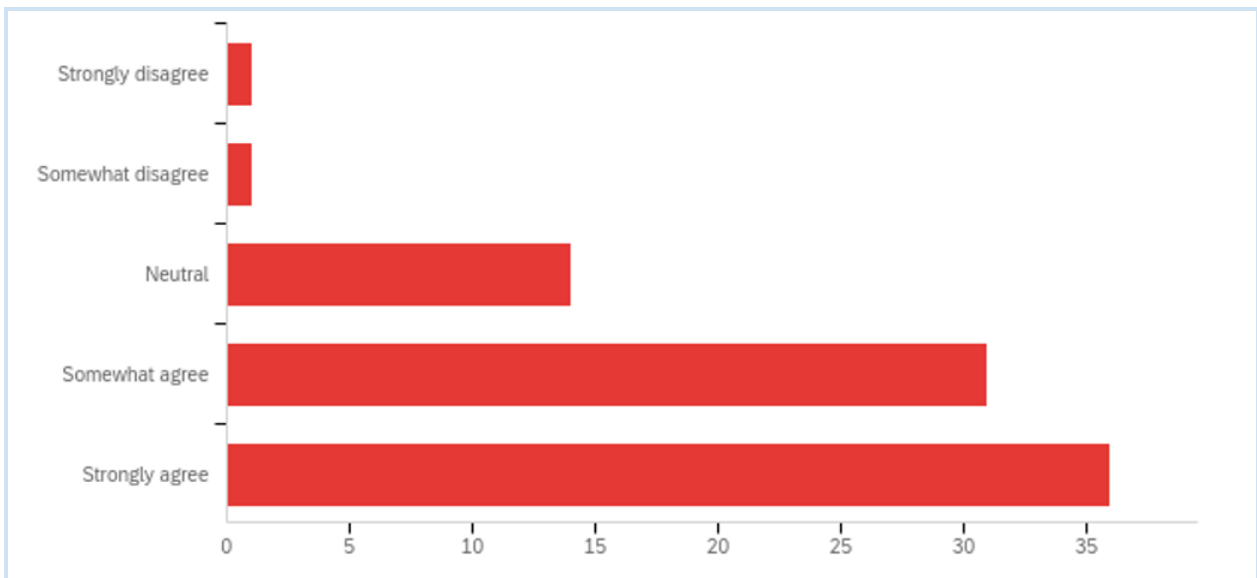
---

burger fi

**Q13 - Please share how much you agree with this statement: I would take time out of my week to volunteer for an organization I believed in.**



**Q14 - Please share how much you agree with this statement: I would support raise or donate money for an organization I am involved in.**



**Q15 - What would motivate you to join Relay for Life?**

What would motivate you to join Relay for Life?

---

Low time commitment

---

Not sure

---

If you supported queers.

---

If I knew what it was

---

I don't think I would join but I am for the org

---

time commitment

---

Know people who have had cancer

---

A free t shirt

---

Supporting a good cause

---

I would need to learn more about it

---

Knowing how to join and how much time commitment it will be.

---

Prizes

---

To know how Much good it does

---

Learning about the mission

---

The mission behind it

---

## L. Qualtrics Survey

The image shows a Qualtrics survey interface for Auburn University. At the top left is the Auburn University logo, featuring a stylized 'AU' in orange and blue, with the text 'AUBURN UNIVERSITY' below it. The survey content is displayed in a white rounded rectangle on a dark blue background. The first question is 'Which Auburn University club raises money for The American Cancer Society?' with a text input field below it. The second question is 'What is Auburn's Relay for Life's main event?' with another text input field below it. An orange button with a white right-pointing arrow is located at the bottom right of the survey area. At the very bottom of the page, it says 'Powered by Qualtrics' with a small logo.

## M. Budget

### PR CAMPAIGN BUDGET PLAN TEMPLATE

Projected Subtotal to date:

CAMPAIGN TYPE	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL	COMMENTS
<b>Event Costs</b>				
Water Bottles	23	\$ 0.10	\$ 92.00	23 packs of 45 bottles = approx. 3 bottles per person, 45 pack for \$4.50
Granola Bars	8	\$ 0.19	\$ 71.84	48 pack for \$8.98, 8 packs of 48 bars = approx. 1 per person
Color Powder	4	\$ 78.00	\$ 312.00	4 bags, 20 lbs each
Runners' Numbers	4	\$ 15.00	\$ 60.00	4 packs of 100 numbers
Balloons	2	\$ 7.50	\$ 15.00	2 packs
Staff T-Shirts	30	\$ 5.60	\$ 170.00	
Promoted Instagram Post	2	\$ 15.00	\$ 30.00	
			<b>SUBTOTAL \$ 750.84</b>	All for Color Run Event
<b>Public Relations</b>				
Events			\$ 750.84	
			<b>SUBTOTAL \$ 750.84</b>	
<b>Social Media</b>				
Promoted Instagram Post			\$ 75.00	5 posts
Promted Facebook Post			\$ 75.00	5 posts
			<b>SUBTOTAL \$ 150.00</b>	
<b>Digital (Other)</b>				
Website			\$ 18.00	annual cost
			<b>SUBTOTAL \$ 18.00</b>	
<b>Traditional Advertising</b>				
Outdoor			\$ 200.00	supplies to build outdoor signs for around campus including wood, nails and paint
			<b>SUBTOTAL \$ 200.00</b>	
<b>TOTAL CAMPAIGN BUDGET</b>			<b>\$ 1,869.68</b>	





Becky

FACULTY MEMBER WITH A FAMILY

42 | Office Manager at Auburn's Office of Registrar | Auburn

HEY! HOW ARE YOU?

Hey y'all! I'm Becky! I'm an Auburn University alumna and have lived here my whole life. I have 3 kids and they are the lights of my life! I work part-time at the front office of my kids' elementary school.

WHAT I LIKE TO DO



GIRLS NIGHT IN



GARDEN



PLAY WITH MY KIDS

GOALS

I want to help those cute college kids!

MOTIVATIONS

I can't imagine losing someone to cancer. That just breaks my heart! I know what it's like to lose someone close to you, too. My mom passed not too long ago. I have to check on Daddy a lot.

WHERE I LIKE TO EAT



JIM N NICK'S



TACO MAMA



CHICKEN SALAD CHICK

PAIN POINTS

STRESSED

People don't realize how hard it is to run a household & have a job!

TIRED

My kids keep me running around all day. I'm exhausted!

HARD TO REACH

Unless you get lucky and catch me at home, I'm hard to keep up with. Try my cell!

TECH USAGE





Lucas

**PASSIONATE ABOUT THE CAUSE**

21 | Finance | Junior | Dothan

**WHAT'S UP? GET TO KNOW ME A LITTLE MORE!**

Hey guys, I'm Lucas. I'm a junior from Dothan, AL, majoring in business. I'm trying to focus on my career and what matters to me. In my free time, I like to go to the rec and watch sports.

**WHAT I LIKE TO DO**



INTRAMURAL BASKETBALL



WATCH FOOTBALL



WORKOUT

**WHERE I LIKE TO EAT**



DOMINOS



INSOMNIA



BURGERFI

**TECH USAGE**



**GOALS**

I'm trying to build my resume, raise my GPA and network!

**MOTIVATIONS**

I have a family history of cancer and know a bunch of people who have it. I just want to support the cause. Plus, I want to get a good job after college.

**PAIN POINTS**

● **STRESSED**

I'm put too much pressure on myself to get a good job.

● **TIRED**

I put too much on my plate and I'm exhausted!

● **LACK OF INCOME**

I'm trying to get a job, but I'm already busy. It's hard for me to contribute to causes.



*Hannah*

**SORORITY GIRL THAT'S TOO INVOLVED**

18 | Apparel Merchandising | Freshman | Nashville

**HEY Y'ALL! HERE'S A LITTLE ABOUT ME!**

Hey y'all! I'm from Nashville, Tennessee and I'm a freshman at Auburn U! I was super nervous to move away from home, but I'm excited to get involved and make new friends! I love to cycle and shop at the local boutiques!

**WHAT I LIKE TO DO**



SHOP



GO TO CHURCH



WORKOUT

**WHERE I LIKE TO EAT**



TACO MAMA



BRUSTERS



CHICK-FIL-A

**TECH USAGE**



**GOALS**

I just want to make friends, be involved and take a photo with Aubie!

**MOTIVATIONS**

I'm joining Relay to make friends, get community services hours for my sorority and get comfortable on campus!

**PAIN POINTS**

● **TIME MANAGEMENT**

I'm overwhelmed with how many organizations I've joined!

● **HOMESICKNESS**

I miss my family so much that I go home like every weekend!

● **NERVOUS**

I'm nervous about being in Relay because I don't know Auburn's campus yet!

## O. Contact List

American Cancer Society Cancer Action Network Alabama

Email: [ginny.campbell@cancer.org](mailto:ginny.campbell@cancer.org)

Auburn Nutrition

Phone: (334) 734-0570

Address: 715 E Glenn Ave Ste 20, Auburn, AL 36830

Auburn SGA

Email: [sga@auburn.edu](mailto:sga@auburn.edu)

Phone: (334) 844-4240

Auburn's SGA President, Rett Waggoner

Email: [jgw0016@auburn.edu](mailto:jgw0016@auburn.edu)

Auburn University's Involvement Ambassadors

Email: [involve@auburn.edu](mailto:involve@auburn.edu)

Office: 3130 in the Student Center

AUsome Nutrition

Phone: (334) 707-9077

Address: 1100 S. College St. Suite 102, Auburn, AL 36832

Behind the Glass

Phone: (334) 826-1133

Address: 168 E Magnolia Ave, Auburn, AL 36830

BurgerFi

Phone: (334) 502-0000

Address: 339 S College Street, Auburn, AL

Charming Oaks

Phone: (334) 329-7522

Address: 123 N College St, Auburn, AL 36830

Director of Auburn Athletics

Email: [athletic\\_director@auburn.edu](mailto:athletic_director@auburn.edu)

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Frutta Bowls

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Governor Kay Ivey

Address: State Capitol, 600 Dexter Avenue, Montgomery, AL 36130

Phone: (334) 242-7100

Miss Auburn & President of Panhellenic, Lady Frances Hamilton

Instagram: [@ladyfran413](https://www.instagram.com/ladyfran413)

Email: [lfh0007@auburn.edu](mailto:lfh0007@auburn.edu)

Taco Mama

Phone: (334) 734-5030

Address: 149 East Magnolia Ave, Auburn, AL 36830

Therapy Boutique

Phone: (334) 821-3025

Address: 150 E Magnolia Ave, Auburn, AL 36830

Vista Print

Phone: (866) 614-8002

Well Red

Phone: (334) 246-3021

Address: 223 Opelika Road, Auburn, AL 36830

P. Website Link

[loveliestpr.wordpress.com](http://loveliestpr.wordpress.com)