



100K Cheeks is an organization focused on raising awareness of bone marrow donation, with a mission to add 100,000 new individuals to the National Bone Marrow Registry by 2012. A central goal within this mission is to address the severe shortage of Southeast Asians in the bone marrow registry. For an individual of Southeast Asian descent, the chances of finding a match are 1 in 20,000.

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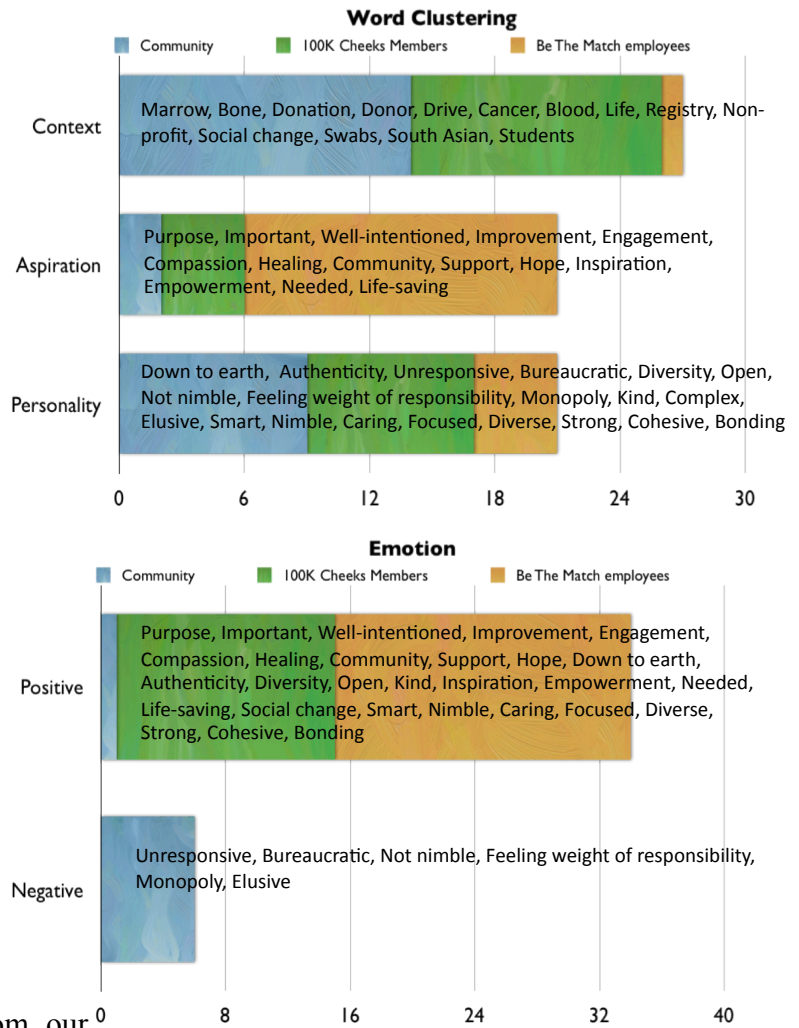


PROCESS

100K cheeks is a student group dedicated to increasing the number of registered donors in the national bone marrow registry. To identify the image-identity gap, we surveyed four members of the 100K Cheeks team. Since the official national registry for bone marrow donation, Be The Match, is closely aligned with our brand, we gathered data from five Be The Match employees and five community members who have registered or worked on fundraising with Be The Match to refine our study. Stakeholders were asked to come up with five free-association words and we classified these into three categories: context (background words), aspiration (goals or mission statement) and personality (characteristics or traits).

PATTERNS

A few interesting patterns emerged from our research. Firstly, the community had much greater associations with context and personality than it did with the brand’s aspiration. Secondly, Be The Match employees were most likely to use aspiration words associated with their brand. 100K Cheeks members used as many context words as personality words in their descriptions. A noteworthy fact here is that individuals who had been members of 100K Cheeks longer tended to use personality or aspiration words, while individuals who had just joined the 100K Cheeks team typically used context words. Furthermore, internal stakeholders at both Be The Match and 100K Cheeks exclusively used positive words in conjunction with their brand, whereas community members used both positive and negative words.

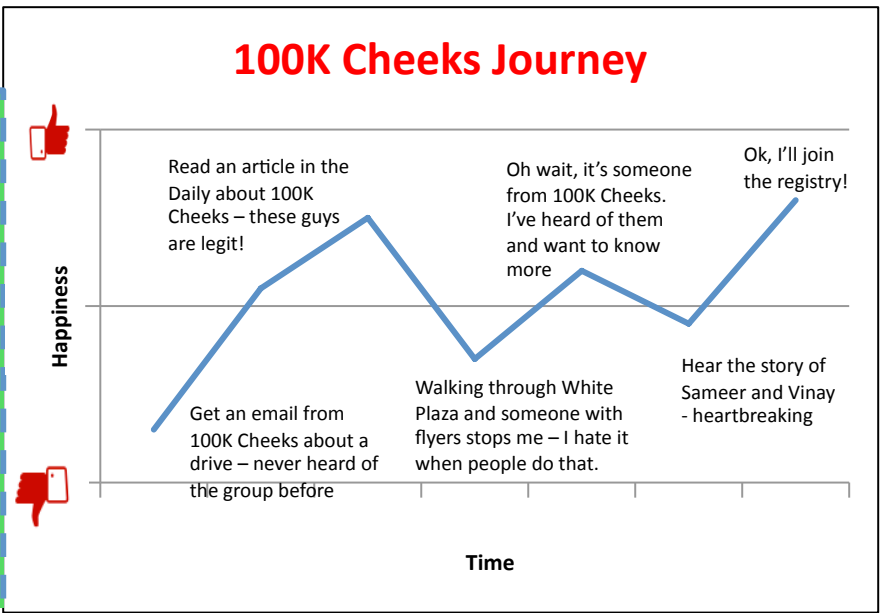


RECOMMENDATIONS

For 100K Cheeks to associate itself with aspirational goals from the community’s perspective, the team must market the “human” goals and hopes of the brand. It can do this by raising awareness about bone marrow donation and focusing on personal stories of success and heroism. It can also publicize its progress towards the 100,000-donor goal through its social media channels. Furthermore, it is essential that 100K Cheeks bridges the emotional gap between long-time supporters and new members to turn them into brand ambassadors. To do this, it must organize new talent towards achieving specific goals, while conveying the high energy and passion the team is known for.



As it is currently operated, the primary goal of 100K Cheeks is to encourage people to join a *different* organization, Be the Match. To make an analogy, 100K Cheeks runs the first leg of the relay, then passes the baton to Be The Match during the actual cheek swabbing event. There are a few ideas that could be implemented to improve the group’s reach and influence level.



RECOMMENDATION #1 – KEEP COMMUNICATING

100K Cheeks does very little to follow-up and communicate with people after they join the registry, which makes the 100K Cheeks “experience” end rather abruptly when Be The Match takes over. The group should make a concerted effort to keep people engaged even after they have registered. Hopefully, staying in communication will make those people more likely to say yes if they are even called to donate. In addition, newly registered people are particularly well-suited to recruit their friends and family to join the registry as well. 100K Cheeks should do a better job of getting email addresses and encouraging people to follow them through social media channels so they can stay connected and have a channel through which to send updates and news.

RECOMMENDATION #2 – IMPROVE NAME RECOGNITION

100K Cheeks has not existed for very long, so inevitably the group does not enjoy much name recognition. The group should make a big push to identify a few ways to increase their reputation. Developing a few ideas over the summer is critical, since the beginning of the school year is the best time to recruit new members. The group should also consider whether to apply to be recognized as an official student group by the university. Receiving that status would make the group eligible for funding, as well as allow them to participate in the activities fair and make events like drives easier to coordinate. Although name recognition might be improved, the group should do their research first, and weigh the pros and cons of being a recognized student group, as there may be unwanted red tape or other restrictions that come with the status.

RECOMMENDATION #3 – IMPROVE EFFICIENCY

The students of 100K Cheeks should try to be faster about implementing new ideas. Many great suggestions (such as creating a social change in a box website) are made, but frequently take too long. When a product doesn’t have to be perfectly compelling, done is better than perfect.



IDENTITY

100K Cheeks is a student advocacy group **dedicated** to increasing the number of registered donors in the national bone marrow registry. Our **core inspiration** is that a simple cheek swab can accumulate to **save** the lives of hundreds and even **thousands** of individuals. 100K Cheeks is **determined** to share this story and inspire **100,000** people to give a cheek swab and enter the bone marrow registry.

CORE BELIEFS

Our **donors** are the **heroes**. Each registered donor holds the ability to save a **life** and has shared their time and passion to **change** the course of another human being's life. Thus, our core beliefs **emphasize** our appreciation for the heroes and we will create a **personal** bond with our heroes to drive the will to donate. For us, bone marrow drives happen both **actively** and **passively**. Keep in contact, share personal stories, and simply be a friend.

INSPIRE ENCOURAGE BEFRIEND TRUST

(Actions We Take)

OUR SOCIAL MEDIA

The most important lesson that we've learned is that we need to be **everywhere**. We believe that in order to make an **impact** and share our story with the **world**, we need to leverage social media as our number one tool. As a friend, 100K Cheeks will work to **earn** that spot on your Facebook news feed. Our information will be pertinent and importantly interesting to be able to earn your **likes** to make it to others' news. Beyond Facebook, we want our tweets to be **informative** to raise your head and be retweeted to **travel** to people we'd love to meet. Our blogs will contain **personal** stories and updates from each of our team members to encourage our friends to learn more from our YouTube channel which will continue to share the **heart warming** stories that got drove each of our team members to 100K Cheeks.

FRIGHTEN CONFUSE BURDEN

Avoid at All Costs

DRIVE

The 100K Cheeks group relates to both sides of the donation process. **Driven** because of our desire to **help**, we are inspired by the **dedication** of our donors. As a result, we want to share this **inspiring** feat to the world. Sharing our stories and relating to the world not only allows us to potentially save lives, but also gives us an **opportunity** to meet the amazing **heroes** that got each of us involved.

ACTION

Our action goes beyond the physical bone marrow **drives**. At the drives, we will be **competent** and **efficient** to demystify myths about transplants, and be the warm guide throughout the donor's **heroic** travels. But more importantly, we take **action beyond** the drive. 100K Cheeks will be the inspiring friend that works to meet new heroes and **continue** to keep in touch with our current heroes. Our **presence** on social media will be just as important as our competence at the drives.



CAMPAIGN

Our campaign is composed of a video and website. Our hope was that the video would be an interesting, entertaining component that would go viral, and the website would be a platform to direct interested individuals to the “Be the Match” site for further information.

The theme of the video is the personification of the cotton swab. We want to juxtapose the lightheartedness of all the personality traits or adventures we imagine a cotton swab might have, with the weight of leukemia and the message of saving lives through bone marrow donation. It begins with everyday uses of a cotton swab, each demonstrating some element of “A day in the life of” a cotton swab. It ends by highlighting that some cotton swabs are used to swab cheeks for those that register in the bone marrow registry, and those “lucky” cotton swabs save lives. And finally, some information at the end of the video: *“All it takes to join the Bone Marrow Registry is a cheek swab. Swab a cheek. Save a life. www.swabstories.org.”* The website, www.swabstories.org, is a simple landing site for individuals – they can view the video, read about common myths by clicking on a link to a Be the Match informational page, or register to be a donor by clicking on a link to Be the Match’s registration page.

GOAL

Our perspective was driven by our insights that most individuals don’t have an accurate awareness of bone marrow donation. Many people had the perception that it was a very painful and invasive procedure, or many simply weren’t aware of the need for donors, especially for minorities. Thus, we want to begin to change this perception and convince others that: 1) bone marrow donation is absolutely critical for many whose last hope of survival rests on finding a donor, 2) bone marrow donation is non-invasive for the large majority of cases (akin to the process of donating platelets in blood), and 3) every individual could be the hero in saving someone’s life. In more concrete terms, our single, focused goal for this campaign was to encourage individuals to learn more about the bone marrow donation process, but also to just raise awareness of the cause (maybe this is something that they begin thinking about and start conversations about and start pursuing paths of action). A secondary goal that stems from our single focused goal is to get more individuals to register to be a donor.

STRATEGY

We hoped to target the general population of individuals – those who might not know much about the bone marrow donation process or who might not have had much personal experience with leukemia within their family/friends. Our goal was quantity – we did not concentrate on any specific group or demographic, but rather cast a wide net and tried to reach as many people as possible. We used a variety of resources to create our campaign platform and spread the video. To create the campaign, we uploaded the video on Youtube with a readable URL (bit.ly/swabstories) and hosted a website as an informational tool. To spread the video, we leveraged the following social media channels: (1) Facebook, with posts to 100KCheeks Facebook page, BEST88’s page, and our personal pages, (2) Twitter, with tweets from 100KCheeks, Jennifer Aaker, and our personal Twitter accounts, (3) Email, with personal emails sent to our personal networks and spheres of influence, (4) Blogs, with posts to personal blogs (5) Instant Message, with posts to our status messages. Learning from Orabrush’s success, we directly asked people to share the video, like the video on Facebook, tweet the video, email the video, etc. We were also responsive to any questions or comments posed by viewers. A crucial component of our campaign is that each individual can have a heroic effect on someone’s life, so their actions, concerns and opinions are valuable and important. Furthermore, we have communicated with Be the Match to ask them to spread this video through their media outlets. We can’t know how effective their efforts might be at this point, but leveraging institutions and corporations in support of our cause could greatly increase the effectiveness of our campaign – perhaps companies like Q-Tip would be interested!



YOUTUBE

By the end of the week, the video had recorded 1,112 views on the video. Over 1% (14) of the viewers liked it on YouTube, with no dislikes at all. Comments were warm and positive: “thank you! Please share with your friends and on Facebook and Twitter. If someone who sees the video ends up registering to be a donor, you could have helped save a life!” Even simple messages resonated of happiness: “yaaay swab your cheek!!!” Overall, our message of sharing hope and resonated well with the YouTube public. As a result, the video was able to accomplish its purpose of spreading the word and reaching out.



REFLECTIONS

While Swab Stories experienced a huge boom the first day, the pace unfortunately slowed down rapidly, as it took the rest of the week to garner the next 100 views. Perhaps while being likeable and genuine by our strong allies, our video lacked a type of gravitas and stickiness as it spread to people less familiar with the cause. We believe that this is an opportunity to expand the online outreach about 100k Cheeks. Specifically through Swab Stories, we believe that we can organize video campaigns which empower individual strong allies of the cause to tell their own “swab story.” The propagation effects of individuals telling their own story could have higher appeal to the public and potentially gather much larger overall viewership and response.

SWAB STORIES

Of the 245 visits to Swab Stories, 199 people, or over 80% of our total visitors, clicked the Facebook like button, broadcasting the video out to their social networks. Reaching out to our viewers, it was clear that the visitors who viewed the Swab Stories site tended to be strong allies of the 100K Cheeks cause. Said one person we reached out to: “THIS IS AWESOME. Love it. Seriously. Well done you guys.” To our excitement, we saw a boom of 100 visits to the site from the first day alone. The huge push tells that we succeeded in reaching to the people within our immediate social networks.

