

Planning Document: Make-A-Wish

Make-A-Wish is a non-profit organization that helps children get their wishes granted during their battles with terminal illnesses. According to the organization's website, "the mission of Make-A-Wish International is to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy." This document explains an opportunity Make-A-Wish has to increase small donations. It describes the target publics, including men with children and women with children, and identifies goals, objectives, strategies, and tactics for the situation.

Situational Analysis and Problem Statement

According to its website, Make-A-Wish is fully funded by individual contributions, corporate donations, foundation grants, planned gifts, and chapter fees and assessments. In-kind contributions lessen the cost of goods and services, and local chapters – which serve every community in the U.S. and its territories – similarly rely on special events and in-kind donations. Make-A-Wish does not utilize solicitation or telemarketing techniques to obtain revenue, as per their organization's nationwide policy. As of 2016, Make-A-Wish granted a total of 15,600 wishes; the average cost of one wish that year was \$10,130. In 2017 [in the U.S. alone], Make-A-Wish earned \$341,000,000 from private donations with a total revenue of \$367,000,000; donor dependency was listed at 95% (Forbes, 2018). General revenue obtained by Make-A-Wish is, therefore, immensely dependent upon donations from both partnering organizations and the general public.

Based on their non-profit status, an ever-present goal for Make-A-Wish is to increase small donor awareness and philanthropy. Charitable giving statistics from 2018 suggest that charitable donations stemming from small donors come primarily from women. Therefore, in order to bolster small donor giving, it is necessary for Make-A-Wish to target male benefactors.

Target Publics Analysis

Five identified publics for Make-A-Wish are men with children, women with children, corporate donors, the kids (beneficiaries), and Make-A-Wish employees. Make-A-Wish has the opportunity to increase individual donations to help children with terminal illnesses, so men and women with children will be most connected to the purpose of the organization. According to charitable giving statistics from 2018, 64% of charitable donations are from women, implying that male-giving remains a potentially untapped resource. We conducted research on men with children and women with children, primarily using Simmons OneView, in order to better understand these publics.

Primary public. Men with children are the primary target public because they do not donate the most compared to women. As a result, we aim to influence their behavior by encouraging them to donate more. Men with children under age 18 specifically are included in this target public for Simmons OneView, and this public is expanded to include parents of college students in the tactics section of this document. This primary public section lists demographics, psychographics, and infographics for men with children.

Demographics. According to a Simmons OneView analysis, most men with children are ages 30-44. Within this range, 16.3% are 30-34, 14.8% are 35-39, and 18% are 40-44. About two-thirds, 65.9%, of men with children are white, totalling 20,114,000 U.S. adults. Additionally, men with children are likely to be married - an estimated total of 20,958,000 people. Marriage is the relationship status for 68.7% of this public and members of this group are 30% more likely than the average person to be married. This public is 53% more likely than the

average person to be employed full-time and 78.7% of men with children work full-time. Also, the geographic region of the United States with the highest percentage of men with children is the South, since they are in the South. The most common religion for this group is Catholicism, with 23.3% of men adhering to this category.

Psychographics. According to an AdAge article, men with children only control 27% of household spending, leaving 73% for their spouse. Further, men have more power on larger purchases such as cars and many women over age 30 depend on their spouse for decision-making. Men with children tend to spend more time at work than at the home and put their careers above their personal lives. Once men with children reach ages 30-44, family is as equally important to men as it is to women. However, men with children reach a sharp decline in family prioritization after age 44. If the man in the family does not have a job, he is more likely to share child care responsibilities. Working men with children under age 18 report low stress levels, 1/20, compared to working women with children, who report 17/20. Men with children tend to be steadfast and progressive in their careers. Furthermore, according to Simmons OneView, 21.4% of this public feels their phone connects them to their social worlds. Also, men with children are environmentally conscious and 54.4% of this public recycles plastic beverage containers.

Infographics. Simmons OneView identifies common ways men with children acquire information. It displays that 44.4% of men use music apps, 41.8% use game apps, 40.6% use social networking apps, and 37.4% use banking/finance apps. ESPN is a common channel for men with children to watch and 31.6% of this public, totalling 9,632,000, watches ESPN. As far as print media, 24.8% of men with children read *Parade* magazine, 18% read *Sports Illustrated*, and 15.3% read *National Geographic*. Continuing the trend of this public's interest in sports, another common magazine for this group is *ESPN The Magazine*, which 11.9% of this public read. Most members of this public do not read national newspapers; only 4.7% read *USA Today*, 3.1% read the *The New York Times*, and 2.4% read *The Wall Street Journal*.

Secondary public. Women with children are the secondary target public because they are a significant source of donations and are likely to continue donating in the future. It is important to ensure that this public continues to be a reliable source of donations and that it further increases its consideration of Make-A-Wish when donating to charity. Women with children under age 18 specifically are included in this public for Simmons OneView. This secondary target public differs from the primary target public because unlike men, women are already key donors for Make-A-Wish. This section lists demographics, psychographics, and infographics for women with children.

Demographics. According to Simmons OneView, women ages 35-39 are most likely to have children under 18 and 18.4% of this public is in this age range. There is a total of 25,673,000 white women with children, or 67.7% of the public. Additionally, 58.5% of women with kids are married. Almost half, 48%, of women with children are employed full-time. Furthermore, 41.2% of this public are in the South, and they are 109% more likely than the average person to live in the South. Also, women with children are twice as likely as the average person to have never worked; however, only 3.4% of the total group of women with children have never worked. The most common religion for this group is Catholicism with 24% of women adhering to this category.

Psychographics. Simmons OneView data displays that females with children are especially likely to purchase products advertised on a cell phone, showing the mobile nature of

the target audience. Charitable giving statistics from 2018 show that the percentage of smartphone payments increased in the past year by 36%, with 64% of 2018's donations coming from women. According to Simmons OneView, women with children are 45% more likely than the average person to use their cellphones to connect them to the outside world. Since women with children tend to be employed full-time along with keeping up with their child's activities and lifestyle, it is evident that women go mobile, both literally and physically. The U.S. Department of Labor shows 40% of women with children under 18 are the sole earners within a household. According to AdAge, parenthood becomes a main priority for women around the age of 30, putting their career secondary to family relationships. Women with children are also more likely to spend time doing household chores and care for their children. Moreover, this public tends to be environmentally conscious as Simmons OneView shows that 48.3% of women with children recycle plastic containers. Work life and personal life become hard to separate with working mothers. These women aim to be efficient and pragmatic.

Infographics. While women use a variety of communication channels to learn news, there are some common information sources. According to Simmons OneView, 51.6% of women with children use social networking apps, totalling 19,547,000. Moreover, 46.2% of women with children use music apps. Further, women with children are 102% more likely than the average person to use apps for food/cooking/recipes. Also, 18.8% watch USA Network, 18.6% watch Food Network, and 18.5% watch HGTV, making these channels most watched for this public. Additionally, women with children are a group more likely than many to watch children's channels; they are 103% more likely than the average person to watch Disney Channel and 133% more likely than the average person to watch Sprout. Moreover, 20.3% of women with children, or 7,706,000 women, watch Disney, although only 7.2% watch Sprout. Also, 24.8% of this target public reads *Better Homes and Gardens*.

Summary of Target Publics

Ultimately, research confirms that men with children and women with children are two distinct target publics. While both publics share many traits, these two publics have different characteristics, lifestyles, and ways to be reached. The two publics have many similar demographic characteristics such as having the highest percentage of their group be white, married, work full-time, live in the South, and Catholic. However, differences among the publics are much more evident with regard to psychographics and infographics. Within the target publics there is a dynamic that separates the two. Women with children tend to be more mobile with a majority of the household purchasing power while men with children tend to be laid-back and focused on their careers. Women also tend to gravitate toward media related to cooking and the home, whereas men are commonly interested in media related to sports. These traits may follow gender stereotypes but are nevertheless supported by data. An understanding of the differing traits of men with children and women with children allows for more strategic communication with both publics when aiming to increase individual donations for Make-A-Wish.

Goals, Objectives, Strategies, and Tactics

The following objectives, strategies, and tactics all support the main goal of our public relations campaign of increasing small donations to the organization by positioning it as the first choice for charitable donations, especially among men with children. Men with children are important because Make-A-Wish relies on small donors and mostly women currently donate.

Goal. Increase awareness for Make-A-Wish by positioning Make-A-Wish as a person's first choice for charitable donations.

Objectives. These objectives will encourage the target public, men with children, to increase their donations to Make-A-Wish, as part of becoming a first-choice charity. These objectives are focused on three main areas: awareness, attitudinal, and behavioral.

- *Awareness:* To increase the number of downloads of Make-A-Wish's digital newsletter by men with children by 5% each month until May 2020.
- *Attitudinal:* To increase Make-A-Wish's average likes per Twitter post by men with children by 45% by May 2020.
- *Behavioral/Action:* To increase donations by men with children ages 30-44 by 20% by May 2020.

Strategies. To achieve our behavioral objective of increasing donations and ultimately position Make-A-Wish as a first-choice charity, it is important to focus on the target public and its interests. We want to increase male donation amounts instead of the current female-dominated donor pool. Our strategy is to target men with children by appealing to male-dominated industries (such as sports), especially alongside the emotional appeal of families. Learning about the organization in a context that appeals to the target public will encourage men with children to donate to Make-A-Wish.

Tactics. These tactics are specifically tailored to accomplish our behavioral/action objective by raising awareness of the company and opportunity for donations across our target publics, ultimately encouraging the primary target public to donate to Make-A-Wish.

- Male celebrity influencers
 - Finding a professional athlete that knows or has a loved one who suffers from a terminal illness. Through public relations, we could hold a press conference or do a news release led or written by that athlete who endorses Make-A-Wish. This tactic would not be paid advertisement, but would influence the target public through the emotional impact Make-A-Wish has on those who are affected by a terminal illness and choose to speak out and encourage others to donate to this foundation. Specifically for males, influencers in the sports industry with a male-dominated fanbase will reach a wider audience of men with children in order to increase small donations made by men across the board.
 - Incorporate multimedia videos posted by the influencer possibly on their social media page
 - Instagram posts with specific children that they fulfilled the wish of by meeting them
- On college campuses:
 - Partnering with fraternities that have historically held events raising money for Make-A-Wish. We will reach out to those fraternities and determine if they would be willing to organize a 5K run for a specific child in the community that has been diagnosed with a terminal illness. The proceeds go directly to the Make-a-Wish Foundation. Parents of students within these fraternities usually attend these kinds of philanthropic events and are a large source of the donations. Additionally, such an event would be related to athletics, a common interest of the target public.
- High school campaigns

- Partner with 1 public school system per quarter (example: Wake County Public System)
 - Fundraise during high school football, basketball, or baseball games
 - Add an extra \$2 to admission ticket prices where the proceeds go directly into a small donation fund for Make-a-Wish because parents are a large portion of high school sporting event attendees
- Increasing social media presence
 - Posting endorsements or videos or multimedia that incorporates the targeting of males (such as by using sports themes)
 - Link to the donation site
 - Videos on Twitter like the ASPCA or ice bucket videos
- News release
 - Write and disseminate 1 monthly news release for local reporters and editors profiling a Make-A-Wish child who met a professional athlete or participated in a professional sporting event.
 - Distribute news release to:
 - Local newspapers (example: News and Observer)
 - Local sports TV channel (example: Foxs Sports South, MASN)
 - High Sports Recruitment Websites (example: MaxPreps.com)
 - Local Sports Magazine (example: Triangle Sports Magazine)

Summary

In order to support its operations, Make-A-Wish greatly depends upon small donor giving. Currently, females are more likely to exhibit charitable behaviors than males. For this reason, Make-A-Wish aims to appeal more to potential male donors during the 2019-2020 year. By making male benefactors our primary public and females our secondary public, we hope to provide the organization with an opportunity to expand its donor base and increase individual donations. Chosen public relations strategies will be specifically aimed at raising awareness and emotional responsiveness in men, with an overarching goal of increasing desire to donate as well as follow-through. Since men with children may be predisposed to responding empathetically to the foundation's cause, males between the ages of 30-44 will be explicitly targeted. To achieve our objectives, Make-A-Wish will (1) attempt to obtain professional athlete endorsements to connect with male audiences, (2) target parents through charity events at high schools, (3) target parents through charity events on college campuses, (4) increase social media presence, and (5) disseminate monthly news releases. In order for Make-A-Wish to become a charity of choice for all parents, we must ensure that the organization actively and adequately appeals to prospective male donors. It is only through contributions that Make-A-Wish can continue helping children with life-threatening medical conditions.