



INTRODUCTION

Fill Your Bucket List Foundation is a charity committed to supporting adults with cancer by making their dreams come true. The organization grants individuals who are at least 18 years old the financial support needed to create lasting memories with their family and friends. The foundation takes care of the logistics so that wish recipients and their loved ones can relax and solely focus on enjoying their dream.

Fill Your Bucket List Foundation was founded in 2014 by Peggy Gibson-Carroll, who has almost 30 years of experience in oncology patient advocacy. When her father was diagnosed with advanced lung cancer, Peggy's life was impacted by the disease in a significant way. Peggy encouraged her father to write down a "bucket list" of things he wanted to do before passing. She realized that most of the items on his list were of a small scale and involved the people whom he most loved.

Today, Fill Your Bucket List Foundation has granted 68 wishes to adult cancer patients and hopes to grant 100 wishes by the end of 2018. Each year between March and April, Fill Your Bucket List Foundation hosts their annual Bucket Bash as their main fundraising event. This year's Bucket Bash was the most successful yet, raising over \$180,000 in one night. As the foundation and its support continue to grow, wishes are being granted at an increasingly rapid rate.

SWOT ANALYSIS

STRENGTHS

- **Mission Statement:**
 - Fill Your Bucket List Foundation makes their vision and mission statements very clear.
- **The Website:**
 - Their site includes links to multiple other channels of social media and makes it very clear how to find more information and get involved.
 - The use of pictures humanizes those aided by the charity and makes the foundation more relatable.
- **Bucket Bash:**
 - As the primary source of donations and publicity this event is very important and incredibly powerful.
 - The Bucket Bash had over 500 people in attendance and the foundation was able to raise over \$180,000.
- **Facebook:**
 - Fill Your Bucket List Foundation has a very engaged Facebook following. The page is updated the most frequently of all the social media channels and receives a lot of positive feedback in the form of comments, shares and likes.
- **Personability:**
 - The foundation shares personal stories of their wish recipients and documents their journeys in the wish gallery. Doing so allows donors and sponsors to see the direct impact of their donation.
- **Donations to Dreams Chart:**
 - This chart explicitly shows the monetary translation of donations to wishes granted. The graphic is aesthetically pleasing and shows that even the smallest donations make a big difference.

WEAKNESSES

- **The Website:**
 - The website is outdated and it is difficult to navigate.
 - The “News” tab has not been updated since April 25, 2017.
 - The emails of the executive director and community director are not listed. This prevents visitors from being able to reach out to the most relevant individual.
 - The site lacks a calendar that would allow visitors to keep up with upcoming events.
 - The pages are quite text-heavy and not concise.
 - The “Donation” page fails to explain how to immediately donate.
 - There seems to be a lack of information regarding how individuals qualify for support.
 - The “Wish Gallery” page has not been updated since July 2017.

- **Inconsistent Newsletters:**
 - The organization had not sent out an email newsletter since March 27, 2018.

OPPORTUNITIES

- **Fundraising:**
 - While the Bucket Bash has proven to be an effective fundraising mechanism, expanding its horizons could produce new streams of funding.
 - There’s a promising opportunity to turn one-time donors into monthly donors by keeping those donors engaged with constant communication and additional events.

- **Social Media:**
 - Fill Your Bucket List Foundation has an active presence on YouTube, Facebook, Instagram, LinkedIn, and Twitter. These accounts have a high rate of output with very low interaction. There is an opportunity to use these accounts in new ways to increase engagement.
 - By using Facebook’s livestream feature, the audience can be introduced to foundation members and exposed to wish events.

- Using Facebook's marketing tools, certain demographics can be targeted. If a target audience is established, this will put the content in front of more relevant and receptive audiences.
 - The YouTube for Nonprofit Program presents a wealth of opportunities. Donation buttons can give viewers the immediate ability to donate while watching a video.
 - Similarly, Facebook's Donate Now feature allows immediate giving.
 - Facebook's Giving Tuesday is a fund-matching program that can help the foundation solicit donations more effectively.
- **Story Telling**
 - The foundation has an opportunity to make its story and the stories of the individuals it supports a priority. While the website does this effectively, doing so across all platforms can increase transparency by sharing wish recipients' stories via video stories and newsletters.

THREATS

- **Competing Charities:**
 - There are a number of charities, both local and national, that are more effective in their communications efforts and have much more funding. Examples include Make-A-Wish Foundation, St. Jude Children's Research Hospital, and The Wounded Warrior Project.
- **Medical Advancements:**
 - While somewhat counterintuitive, if less people have cancer then the organization's purpose dwindles.
- **Economic Fluctuations:**
 - Charitable giving is one of the first things people cut when money is tight.

OVERVIEW

- **Social Media:**

- Fill Your Bucket List Foundation has a presence on YouTube, Facebook, Instagram, LinkedIn, and Twitter. Overall, these accounts have a decent rate of output but very low engagement.
- The YouTube channel stands out as the least used social media outlet, having only four videos uploaded in the past eight months. Their LinkedIn presence also needs to be improved as there is very limited information available on the page and posts are infrequently made. Though the contrast in usage between the YouTube channel and the other social media outlets is stark, it is important to note the elevated level of commitment involved in producing and editing audiovisual content.

- **Email:**

- Fill Your Bucket List Foundation's email newsletters and updates are distributed at a slow pace. This is quite common among this type of organization. Some are heavily decorated with imagery, while others are composed primarily of brief textual messages. Using photographic content is important in distinguishing a charity's emails from others that may be found in a collaborator's inbox, but abusing these resources can make a newsletter difficult to load.

- **Marketing and Promotional Events:**

- The largest and most famous promotional event held by Fill Your Bucket List Foundation is their flagship extravaganza, the Bucket Bash. Additionally, a mix of partnerships with local businesses is maintained and developed in an effort to raise awareness of the cause and improve brand recognition throughout the Triangle. For example, an event this month was held at Ruckus Pizza in Cary, North Carolina, where 15 percent of all sales revenue for the night were donated to the foundation.

RECOMMENDATIONS

- **Develop YouTube Presence:**
 - Fill Your Bucket List Foundation has wish recipients with very moving stories and experiences with the foundation. The organization should increase its YouTube presence and create videos highlighting the stories of its wish recipients.

- **Capitalize on LinkedIn Opportunities:**
 - LinkedIn is an increasingly popular social platform and it presents itself as a great opportunity for Fill Your Bucket List Foundation to increase awareness and find potential donors.
 - As the platform has a fairly affluent user base, its users may be more likely to give than the average social media audience. Fill Your Bucket List Foundation should increase the amount of information available on the platform and additionally post about events and granted wishes.

- **Edit the Website:**
 - The website has some notable strengths. However, the organization would be wise to take some time and make some changes regarding the site's layout and content. Revising the website for search engine optimization can increase the amount of individuals who visit the site from platforms such as Google and Bing.

- **Conduct Research:**
 - The foundation is more capable than anyone to unearth which practices are truly most effective. By conducting regressions to determine what drives email click-through rates, social media engagement, and donor conversion rates, the organization can be more effective in all of its communications efforts.