

Fill Your Bucket List Foundation (FYBLF)

1. Three possible ideas for a feature article:

The Bucket Bash was recently held on March 24, 2018 at North Ridge Country Club in Raleigh, North Carolina. It is the primary fundraiser for the Fill Your Bucket List Foundation. The goal this year was to raise \$175,000 in order to grant 40 wishes to adults battling cancer. The event raised over \$185,000. The article will include information about the event such as sponsorships, donations, activities as well as information about Fill Your Bucket List Foundation and its mission.

A story about a recent wish granted. This human interest story could highlight facts about the person's cancer, the effects on the patients and his family physically and emotionally, how the granting of the wish helped the patient and the family create lasting memories, and how appreciative they are. In addition, the story would explain the Fill Your Bucket List Foundation, its mission, and how it grants wishes. (Example: Wish #60, a concert on New Year's 2018, wish #67, Duke vs UNC basketball game in February 2018; the article will have their names, not numbers)

Tie-in a feature article about Fill Your Bucket List Foundation with National Cancer Awareness Month this April. The article would present facts regarding the incidence and mortality rates of cancer in the state of North Carolina. The importance of screening and annual check-ups would be stressed. Support groups that help if faced with cancer, and the role Fill Your Bucket List Foundation fills in helping patients and families cope.

2. News Values

Timeliness: Each feature is current. The Bucket Bash was just held a couple of weeks ago. The wishes were granted this year, 2018. The tie-in article would have some older news and data but the Cancer Awareness Month in April is current. People like to read what is new, not old.

Impact: Most every family is effected by a member who is suffering from or has died from cancer. Fill Your Bucket List Foundation has both an emotional and financial impact on the people they help. People will be interested to know such as organization exists and may help it through their donations, sponsorships, or volunteering. Some will seek their assistance or nominate themselves, a friend or a family member to have a wish granted.

Proximity: People like to read about things in their home town or state. Fill Your Bucket Foundation is headquartered in Cary, NC. Priority is given to residents of North Carolina and only people who live or receive treatment in North Carolina are granted wishes.

Unusualness: Most of these types of organizations that grant wishes are for children. It would be of interest to many people that there is an organization that grants wishes for adults.

3. Most important facts

The facts would be the mission and vision of Fill your Bucket List Foundation, how it grants a wish, who is eligible for a wish, how a wish is funded.

4. Additional facts

The number of wishes granted by Fill Your Bucket List Foundation and the average cost per wish. The counties or cities the patients who have been granted a wish reside to prove they are all from North Carolina. Some details or data on the range of wishes that are requested and granted would be interesting for people to see they are not extravagant or high-ticket items, and are in fact often simple common requests for family togetherness.

5. Research facts to bolster feature article

Cancer is the leading cause of death in North Carolina since 2009.

<https://www.northcarolinahealthnews.org/2016/08/09/high-death-rates-in-cancer-hotspots-across-nc/>

Death rate in 2016 was 167 per 100,000 people <http://www.schs.state.nc.us/data.cancer.cfm> and <https://www.cdc.gov/cancer/dcpc/data/state.htm>

Incidence rate in 2016 was 465 per 100,000 people <http://www.schs.state.nc.us/data.cancer.cfm> and <https://www.cdc.gov/cancer/dcpc/data/state.htm>

61,000 new cases of cancer and 21,000 deaths are projected for North Carolinians in 2018.

<https://www.schs.state.nc.us/data.cancer.cfm>

Three “hotspots” in the state where the death rate is higher than the state or national average is Wake County extending into Durham, Pitt County including Greenville, and most of the northeastern counties.

<https://www.northcarolinahealthnews.org/2016/08/09/high-death-rates-in-cancer-hotspots-across-nc/>

6. Interview

Peggy Gibson Carroll, the founder of Fill Your Bucket List Foundation. Why she founded the organization, her goals, accomplishments, what she sees in the future for FYBLF.

Marie Otto, Executive Director. What’s involved in the daily operations, and her wish list for the organization.

Someone who was granted a wish. The application process and the positive effect the wish had on them and their family. (I have names from the bucket bash)

Sponsor. Why they sponsor FYBLF. (I have names from the bucket bash)

7. What might the sources share

The sources would share the effect cancer has on themselves and their families, and the lasting memories that are created from being able to enjoy a granted wish. Insight would also be gained into the challenges that are faced, the obstacles overcome, and the sense of accomplishment in being able to fulfill the wishes of those suffering from cancer.

8. Visuals

Pictures of patients and their families enjoying their granted wish. Pictures of the Bucket Bash.

9. Call-to-action

The call-to-action I would include in this feature story is donate, sponsor, and volunteer your time and resources to FYBLF. I would include calling or emailing FYBLF for more information or to nominate a person in need of a wish.