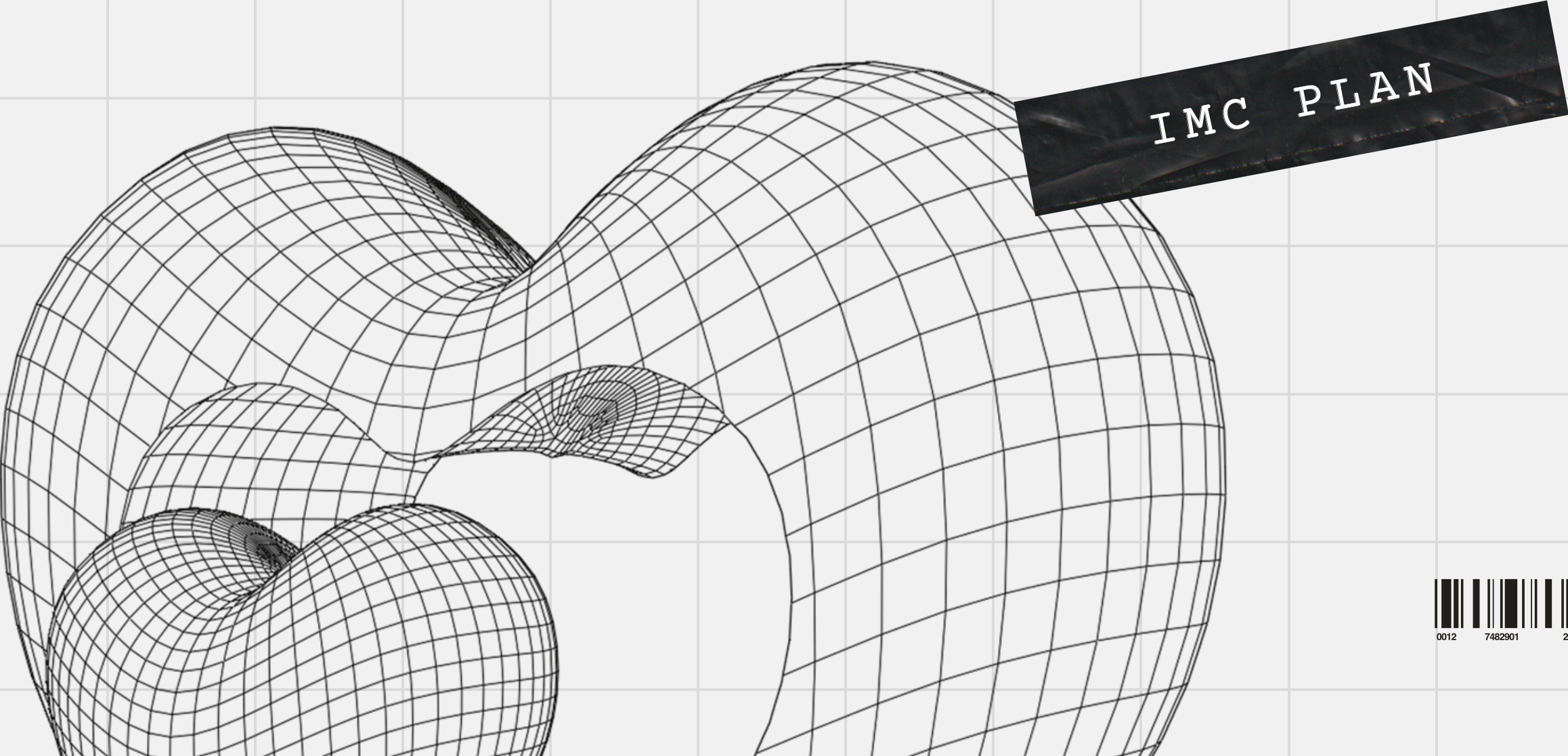


FULL SPECTRUM MARKETING PLAN

SICKLE CELL FOUNDATION



0012 7482901 2744103 0592346 8774510 7255

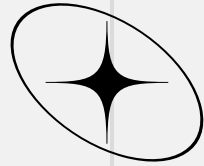
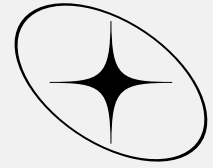


TABLE OF CONTENTS

- 1 TEAM INTRODUCTIONS
- 2 WHO ARE WE?
- 3 SWOT ANALYSIS
- 4 OUR PROPOSED EVENT

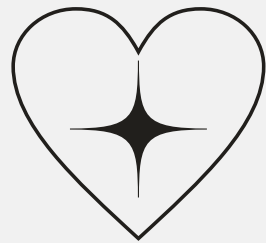
- 5 PRESS RELEASE
- 6 PESO MODEL
- 7 TARGET AUDIENCE
- 8 EVENT SUCCESS





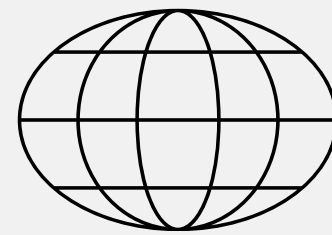
THE POWER OF RATTLERIZE

Who are we? What do we do?



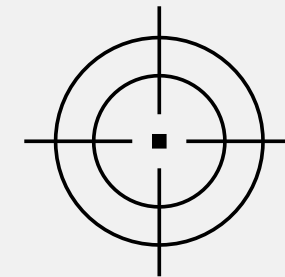
CULTURE

Rattlerize Strategies is more than a PR agency; it's a cultural movement rooted in the legacy of HBCUs. We celebrate authenticity, diversity, and excellence ensuring every campaign reflects the vibrancy of our culture.



INTERACTIVE ENGAGEMENT

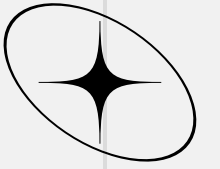
At Rattlerize Strategies, we redefine communication. Our adherence to interactive engagement ensures that every interaction leaves a lasting impact on all clientele.



TRANSPARENCY

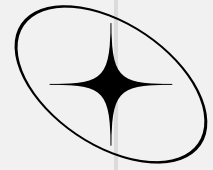
Rattlerize Strategies encourages honesty, openness, and transparency within all interactions with the clientele, media, and the public. Our commitment to upholding these values builds long-lasting relationships grounded in integrity.





MEET THE TEAM

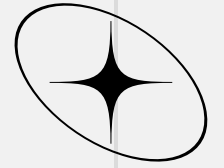




CHLOE WAITES

I am Chloe Waites, a sophomore studying Public Relations at Florida A&M University hailing from Atlanta, Georgia. I am a passionate individual driven by curiosity and a desire for creative expression, which has fueled my interest in the field of Public Relations.

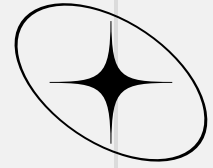




DEDRICK DAVIS

I am Dedrick Davis, a Sophomore Public Relations at Florida A&M University from Broward County, Florida. I am an individual who strives to be better than I was yesterday and an open minded person who likes to hear both sides of everything!

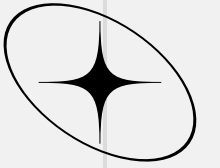




D'NIYA HENDERSON

I am D'Niya Henderson a second-year Public Relations scholar at Florida A&M University from Orlando, Florida. I have an excellent eye for detail and creative problem-solving, which will help me thrive in the public relations industry.





JADA GORDON

I am Jada Gordon, a junior Public Relations scholar at Florida A&M University from DeLand, Florida. I am a self-motivated, strategic, and organized student who enjoys helping others and leading. I am passionate about creative lasting experiences in hospitality. I'm a fast learner, communicate well, and an open-minded person.



Event Goals

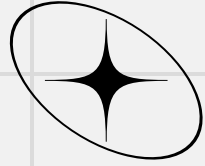
- Increase donations and grant money.
- Instill a sense of trust and support between our foundation and the community.
- Educate.
- Gain new supporters through our social media platforms.

Sickle Cell Foundation INC.

Mission Statement

To enable individuals with sickle cell anemia to live to the greatest extent possible unhampered and uncompromised by their sickle cell conditions.

To increase the knowledge and understanding of sickle cell disease as a health problem through professional standards of administration, health care, public relations and fundraising.



SICKLE CELL FOUNDATION SWOT ANALYSIS

STRENGTHS

- Strong Foundation Mission
- Specialized Knowledge
- Strong Community Connections
- Diverse Funding Sources
- Awareness Campaigns

WEAKNESSES

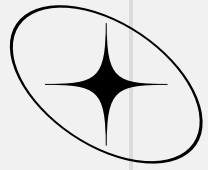
- Limited Resources
- Dependency on Outside Funding
- Limited Public Turnout
- Geographic Restrictions

OPPORTUNITIES

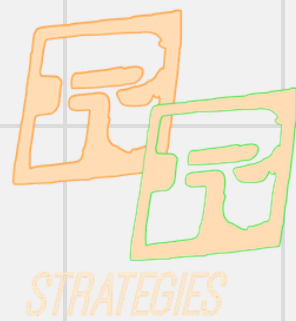
- Grow social media presence (Currently 327 Instagram followers)
- Potential Collaborations
- Improvement in Research
- Partnerships with Corporations

THREATS

- Competing Health Priorities
- Financial Uncertainty
- Misconceptions



BENEFITS & DRAWBACKS

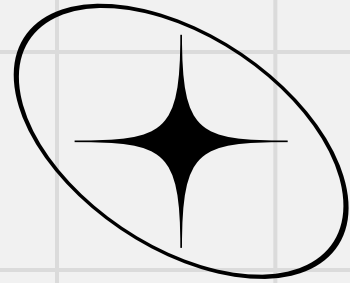


BENEFITS

- Donor & Community Engagement
- Trait and Disease Awareness
- Fundraising Campaigns

DRAWBACKS

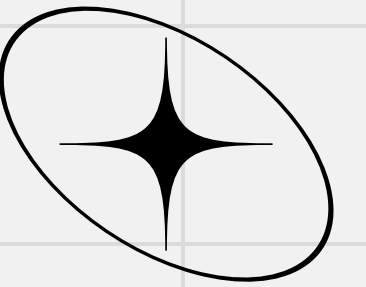
- Budget Constraints
- Partnerships & Aligned Values
- Low Attendance



OUR PROPOSED EVENT

SICKLE CELL FOUNDATION POP-UP SHOP

"VOICES RIZE, LIVES SAVED"



- SCREENINGS FOR SICKLE CELL TRAIT
- EDUCATE THE TALLAHASSEE COMMUNITY ON THE IMPACT OF SICKLE CELL DISEASE
- DESTIGMATIZATION OF THE SICKLE CELL DISEASE WITHIN THE AFRICAN-AMERICAN COMMUNITY

FOOD VENDORS (HALISI AFRICA)

DRINKS

HEALTH GOODIE BAGS

MUSIC

SICKLE CELL SEMINARS & TESTIMONIES



WILL BE HELD AT RAILROAD SQUARE'S VERY OWN "FIRST FRIDAY" CELEBRATION, WHICH OCCURS EVERY FIRST FRIDAY OF THE MONTH

Public Announcement :

FAMU'S SJGC Partners with Sickle Cell Foundation for Community Enrichment and Sickle Cell Awareness.

The School of Journalism and Graphic Communications (SJGC) at Florida A&M University collaborates with The Sickle Cell Foundation, Inc., a local nonprofit dedicated to helping and educating Individuals affected by sickle cell Disease.

The team members of *RattlerRize* PR agency and The Sickle Cell Foundation welcome you to join us on April 5, 2024, at 12 p.m. - 3 p.m. for the first-ever Sickle Cell Foundation pop-up shop at Railroad Square, Tallahassee, FL.

This event is open to the public and will empower the voices affected by sickle cell, allowing the community to give real-time feedback and engagement on the Sickle Cell Foundation's services and mission.

Research and information conducted by the foundation on sickle cell disease will be featured, along with tips and advice on living with the disease.

Enjoy uniquely beautiful works, vendors, live music, and food as you are given the chance to donate blood and find out your blood type. By donating blood, you contribute to the fight against sickle cell within your community.

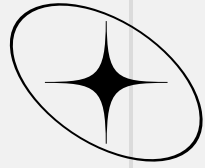
On behalf of the Sickle Cell Foundation, your efforts towards the cause do not go unnoticed, and we will provide a small gesture of a free T-shirt to anyone who donates, as you are now a part of our family.

Please spread the word and join us at our one-time pop-up shop. This is an event you don't want to miss!

You're
Invited!



PESO MODEL



PAID MEDIA

- WANM 90.5 promoting the event
- The Daily Rattler school-wide email

EARNED MEDIA

- Testimonies from people closely affected by sickle cell
- Press release

SHARED MEDIA

- Instagram story/posts (paid through different platforms)
- Twitter and Facebook ads

OWNED MEDIA

- Flyers
- Blog on the event website

TARGET AUDIENCE



AFFECTED INDIVIDUALS :

- INDIVIDUALS WHO HAVE THE DISEASE
- INDIVIDUALS WHO CARRY THE TRAIT
- FAMILY AND FRIENDS OF INDIVIDUALS WITH SICKLE CELL DISEASE

MINORITIES :

- SICKLE CELL IS MOST COMMONLY FOUND IN MINORITIES

PARENTS :

- PROVIDE PARENTS WITH A RELIABLE SOURCE OF SUPPORT IF THEIR CHILD IS DIAGNOSED WITH THE ILLNESS

AUDIENCE ENGAGEMENT



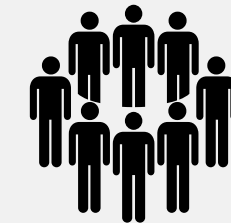
Percentage growth or amount of new followers on popular social media platforms like Facebook, Instagram, TikTok, and etc.



Gained media attention, such as mentions from news stories, feature articles, interviews, and press releases.



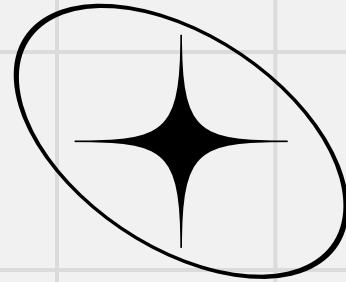
Engagement metrics including likes, shares, comments, retweets, mentions, and direct messages.



Interactions and opinions from participants, such as donors, medical experts, and those affected by Sickle Cell.

WHAT DOES SUCCESS LOOK LIKE FOR SICKLE CELL FOUNDATION?

The success of the Sickle Cell Foundation's PR strategy can be assessed through audience engagement metrics indicating public interest and awareness. Media coverage measures the foundation's influence and reputation in the media landscape. Additionally, fundraising metrics are crucial for evaluating financial support and community involvement. Feedback from stakeholders like those affected by Sickle Cell, families, healthcare professionals, and advocacy organizations provides insights into the plan's impact on perceptions and funding for awareness and research.



THANK YOU

Chloe Waites, Dedrick Davis, D'Niya Henderson,
Jada Gordon