



# Walk to End Alzheimer's Messaging

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# Campaign Purpose

- **Mission Support:** Empower Ms. Schimmel's fundraising efforts by increasing visibility and support for the Walk to End Alzheimer's.
- **Strategic Focus:**
  - Use emotionally driven messaging to inspire community action.
  - Leverage student engagement and visual storytelling to drive awareness.
  - Deliver a fully developed campaign toolkit: social content, branded visuals, timelines, and measurable goals.
- **End Goal:** Create lasting awareness and growth through connection, clarity and consistency.





# Secondary Research

**Purpose:** To understand the landscape of nonprofit campaigns and audience behavior in order to shape messaging, visuals, and outreach strategies for the Walk to End Alzheimer's.

# SWOT Analysis

<b>Strengths</b> <ul style="list-style-type: none"><li>● Strong emotional mission &amp; clear values</li><li>● Established community trust</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>● Misconceptions about who the walk is for</li><li>● Limited youth awareness or brand recognition</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>● Reach new audiences (students, small businesses)</li><li>● Build Ms. Schimmel's personal brand as cause-driven</li><li>● Correct misconceptions about event inclusivity</li><li>● Leveraging visual aids</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>● Competing events &amp; donor fatigue</li><li>● External factors (like weather)</li><li>● Limited volunteer bandwidth</li></ul>



# Secondary Research Summary

## Key Insights

- **Emotional storytelling and community ties** are the campaign's biggest assets to drive engagement.
- **Misconceptions and low awareness among younger audiences** are currently limit growth.
- **Targeting students and small businesses** offer a strong opportunity to expand reach.
- Event success is **vulnerable to external factors** like competition, outreach fatigue, weather, and volunteer capacity..

## Target Audience

- **Primary Audience:** Caregivers, families, and friends affected by Alzheimer's in Murrells Inlet and the Grand Strand region, along with long-time Walk team captains, volunteers, and healthcare professionals who already support or participate in the event.
- **Secondary Audience:** Young adults (high school and college students) motivated by social impact, small business owners (especially real estate, fitness, and hospitality), and community members who value health-related causes and civic engagement.





# Primary Research



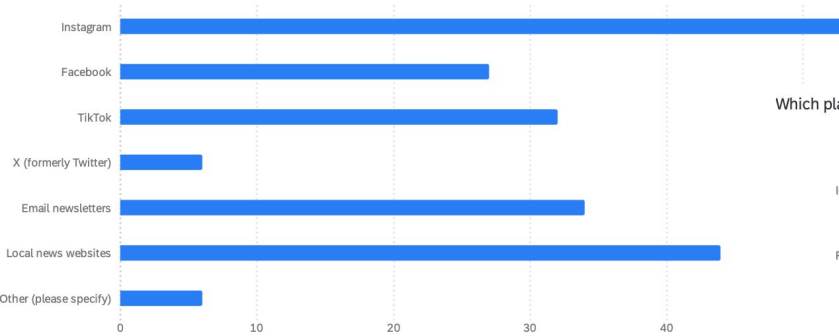
**Goal:** Engage audiences in the Walk to End Alzheimer's

- Campaign inspired by Ms. Schimmel's mission
- Focus on Instagram: most-used platform by our audience
- Research-driven: interviews + 100+ survey responses
- Tone: hopeful, student-centered, authentic
- Emphasis on reels, stories, personal narratives

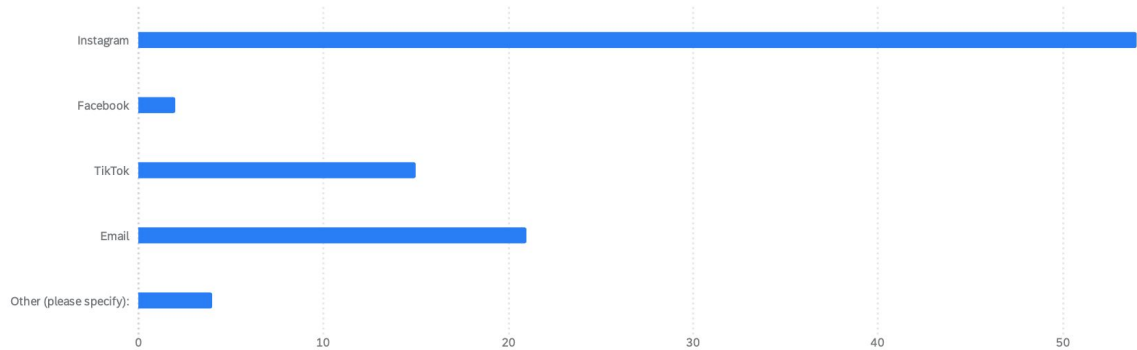
# Key Takeaways From Research



Where do you usually hear about local events or causes? (Select all that apply) 98 ⓘ



Which platform would you most prefer to follow for event updates? 96 ⓘ



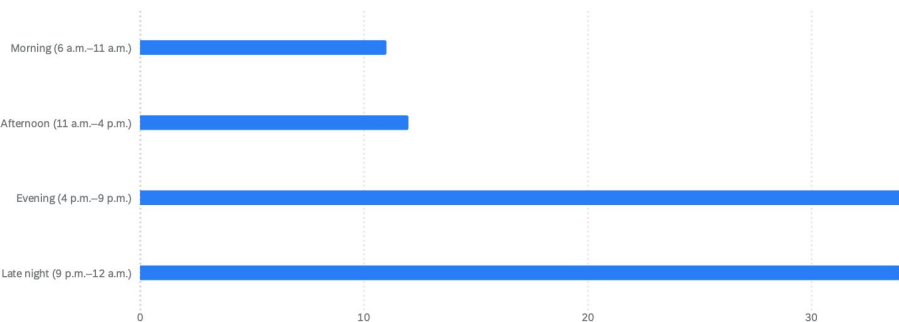
Instagram: #1 for event discovery (72%) (56%)



# Key Takeaways From Research



When are you most active on social media? 97 ⓘ



Peak activity: 4–9 p.m. and 9–12 a.m.

Which types of posts make you most likely to pay attention or engage? (Select all that apply) 96 ⓘ

Q7 - Which types of posts make you most likely to pay attention or engage? (Select all that apply) - Selected Choice

Selected Choice	Count
Personal stories or testimonials from participants	75%
Countdown/reminder posts	25%
Behind-the-scenes photos or videos	44%
Infographics or statistics about Alzheimer's	45%
Event highlight reels or recap videos	28%

High engagement with:

- Personal stories (75%)
- Behind-the-scenes posts
- Polls and countdowns

Preferred Tone: Warm, raw, not corporate



# Goals, Objective & Tactics



**Campaign Goal:** Increase student awareness, engagement & action

**Objective 1:** Inspire emotional connection

- Tactics: Why I Walk Wednesday, Memory Mondays

**Objective 2:** Follow strategic content calendar

- Tactics: 4-week rollout, recurring weekly themes

**Objective 3:** Encourage interaction

- Tactics: Polls, question boxes, student imagery

**Objective 4:** Maximize reach

- Tactics: Survey-backed hashtags, peak-hour post



# Implementation Summary

## **Checklist Development**

- Each tactic mapped: tone, platform, progress
- Tools: Meta Scheduler, Instagram Insights

## **Staffing & Roles**

- Content Strategist → Captions & engagement
- Visual Designer → Graphics, reels
- Scheduler → Post timing, logistics

## **Review Timeline**

- Weekly tone checks & performance tracking



# Schedule

Time	Tactic(s)	Staff Hours Required	Staff Delegation
<b>Week 1 – Pre-Awareness</b>	<ul style="list-style-type: none"><li>- Launch Memory Monday post</li><li>- Introduce “Why I Walk Wednesday” reel</li><li>- Begin Faces of Hope teaser stories</li></ul>	10	<ul style="list-style-type: none"><li>- Content Strategist: Draft captions and approve tone</li><li>- Visual Designer: Create visual templates and reels</li><li>- Scheduling Coordinator: Upload and schedule posts</li></ul>
<b>Week 2 – Promotion Phase</b>	<ul style="list-style-type: none"><li>- Launch Mythbuster carousel</li><li>- Post Fast Facts Friday reel</li><li>- Share polls/stories asking “Have you walked for someone?”</li></ul>	12	<ul style="list-style-type: none"><li>- Content Strategist: Write factual copy, create story prompts</li><li>- Visual Designer: Finalize graphics and polls</li><li>- Scheduling Coordinator: Schedule stories, track engagement</li></ul>
<b>Week 3 – Event Week</b>	<ul style="list-style-type: none"><li>- Publish “Ready to Walk?” updates</li><li>- Share countdown stories and live event prompts</li><li>- Collect UGC (user-generated content) during the event</li></ul>	12	<ul style="list-style-type: none"><li>- Content Strategist: Live monitor and respond to DMs/comments</li><li>- Visual Designer: Edit and repost UGC in real time</li><li>- Scheduling Coordinator: Coordinate real-time posting and coverage</li></ul>
<b>Week 4 – Post-Event Recap</b>	<ul style="list-style-type: none"><li>- Share “Did you walk?” poll</li><li>- Publish highlight reel</li><li>- Post Faces of Hope Friday tribute</li></ul>	8	<ul style="list-style-type: none"><li>- Content Strategist: Collect quotes and write wrap-up messages</li><li>- Visual Designer: Edit highlight reel</li><li>- Scheduling Coordinator: Schedule recap posts and final survey</li></ul>

# Evaluation



## Why Evaluation Matters

- Confirms if the campaign met its objectives.
- Identifies what worked and where to improve for future events.
- Provides measurable results for Ms. Schimmel to share with stakeholders and donors.
- Ensures accountability and demonstrates ROI for time, effort, and resources.

# Evaluation Table

Evaluation Table

Objective	Objective	Evaluation	Method	Timing
1	To inspire engagement through emotionally resonant messaging	Instagram post engagement	Review Instagram Insights for likes, comments, shares, and story replies	At the end of Week 2 and post-event
2	To implement a strategic 4-week content schedule	Posting consistency and reach	Compare scheduled vs. published posts and measure reach with Meta Business Suite	Weekly during the campaign
3	To deepen the connection using student-centered engagement triggers	User-generated content and poll interactions	Track tagged posts, story replies, and poll participation	During Weeks 2-3
4	To boost reach using branded visuals and hashtags	Hashtag performance and follower growth	Analyze hashtag usage and follower count changes	At the end of Week 4

# Evaluation

## Graphic



## EVALUATION



- Engagement rate 12% or higher
- 150+ followers
- 10 or more user-generated posts tagged



- Engagement rate 18–11%
- 100–149 followers
- 5–9 user-generated posts tagged



- Engagement rate 5–7%
- 50–99 followers
- 1–4 user-generated posts tagged



- Engagement rate below 5%
- 0–49 followers
- No user-generated posts tagged

# Thank You!



We are open for questions :)

