

MAKE LYMPHOMA WALK THE PLANK



Louisiana State University, Baton Rouge
2022 Bateman Entry

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EXECUTIVE SUMMARY



More than 90,000 adolescents and young adults will be diagnosed with cancer in the U.S. each year, and nearly 1-in-5 of those diagnoses will be lymphoma. At Louisiana State University, we formed a team of students – Crew for a Cure – to apply our understanding that knowledge puts individuals in a position of power over their disease. We leveraged a local doctor's unique approach to oncology to educate the greater Baton Rouge area about adolescent and young adult lymphoma.

Dr. Jay Saux, a Covington, Louisiana-based oncologist, treats his patients dressed in a pirate costume, which helps make difficult conversations about cancer a bit easier. Research supports Dr. Saux's approach, confirming that humorous, lighthearted messaging is more effective than fear-based campaigns in starting discussions about health (A1). Inspired by Dr. Saux's success, our branding uses a pirate theme to facilitate conversations about AYA lymphoma.

Our campaign slogan, "Make Lymphoma Walk the Plank," embodies the journey experienced by AYA lymphoma patients. Diagnoses can make patients feel like they are walking the plank through life. Through this campaign, we flip that script by sharing knowledge to put patients in control, making lymphoma walk the plank instead.

The slogan animated our Pirate Party, which featured a game where attendees pushed lymphoma overboard symbolized by dumping water on our Bad Pirate. Participants enjoyed learning about AYA lymphoma and the Lymphoma Research Foundation through educational booths and other games, including Pirate Poker, Pirate Putt-Putt and Pirate Photos.

The Pirate Party was accompanied by an outreach plan that included 59 social media posts and eight email newsletters focused on educating readers about lymphoma. These communication tactics shared informational materials developed by LRF and corrected perceptions that young people don't get lymphoma.

We connected with four lymphoma survivors who allowed us to tell their stories.

"I was told three to four times that I was too young for it to be lymphoma," said Chelsea McCoy, AYA lymphoma patient. "Even if you are being told you're too young, you need to keep pushing because you are not too young to get it."

Hearing their stories inspired us to make AYA patients the focus of our campaign.

Our efforts were supported by a number of partnerships on LSU's campus and in our community. We recruited three community leaders to serve as team captains for the fundraising piece of our campaign: Dr. Josh Grimm, Dr. Sanjay Juneja and Dr. Jay Saux. Grimm, the LSU Manship School of Mass Communication interim dean, and Juneja, the famous "TheOncDoc" on TikTok and Mary Bird Perkins Cancer Center oncologist, leveraged their personal networks to help us raise awareness.

Our efforts centered around positioning LRF as the go-to source for information about lymphoma and educating our community about AYA lymphoma, its unique concerns and its warning signs. We wanted to create a plan, complete with branded communications, which LRF could easily replicate nationwide.

While local partnerships were essential, we knew forging a relationship with LRF would increase the reach and impact of our campaign. We recognized that LRF relies on fundraising to achieve its goals, so we incorporated fundraising into our campaign. Framing fundraising as a competition added an element of fun, and campaign messaging on the importance of funding research established its significance. **Every person reached and each dollar raised pushes lymphoma one step closer to being eradicated. We hope to see lymphoma walk the plank.**

SITUATION ANALYSIS

Our research showed that approximately 25% of our audience members were aware of LRF (A9). They were more familiar with other cancer organizations, such as Susan G. Komen for the Cure or St. Jude Children's Research Hospital (A4). However, LRF's respectable reputation and reservoir of messaging materials provided a strong base for our campaign's communication and outreach efforts.



RESEARCH



Secondary Research

Our team analyzed peer-reviewed articles, websites and LRF materials to guide our messaging content, style and channels. We conducted secondary research focused on academic literature discussing components of successful health campaign messaging. **Our secondary research resulted in these findings:**

- Lighthearted, conversational messaging results in more trust in the sender, higher levels of comfort with the messaging and less overall stigma of the topic (A1).
- The American public places higher trust in medical practitioners to provide fair and accurate information than scientific researchers (A1).
- Awareness alone as the goal of a cancer-related campaign is inefficient at creating lasting change and may result in slacktivism, defined by researchers as when "followers can indicate support without investment" through social media. Instead, campaigns should go beyond awareness and motivate specific behaviors to create meaningful change (A1).

As a result of these research findings, we:

- developed humorous branding to frame information about lymphoma in a lighthearted, approachable way;
- recruited local oncologists to share our messaging instead of relying solely on messaging from researchers;
- and went beyond awareness by motivating our target audience to donate in hope of creating lasting, meaningful change.

Primary Research

Our primary research included a focus group and surveys before and after the campaign. **Highlights from our findings include:**

- Focus group participants liked our suggested pirate theme and emphasized that both the campaign and event would need to be **bold and multifaceted** to hold the attention of the community. They noted that **free food and giveaways** would be important to drawing a crowd and suggested holding the event in the early afternoon to capitalize on lunchtime foot traffic on campus (A6).
- Participants rated three potential campaign slogans and three potential campaign images (A5), assigning each option a score from 1 to 5. The highest-ranking pieces were graphic and slogan A, which were rated on average **4.9 out of 5** and **4.5 out of 5**, respectively. As a result, we selected option A for both our graphic and slogan. These can be found in the appendix (A5-A6).

Survey Highlights

Our online survey received 336 responses to questions regarding lymphoma and LRF.

MOST SURVEY RESPONDENTS KNEW ABOUT LYMPHOMA AND UNDERSTOOD THAT LYMPHOMA AFFECTS PEOPLE OF ALL AGES. BUT...

ONLY 37%

knew where to find resources (A8).

&

ONLY 25%

knew about LRF (A9).

Our focus group findings informed our campaign branding and event planning. Our survey findings indicated that messaging should focus on introducing our target audience to LRF as a resource for information on lymphoma.



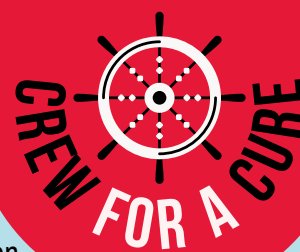
TARGET AUDIENCES

Primary Audience

The campaign's primary audience was Baton Rouge-area residents, ages 15 to 39. This was the audience defined by PRSSA in its campaign brief because this is the demographic directly affected by AYA lymphoma. In our area, this demographic was a unique mix of university students and young professionals across all industries, races and economic statuses.

Secondary Audience

The campaign's secondary audience was Baton Rouge-area residents 40 and older. These people help care for children, grandchildren, nieces, nephews and other AYAs who may be diagnosed with lymphoma at some point in their lives. These are the primary caregivers for the AYAs who may be affected by the disease, so informing them is important to eradicate lymphoma.



CAMPAIGN GOAL & BRANDING

MAKE LYMPHOMA
WALK THE PLANK



Our goal was to **educate** Baton Rouge-area residents about the unique concerns associated with AYA lymphoma, **motivating** them to learn more about lymphoma and **encouraging** them to refer to LRF as their primary source for information on the topic.

Branding Rationale

"Pirate Oncologist" Dr. Jay Saux practices in Covington, Louisiana, about 65 miles east of Baton Rouge. He interacts with patients wearing a pirate costume and embodying a pirate persona. This unique approach encompasses our secondary research findings that suggested using lighthearted, conversational messaging. This inspired the Crew for a Cure's branding (A23), including our pirate character and Make Lymphoma Walk the Plank slogan.

KEY MESSAGES

Our key messaging focused on positioning LRF as the go-to resource for those affected by lymphoma, ensuring that target audiences know about the unique concerns of AYA lymphoma and highlighting the ways individuals can improve lymphoma outcomes. The specific verbiage is presented below.

Lymphoma Research Foundation is the best source for information about lymphoma.

Individuals can make a difference in the fight against lymphoma.

Being young does not exclude anyone from getting lymphoma.

Knowledge about lymphoma puts you in a position of power over the disease.



CHALLENGES & OPPORTUNITIES



Awareness alone as the goal of a cancer-related campaign is **inefficient at creating lasting change** and may result in slacktivism. Instead, campaigns should go beyond awareness and motivate specific behaviors to create meaningful change (A1).

CHALLENGE 1: We had difficulty recruiting high-profile team captains.

We reached out to many influential people in the Baton Rouge community, such as LSU coaches, the East Baton Rouge Parish mayor-president and local news anchors. We only received a few responses, and none accepted our invitation.

Opportunity: We chose captains based on their ability to reach different segments of our target audience.

We chose Dr. Saux for his **history of lymphoma advocacy**, Dr. Juneja for his **social media following**, and Dr. Grimm for his **connection** to the Manship Alumni network and LSU administration.

CHALLENGE 2: We struggled to secure local media coverage of our campaign.

Local media outlets receive many pitches to promote fundraising efforts, so the news angle feels overdone to them.

Opportunity: We turned to social media and other creative media outlets to reach our target audience.

In addition to our owned social media channels, we reached out to LaTangela Fay, who has a unique mix of traditional media reach, and Jordy Culotta, who hosts a daily talk show on YouTube, to reach our target audiences.

According to the Pew Research Center, 42% of Americans between the ages of 18 and 29 report getting news from social media often (A1). This demographic represents a large segment of our target audience and proves that social media is an effective way to reach them.

CHALLENGE 3: We struggled to keep our target audience engaged throughout the entire implementation period.

Our campaign began strong concerning overall engagement but tapered off as the implementation period progressed. Campus and holiday schedules, including Mardi Gras break and midterms week, occupied the attention of our target audience, making it difficult for our messaging to break through.

Opportunity: We developed additional creative tactics that were not initially part of our campaign plan.

We were concerned about engagement in the last two weeks of the implementation period, which were after our Pirate Party occurred. We hosted a gift card giveaway on social media to increase engagement.

We also hosted a quiz about lymphoma on Instagram where we asked our target audience, "Are you the smartest pirate on the ship?" This included posting quiz questions about lymphoma facts on our Instagram story and sending an email blast to the recipients of our email newsletter to let them know about the quiz.



OBJECTIVES, STRATEGIES & TACTICS



Objective 1: Educate at least 3,000 people about LRF and its AYA Lymphoma initiative among target audiences by March 11.

Rationale: The PRSSA Bateman Competition Client Presentation emphasized the desire for LRF to be a household name, and the PRSSA Competition Brief set the goal to raise awareness for AYA lymphoma.

Strategy 1: Use word-of-mouth promotion to increase exposure to campaign messaging.

- Visit LSU campus groups like Greek organizations, clubs and classes to invite them to participate in campaign efforts (A11).
- Prepare and distribute promotional materials, such as flyers, presentations and fact sheets (A11-A14).
- Prepare and distribute a weekly email newsletter that provides frequent updates to campaign supporters (A14-A21).
- Create a memorable, attention-grabbing brand for the campaign that leverages everything learned in the team's secondary research and reinforced by the primary research (A23).

Strategy 2: Host a Pirate Party event to educate attendees about LRF and AYA lymphoma.

- Recruit health agency partners to share information at the event.
- Collect donations from local businesses to give away at the event (9).
- Prepare materials needed to run event booths, such as volunteer instruction packets, game props and decorations (A24-A27).
- Recruit volunteers to run Pirate Party booths.
- Use the campaign's branding to attract participants and let them learn while having fun (A26-A30).
- Include key messages and facts about lymphoma and LRF throughout the booths and games at the party (A26-A28).

Strategy 3: Distribute lighthearted, easy-to-understand messages through traditional and social media.

- Prepare and distribute news releases and media advisories about campaign efforts (A31).
- Prepare and distribute social media posts regularly sharing campaign messaging (A34-A44).
- Create quiz questions and post them on Instagram stories, titled "Are you the smartest pirate on the ship?" (A20, A43-A44)

Objective 2: Direct at least 100 people in our target audience to LRF for more information about lymphoma by March 11.

Rationale: Nichole Musumeci, LRF associate director of external communication, said she would like the LRF website to be the go-to resource for people searching for information about lymphoma. This emphasized the need for our campaign to direct audience members to LRF for reliable resources on the disease as opposed to creating our own landing pages.

Strategy 1: Direct the campaign audience to LRF's website and social media profiles for more information on lymphoma.

- Tag LRF in Instagram posts and include LRF's hashtags in all social media posts.
- Include LRF's website in both the campaign's Linktree and email newsletter (A22-A23).
- Produce social media posts highlighting LRF's efforts in the fight against lymphoma (A34-A44).

Objective 3: Encourage at least 15 individuals in our target audience to donate to LRF by March 11.

Rationale: This objective relates to fundraising, which was optional for the 2022 Bateman Case Study Competition. However, it is supported by our secondary research, which found that a campaign must motivate behavioral change to go beyond awareness and create a more meaningful outcome (A1). This objective is included with the intent that it results in the development of communication materials that can serve as a template for future messaging.

Strategy 1: Educate target audience members about the importance of funding research.

- Prepare and distribute social media and email newsletter content focused on the positive impact of research on lymphoma prognoses (A14-21, A34-A44).
- Recruit lymphoma patients to share their experiences with cancer treatments (A44-A45).

Strategy 2: Introduce a competitive aspect to fundraising to encourage donations.

- Recruit local team captains who compete to raise the most money for LRF (A46).
- Create and distribute promotional materials for team captains to use within their networks (A47).



EVALUATION

Objective 1: Exceeded ✓

Educate at least 3,000 people about LRF and its AYA Lymphoma initiative among target audiences by March 11.

Result: By March 11, Crew For A Cure far surpassed its goal of educating at least 3,000 people, reaching 52,120 people.

Emails and flyers: 9,682 people



302

302 individuals received regular campaign updates through a series of eight newsletters.



5,000

5,000 individuals potentially viewed flyers posted in buildings around LSU's campus.



2,880

2,880 people were reached through Manship School's weekly newsletter and email lists, and emails sent to two local high schools, ages 14-18. This was the most effective way to reach the segment of our audience under 18.



1,500

Our LRF fundraising website, which contained event details and donation pages, received around 1,500 impressions.

Pirate Party engagement: 209 people

- **25 volunteers**, recruited from PRSSA and LSU mass communication classes, worked at the event over its four-hour time span.
- **84 individual emails were collected** through the party's Pirate Pledge, Pirate Scorecards and Pirate Photo Booth, which were added to our email newsletter list.
- **More than 100 attendees** participated in multiple Pirate Party games and stayed at the party for at least an hour.
- **11 local businesses** donated food, drinks and items for giveaways and prizes.
- We created six trifold boards with facts about lymphoma and game instructions for each booth, allowing participants to learn about lymphoma while having fun (A26-A27).
- Mary Bird Perkins Cancer Center, Louisiana Healthcare Connections and LSU's Student Health Center each donated prizes and informational materials for distribution at the event.



2,099

2,099 people were reached through in-person interactions, including LSU clubs, Greek organizations, the Baton Rouge chapter of the Public Relations Association of Louisiana and local advertising agency Red Six Media. We also presented to LSU President William Tate IV and his administration in a private meeting and invited them to attend our Pirate Party.

Traditional & social media: 40,130 people

- **247 people** follow us on Instagram.
- **229 people** follow us on Facebook.
 - Our additional social media reach is much larger than our number of followers because many of our posts were shared to personal feeds and stories, including seven individual features on the Manship School of Mass Communication's Instagram story.
- **3,654 people** were reached by our Tiger TV story, according to Meltwater.
- **About 6,000 people** were reached by our mention in The Reveille student newspaper (A34).
- **An estimated 30,000 people** were reached by our WBRZ-TV story. An explanation of this estimate is included in the appendix (A32).
- Two news releases and one news advisory were made and distributed to LSU Student Media outlets and local media channels.



EVALUATION



Objective 2: Exceeded ✓

Direct at least 100 people in our target audience to LRF for more information about lymphoma by March 11.

Result: Campaign efforts resulted in a total of **1,670 click-throughs** to the LRF website and social media pages and exposed an additional 476 people to LRF through the following tactics:



We included **LRF's website** in the campaign's Linktree and email newsletter, resulting in a **total of 1,670 click-throughs to the site.**

Linktree: 24 click-throughs

Email newsletter: 1,646 click-throughs



LRF's hashtags –
#EraseLymphoma
#TeamLRFTuesday
#LymphomaAwareness
#JoinTheTeamFindACure – were used approximately **50 times each** on social media posts through our campaign.



LRF was **tagged 23 times** in our Instagram posts, and the LRF website is posted in our Instagram bio, reaching our **247 followers.**

LRF was **tagged three times** on Facebook, reaching our **229 followers.**

Objective 3: Exceeded ✓

Motivate at least 15 individuals in our target audience to donate to LRF by March 11.

Result: Our campaign **motivated 24 individuals** to donate to LRF, for a **total of \$2,180** in donations. This success can be attributed to the following tactics:

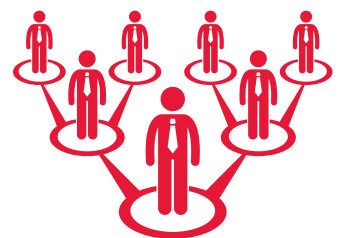


We partnered with **LRF's Development Team** to establish a fundraising page with details on the Pirate Party and broader campaign. Through this partnership, the team was able to not only fundraise for LRF but also received promotional materials such as LRF-branded sunglasses, drawstring backpacks, table cloths and an inflatable arch, which made the team's event stand out and **introduced target audience members to LRF's branding.** Our partnership with Team LRF was the result of our commitment to fostering a strong relationship with our client.



Four lymphoma patients shared the stories of their lymphoma journeys with our audience. By doing so, they **humanized the need for research funding and connected emotionally with audience members.**

We created social media and email content, graphics, and a TikTok script to fit the **personalized needs of our team captains and their networks**, allowing our messaging to reach as many people as possible and emphasize the importance of research funding.



Three community members with a stake in the success of this campaign partnered with us to compete to raise the most money for LRF. These captains were able to tap into their networks and **share their personal stories of why they support funding more research into lymphoma treatments.**



CONCLUSION



Our campaign targeted the greater Baton Rouge community, including AYAs, who may receive lymphoma diagnoses, and their caregivers, who help manage their healthcare. We **accomplished LRF's goals** of raising awareness about AYA lymphoma, positioning LRF as the go-to source for information about lymphoma and educating our community about AYA lymphoma, its unique concerns and its warning signs.

Impact

Our efforts were rooted in strategies to educate, motivate and encourage our audience, as supported by primary and secondary research findings. In doing so, we exceeded our objectives, reaching over 50,000 people with our message, directing over 1,600 to LRF's websites and motivating over 20 individuals to donate to the foundation. Our campaign efforts reached people through personal networks, in-person interactions, and owned and traditional media. The people we reached have become advocates who can help spread our message throughout their communities, educating their loved ones and improving lymphoma outcomes one patient at a time.

Longevity

We aimed to go beyond awareness to create lasting change and lay the foundation for future awareness and advocacy efforts in our area. Our local partnerships and the success of our Pirate Party indicated a genuine interest in supporting AYA lymphoma patients and LRF. The conversations sparked by the efforts in our community will long outlive our campaign. Additionally, our campaign evaluation indicated that a campaign centered around trusted, local oncologists and community leaders is successful in creating meaningful change. The structure of our campaign can be replicated by LRF at any level, and it has proven to successfully spread awareness, increase engagement and raise money for AYA lymphoma. Our local efforts laid the groundwork for LRF's efforts to make lymphoma walk the plank.

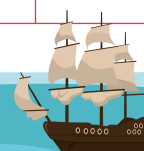
ITEMIZED BUDGET

Cash purchases

Item	Cost	Budget Remaining
		\$300
Pirate Party supplies		
7 pirate-themed table cloths	\$33.42	\$266.58
Photo booth props	\$13.08	\$253.50
Balloon banner	\$6.80	\$246.90
12 blue table cloths	\$12	\$234.90
Flyers	\$35	\$199.90
7 red bandanas	\$14	\$185.90
4 trifolds	\$28	\$157.90
Pirate Party materials	\$20.12	\$137.78
Plates, napkins, gloves and cups	\$39.07	\$98.71
SD card for camera	\$15.38	\$83.33
12 red sharpies	\$11.63	\$71.70
Total spent		-\$228.30
Total budget remaining		\$71.70

In-kind donations

Donor	Item	Value	Budget Remaining
			\$1,000
Research materials			
LSU alumna	Coffee for focus group participants	\$32	\$968
Pirate Party food and drinks			
City Slice	8 City Slice pizzas	\$116	\$852
Raising Cane's	2 jugs of sweet tea and 2 jugs of lemonade	\$28	\$824
United Methodist Foundation of Louisiana	2 24-packs of Aquafina water bottles	\$12.07	\$811.93
Jimmy John's	5 12-packs of Mini Jimmys and 40 bags of chips	\$200	\$611.93
Bear's Poboys	2 poboy trays	\$45	\$566.93
Mary Michel	Pirate-themed pretzels	\$20	\$546.90
Items for giveaways/prizes			
City Slice	2 gift cards (\$25 each)	\$50	\$496.93
Raising Cane's	5 Box Combo cards and 1 gift basket	\$75	\$421.93
Chick-fil-A	10 gift cards (\$10 each)	\$100	\$321.93
Louisiana Healthcare Connections	Promotional Items including water bottles, lanyards, cups and hand sanitizers	\$50	\$271.93
Miscellaneous			
Jacelyn Rasti	Team photographs	\$100	\$171.93
Total in-kind donations			-\$828.07
Total budget remaining			\$171.93





APPENDIX

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A1 SECONDARY RESEARCH
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A24 OBJECTIVE 1, STRATEGY 2
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A2 FOCUS GROUP MATERIALS

A31 OBJECTIVE 1, STRATEGY 3
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A7 SURVEY MATERIALS

A44 OBJECTIVE 3, STRATEGY 1
TACTIC MATERIALS

A11 OBJECTIVE 1, STRATEGY 1
TACTIC MATERIALS

A46 OBJECTIVE 3, STRATEGY 2
TACTIC MATERIALS

SECONDARY RESEARCH SOURCES



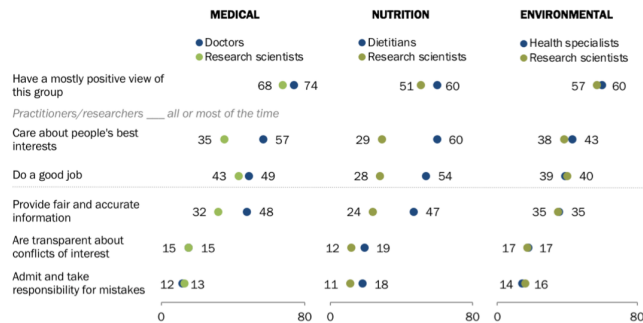
Pew Research Center

"Americans often trust practitioners more than researchers but are skeptical about scientific integrity" by Cary Funk, Meg Heffernon, Brian Kennedy and Courtney Johnson

"More than eight-in-ten Americans get news from digital devices" by Elisa Shearer

Americans trust medical and food science practitioners more than researchers

% of U.S. adults who say the following about each of these groups

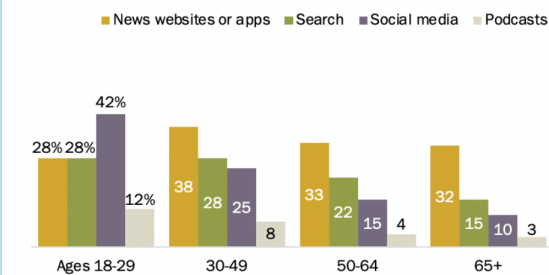


Note: Respondents who gave other responses or who did not give an answer are not shown. Respondents were asked whether medical doctors and dietitians care about the best interests of "their patients," whether environmental health specialists care about the best interests of "people in the community," and whether research scientists care about the best interests of "the public."
Source: Survey conducted Jan. 7-21, 2019.
"Trust and Mistrust in Americans' Views of Scientific Experts"

PEW RESEARCH CENTER

Online, most turn to news websites except for the youngest, who are more likely to use social media

% of U.S. adults who get news often from ...



Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.

PEW RESEARCH CENTER

The Qualitative Report

"Do you like it on the...?: A case-study of reactions to a Facebook campaign for Breast Cancer Awareness Month" by Myleea D. Hill and Marceline Hayes

Abstract

Awareness is a common goal of public health campaigns. However, awareness as an end goal may be counter-productive and may lead to slactivism instead of action. The purpose of the present research was to analyze reactions to the Facebook breast cancer "Do You Like it on the ..." game via feedback to an article stating that the game is not cute/sexy/informative. Thematic analysis revealed several themes: Support or Disagreement with the author's points, the Game is Ineffective, the Game Spreads Awareness, and Awareness is the Beginning. The researchers suggested (1) a distinction be made between awareness and attention and awareness and knowledge and (2) campaigns should communicate specific informative messages and move beyond simply gaining attention and creating general awareness.

Journal of Acquired Immune Deficiency Syndromes

"Development of a national campaign addressing South African men's fears about HIV counseling and testing and antiretroviral treatment" by Neil Orr, Helen Haijiyiannis, Laura Myers, Mzamani Benjamin Makubele, Tselisheang Matekane, Richard Delate, Lusanda Mahlasel and Brenda Goldblatt

Results:

Fears of compromised masculine pride and reputation, potential community rejection, and fear of loss of emotional control ("the stress of knowing") dominated men's rationales for avoiding HIV testing and treatment initiation.

Conclusions:

A communication campaign was developed based on the findings. Creative treatments aimed at redefining a 'strong' man as someone who faces his fears and knows his HIV status. The resultant campaign concept was: "positive or negative—you are still the same person."



FOCUS GROUP MATERIALS



Informed consent form

1. **Study Title:** The role of lymphoma and lymphoma research in the Baton Rouge community.
2. **The purpose of the study** is to use a group discussion of 10 to 12 participants to study the impact of lymphoma, cancer and cancer research on members of the Baton Rouge community. If you agree to take part in this research, you will be given the option to respond to each question presented in a group setting.
3. **Inclusion criteria:** You are eligible to participate if you are between 18-39 years old and live in the greater Baton Rouge community.
4. **Exclusion criteria:** You are ineligible to participate if you are not between 18-39 years old or do not live in the Baton Rouge community.
5. **The following investigators** are available for questions about this study: Doug Draper, ddraper1@lsu.edu, 225-679-2968; Hannah Michel, hmiche4@lsu.edu, 337-303-3337; Marie George, mgeor28@lsu.edu, 337-257-2639; Hannah Moran, hmoran8@lsu.edu, 225-939-4840; Rebecca Herin, rherin1@lsu.edu, 225-278-9993; Julia Watson, jwats72@lsu.edu, 985-869-4152; and Perla Rodriguez, prodr14@lsu.edu, 985-520-7977.
6. **You may choose not to participate** or to withdraw from the study at any time without penalty or loss of any benefit to which you might otherwise be entitled.
7. **Results of the study** may be published, but no names or identifying information will be included in the publication. Participants' identities will remain confidential unless disclosure is required by law. Even though researchers will take every precaution to maintain the confidentiality of the data, please be advised that the nature of group discussions prevents the researchers from guaranteeing confidentiality. The researchers would like to remind participants to respect the privacy of your fellow participants and not repeat to others what is said within the group discussion.
8. **The study has been discussed with me** and all my questions have been answered. I may direct additional questions regarding study specifics to the investigators. If I have any questions about subjects' rights or other concerns, I can contact Alex Cohen, Institutional Review Board, 225-578-8692, irb@lsu.edu, or www.lsu.edu/research. I agree to participate in the study described above and acknowledge the investigator's obligation to provide me with a signed copy of this consent form.

I, the Data Subject, have read this notice and consent to LSU processing my personal data for the designated purposes described in this notice.

_____ gives consent _____ does not give consent

Date [Month/Day/Year]: _____

Print Name: _____

Signature: _____

Focus group script

Good afternoon, and welcome to our session. Thank you for taking the time to join our discussion about the role lymphoma and lymphoma research has on the Baton Rouge community. My name is Hannah Michel Hanks and I am a junior mass communication major at Louisiana State University. Assisting me is Perla Rodrigues, who is also a senior mass communication major at LSU.

This study is focused on measuring your knowledge of lymphoma and the efforts that are being taken in our community to fund research and treatments for it. Although there have been similar studies completed, this study will be unique as it is focusing on people ages 18 to 39. You were selected because you fall within our age demographics, and we will be conducting research with other participants within this age range as well.

Today, we'll be discussing the role lymphoma plays in our communities and ways you have been or can be involved in the fight against lymphoma. Remember, there are no right or wrong answers, just different points of view and experiences. Please feel free to share your point of view and experiences even if they differ from what others have said. Keep in mind that we are just as interested in negative comments as positive comments, and at times the negative comments are the most helpful.



Focus group script (continued)



Before we begin, let me suggest some things that will make our discussion more productive. Please speak up—only one person should talk at a time. We'll be on a first-name basis, but, in our later reports, there will not be any names attached to comments. You may be assured of confidentiality. If anyone wishes to withdraw, please do so now.

My role here is to ask questions and listen. I won't be participating in the conversation, but I want you to feel free to talk with one another. I'll be asking you about 10 questions, and I'll be moving the discussion from question to question. There is a tendency in these discussions for some people to talk a lot and some people not to say much. But it is important for us to hear from each of you this afternoon because you have different experiences. So if one of you is sharing a lot, I may respectfully ask you to let others talk. Likewise, if you aren't saying much, I may ask for your opinion. We've placed name cards to help in remembering names. Let's begin by finding out something more about each of you by going around the group. Let's start with you: tell us something about yourself that is not school or work-related, something that gives us an idea of who you really are.

Opening: Tell us something about yourself that gives us an idea of who you are.

Introduction: What comes to mind when you hear the word lymphoma?

Probe: What do all of these words have in common?

Key: When learning about health related topics, who do you trust the most and where do you look to find information?

Key: What are ways you like health research organizations to reach and interact with you?

Key: Think about charitable donations you've made in the past. What made you want to donate to that specific organization?

Key: What cancer-related organizations are you familiar with?

Probe: What is your relationship with them? What do you know about them?

Our team has established a working relationship with Dr. Jay Saux who the media has called the "Pirate Oncologist." He said he uses this eccentric personality to make his patients feel more comfortable talking about their cancer diagnoses and treatments.

Our current idea is to use Dr. Saux as the centerpiece for a pirate party to be held in February on LSU's parade grounds. We're imagining music, pirate-themed games, a photo booth with pirate props. We'd like to ask you some questions about this event.

Key: Based on this description, on a scale of 1-5 with 5 being most likely, how likely are you to attend this event?

Probe: What factor was the most influential on your answer?

Key: We're currently planning to hold our event on LSU's Parade Grounds. Would you be willing and able to attend an event at this location?

Key: We're also planning for this event to be held on a Wednesday afternoon. Would you be willing and able to attend an event at this time?

Key: On our scale from 1-5 from earlier with 5 being most likely, how likely would you be to participate in games if you attended the event?

Key: On our scale from 1-5 with 5 being most likely, how likely would you be to participate in the photobooth if you attended the event?

Key: Other than the aspects we've mentioned, what would you like to see at the party? What would make you more likely to attend?

Key: If you came to this event and wanted to donate, what would your preference be/what would you want that donation process to look like?

We are going to present you with a few different graphics, as well as show you the Lymphoma Research Foundation's website. We are creating this campaign in partnership with them and want our materials to be cohesive with the foundation's brand.



Focus group script (continued)

Key: On a scale of 1-5 with 5 being highly favorable, how would you rate the visual appeal of each design?

Probe: If you had to choose which design to feature in our promotions, which would you choose?

We've also come up with a few different slogans.

Key: On a scale of 1-5 with 5 being highly favorable, how would you rate each slogan?

Probe: If you had to choose which slogan to feature in our promotions, which would you choose?

Summary: Rebecca Herin will summarize the key points made in our discussion. Is this summary complete? Does it sound OK to you?

Ending: Based on our discussion today, what is your biggest takeaway about what we've told you?

Thank you for taking part in our focus group. Your contributions and thoughts are very valuable to our research. We know life is busy, so we appreciate you all taking the time out of your schedule to contribute to our investigation.

Focus group results

Participants

The focus group consisted of eight members of the Baton Rouge community. Participants were recruited through social media and personal connections. Participant demographics are broken down in the table to the right.

Age	19	20	21	21	22	22	23	59
Race	White	White	Black	Hispanic	White	White	White	White
Student Status	LSU student	LSU student	LSU student	LSU student	BRCC student	LSU student	LSU student	LSU alumna

Findings

The focus group participants were asked a series of 16 questions. These questions were designed to gauge participants' familiarity with lymphoma and cancer-related topics and test campaign ideas, graphics and slogans.

The focus group began with a brief discussion of health organizations and communication. When asked, "What comes to mind when you hear the word 'lymphoma?'" participants responded with one-word answers such as "sick," "cancer," "blood-disease," "bad" and "scary." The discussion then moved to how the participants learned about health-related topics. Participants stated that they trusted parents, doctors and cancer research centers.

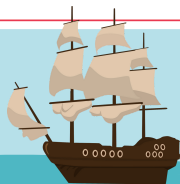
To better understand how the participants preferred to be communicated with, they were asked which mode of communication they preferred health care organizations to contact them. Participants were extremely against phone calls. Participants said they prefer to receive messages through email or social media, particularly Instagram.

All participants felt they would be motivated to donate to an organization if they had a personal connection to the cause. They also agreed that they would want the organization to show the direct impact of their donations. They stated that an emotional connection is the strongest motivator to donate. None of the participants were familiar with the Lymphoma Research Foundation, though they mentioned their familiarity with other cancer organizations like Susan G. Komen, St. Jude Children's Research Hospital and the Children's Miracle Network.

The discussion then shifted to campaign materials and plans. Participants were asked to rate different graphics, slogans and campaign ideas.

The discussion moderator described a pirate-themed fundraising event centered around a local oncologist who dresses as a pirate to make lymphoma patients more comfortable at appointments. The moderator shared the team's current idea of hosting a Pirate Party with music and games on LSU's parade grounds. Participants were then asked the likelihood of them attending the Pirate Party on a scale of one to five, with five being most likely.

Likelihood to attend the Pirate Party	Number of participants
1-not likely	3
2	3
3	0
4	1
5-most likely	1
Average likelihood to attend	2.25



Focus group results (continued)

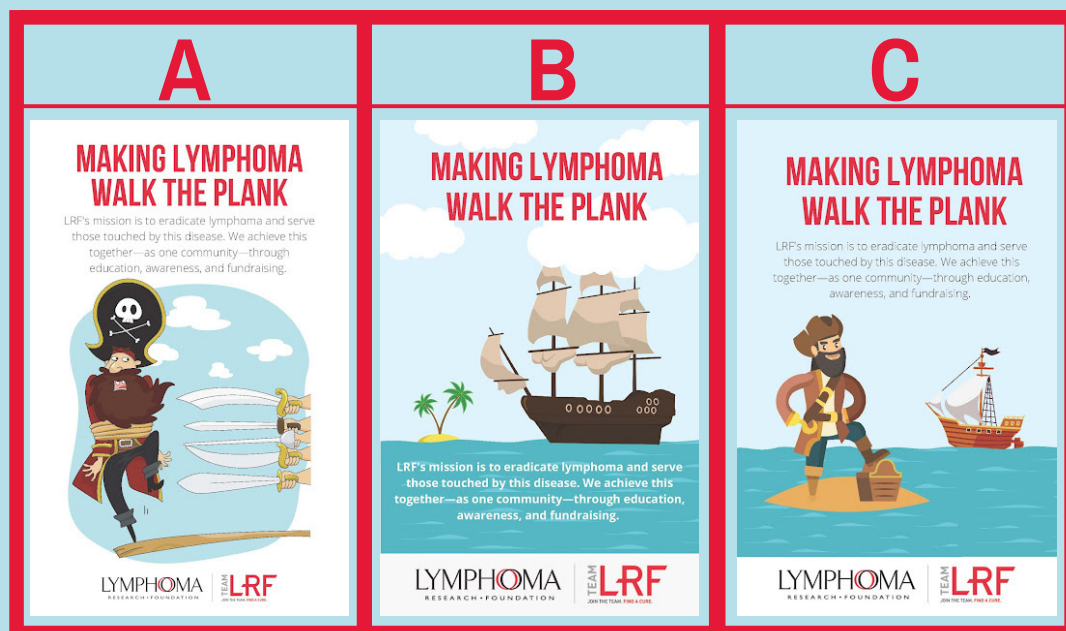
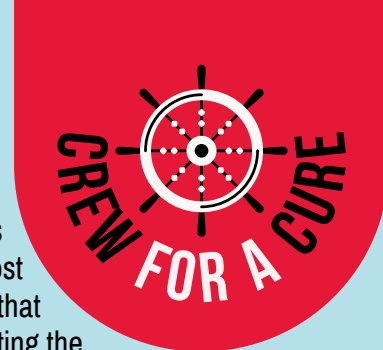
Participants stated that an incentive such as food or prizes would increase their likelihood to attend.

The moderator then asked the participants about the event location and time. The participants had conflicting opinions. Some preferred the event to be inside, while others said that they most likely would not be aware of the event if it were held inside. However, the participants agreed that it should be on the LSU parade grounds if held outdoors. Participants did warn against promoting the event at Free Speech Alley, a popular area on campus with a negative connotation. They agreed that a weekday afternoon was the best time to host the event.

The discussion then shifted to the content of the event. Participants were asked to rate the likelihood of participating in games at this event on a scale of one to five, with five being most likely. Most participants rated their likelihood as a four but only if they were already at the event. Games alone were not enough of an incentive to come. Participants also stated that they would not participate in games unless they had friends attending the event.

Participants were then asked what their preferred donation process looked like.

All participants agreed that a QR code to a donation page was the best method. They also suggested utilizing Venmo or CashApp. The participants were all enthusiastic about the idea of donating in exchange for throws at a dunk tank.

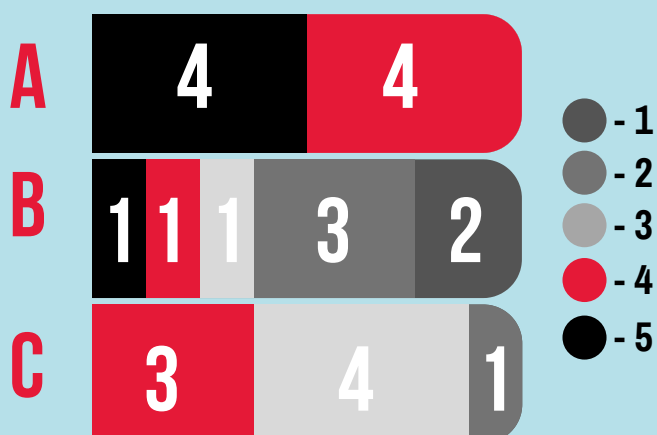


The moderator moved on to discuss the team's graphics and slogans. The participants were asked to rate each of three graphics on a scale from one to five, with five being highly favorable.

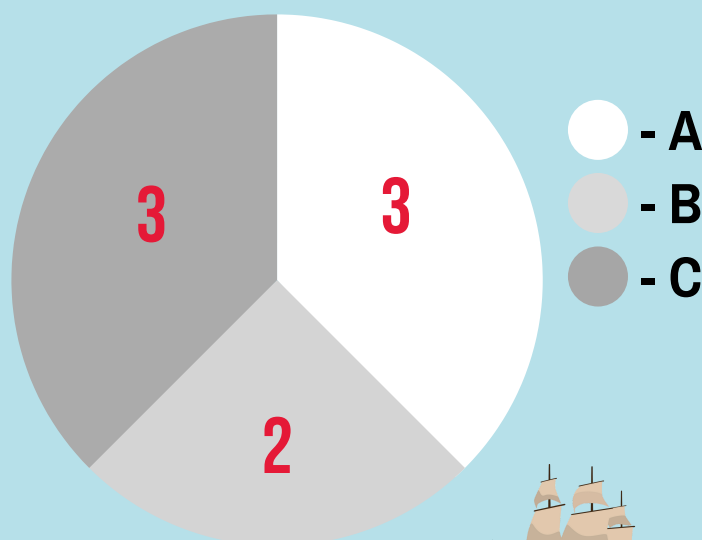
The participants were then asked which graphic was their overall favorite.

Overall, the participants found graphics A and C most favorable. They stated that graphic A was the most entertaining and visually appealing, and graphic C was the most comical.

Graphic ratings on a scale 1-5, with 5 being most favorable

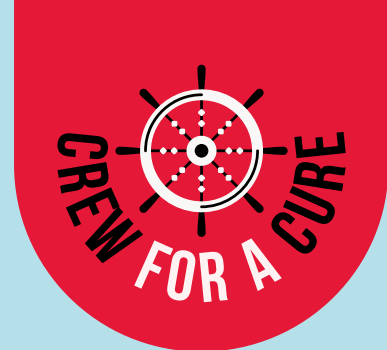


Favorite graphic



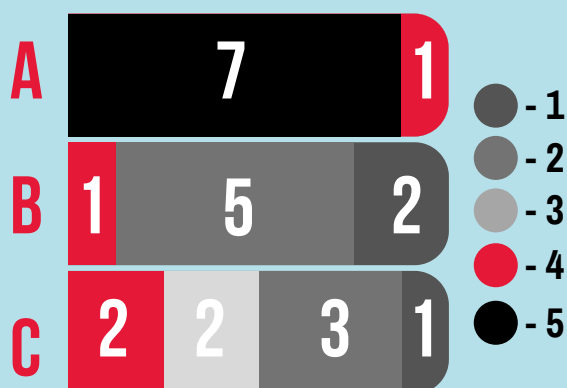
Focus group results (continued)

Next, participants were asked to rate three slogans on a scale of one to five, with five being highly favorable. The participants were also asked which slogan was their overall favorite.

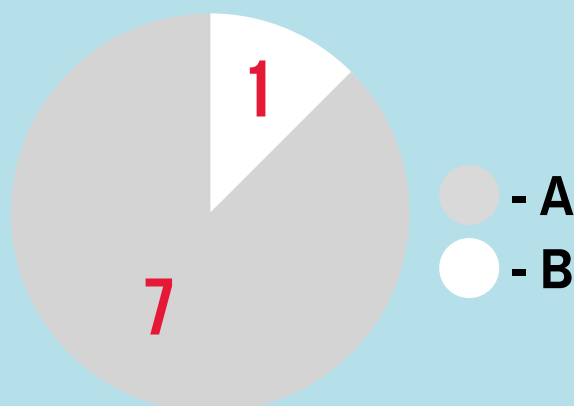


A	B	C
Make lymphoma walk the plank	Kick cancer's booty	Make cancer hit the high seas

Slogan ratings on a scale 1-5, with 5 being most favorable



Favorite slogan



At the end of the focus group, the moderator asked the participants if they had any final thoughts they wished to share and what their most significant takeaway from the focus group was. The participants stressed that Crew for a Cure's messaging needed to be educational. The participants also stated that the Pirate Party needs to have **incentives and strong promotion** to be successful.

This focus group yielded information that guided Crew for a Cure's campaign. Results informed every feature of the campaign from its visual identity and slogan, to its social media presence and campaign messaging.

IRB approval

LSU Office of Research & Economic Development	
TO:	Doug Draper LSUAM I Sch of MCOM I Mass Communication
FROM:	Alex Cohen Chairman, Institutional Review Board
DATE:	08-Dec-2021
RE:	IRBAM-21-1403
TITLE:	Focus group for Bateman Case Study Competition
SUBMISSION TYPE:	Initial Application
Review Type:	Expedited Review
Risk Factor:	Minimal
Review Date:	08-Dec-2021
Status:	Approved
Approval Date:	08-Dec-2021
Approval Expiration Date:	07-Dec-2022
Expedited Categories:	07
Requesting Waiver of Informed Consent:	No
Re-review frequency:	Annually
Number of subjects approved:	12
LSU Proposal Number:	
By:	Alex Cohen, Chairman

Continuing approval is **CONDITIONAL** on:

1. Adherence to the approved protocol, familiarity with, and adherence to the ethical standards of the Belmont Report, and LSU's Assurance of Compliance with DHHS regulations for the protection of human subjects*
2. Prior approval of a change in protocol, including revision of the consent documents or an increase in the number of subjects over that approved.
3. Obtaining renewed approval (or submittal of a termination report), prior to the approval expiration date, upon request by the IRB office (irrespective of when the project actually begins); notification of project termination.
4. Retention of documentation of informed consent and study records for at least 3 years after the study ends.
5. Continuing attention to the physical and psychological well-being and informed consent of the individual participants, including notification of new information that might affect consent.
6. A prompt report to the IRB of any adverse event affecting a participant potentially arising from the study.
7. Notification of the IRB of a serious compliance failure.
8. **SPECIAL NOTE: When emailing more than one recipient, make sure you use bcc. Approvals will automatically be closed by the IRB on the expiration date unless the PI requests a continuation.**

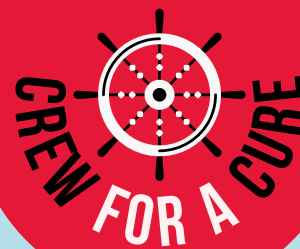
* All investigators and support staff have access to copies of the Belmont Report, LSU's Assurance with DHHS, DHHS (45 CFR 46) and FDA regulations governing use of human subjects, and other relevant documents in print in this office or on our World Wide Web site at <http://www.lsu.edu/research>

Louisiana State University
131 David Boyd Hall
Baton Rouge, LA 70803

O 225-578-5833
F 225-578-5983
<http://www.lsu.edu/research>



SURVEY MATERIALS



Informed consent form

1. **Study Title:** Awareness of the Lymphoma Research Foundation and support for its fundraising efforts.
2. **The purpose of the survey** is to gauge the impact of lymphoma, cancer and cancer research on members of the Baton Rouge community. If you agree to take part in this research, you will be given the option to respond to each question included in the survey.
3. **Inclusion criteria:** You are eligible to participate if you are at least 18 years old.
4. **Exclusion criteria:** You are ineligible to participate if you are not 18 years old.
5. **The following investigators** are available for questions about this study: Doug Draper, ddraper1@lsu.edu, 225-678-2968; Hannah Michel, hmiche4@lsu.edu, 337-303-3337; Marie George, mgeor28@lsu.edu, 337-257-2639; Hannah Moran, hmoran8@lsu.edu, 225-939-4840; Rebecca Herin, rherin1@lsu.edu, 225-278-9993; Julia Watson, jwats72@lsu.edu, 985-869-4152; and Perla Rodriguez, prodr14@lsu.edu, 985-520-7977.
6. **You may choose not to participate** or to withdraw from the survey at any time without penalty or loss of any benefit to which you might otherwise be entitled.
7. **Results of the study** may be published, but no names or identifying information will be included in the publication. Participants' identities will remain confidential unless disclosure is required by law.
8. **I have read all the information above** and understand my role in this research study. I am aware that I may direct additional questions regarding study specifics to the investigators. If I have any questions about subjects' rights or other concerns, I can contact Alex Cohen, Institutional Review Board, 225-578-8692, irb@lsu.edu, or www.lsu.edu/research. I agree to participate in the study described above and acknowledge the investigator's obligation to provide me this consent form.
9. **By clicking "yes"** and beginning this survey, I am agreeing to participate in this study.

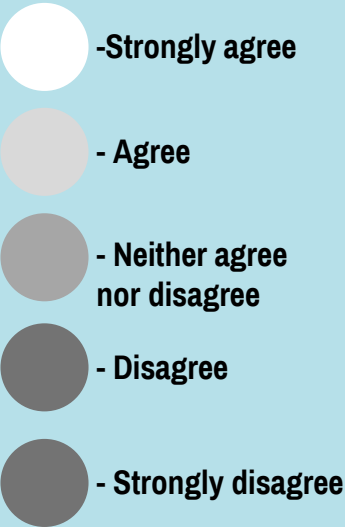
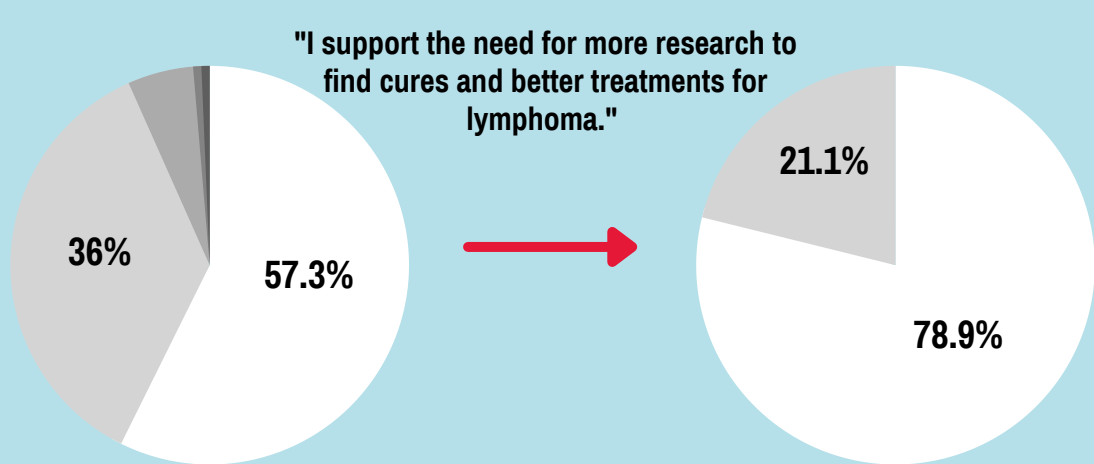
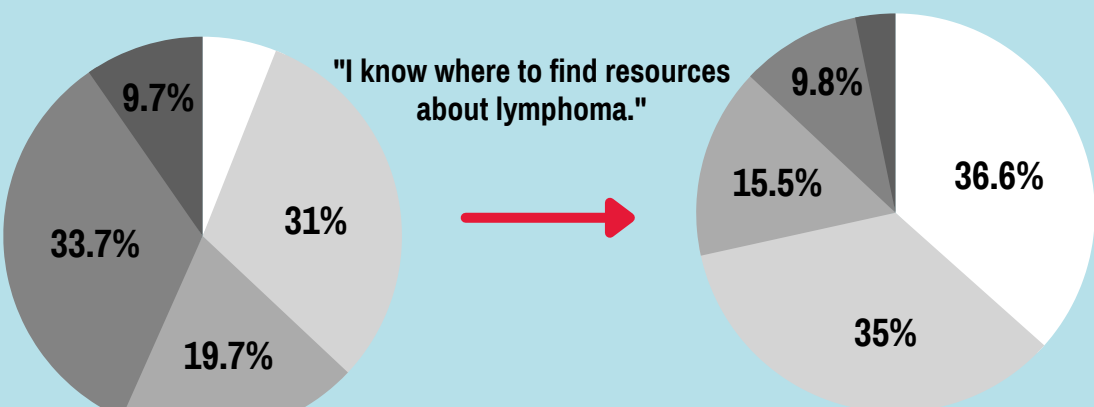
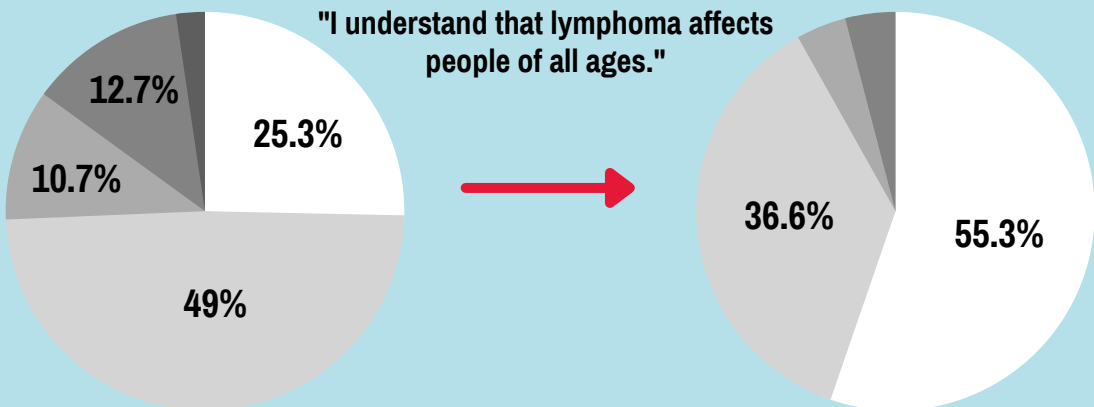
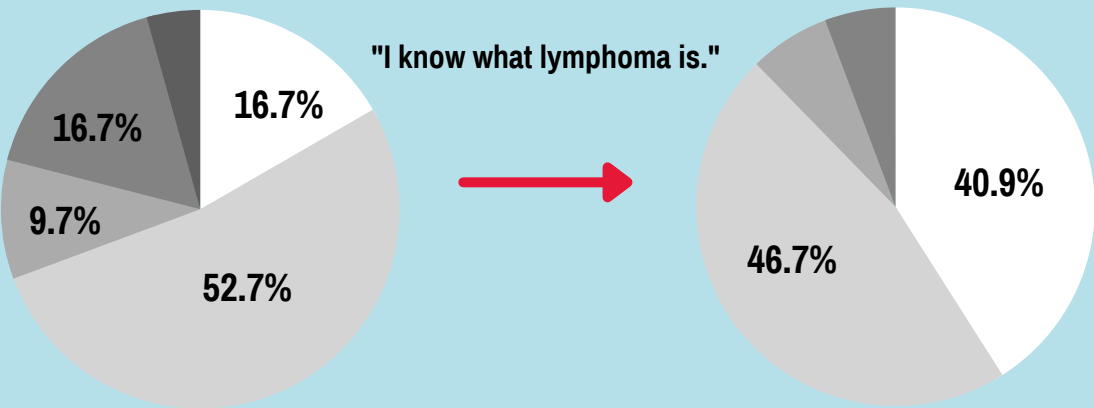
Survey questions

For all of the first seven statements below, indicate if you: strongly agree, agree, neither agree nor disagree, disagree or strongly disagree.

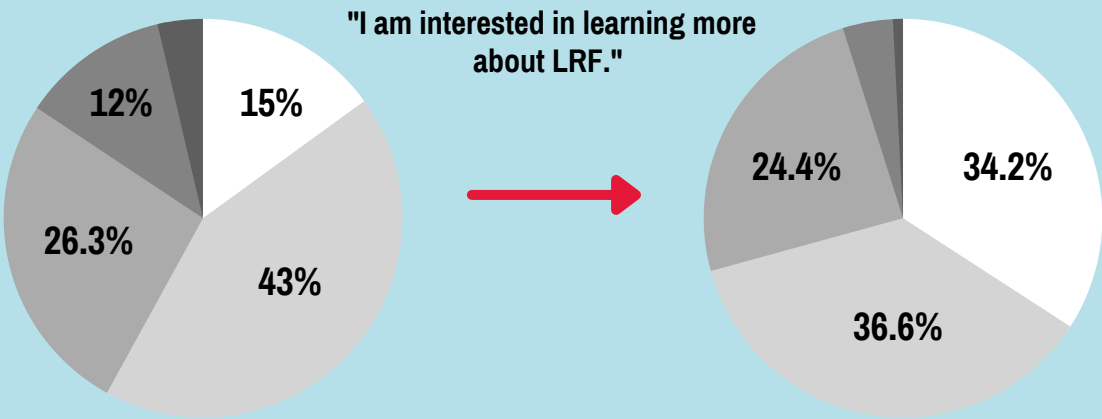
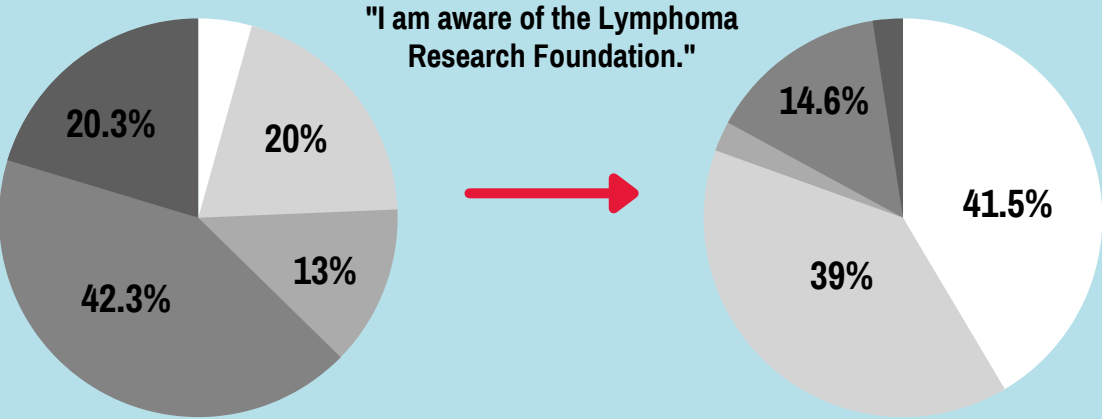
1. I am aware of the Lymphoma Research Foundation.
2. I know what lymphoma is.
3. I understand that Lymphoma affects people of all ages.
4. I know where to find resources about lymphoma.
5. I support the need for more research to find cures and better treatments for lymphoma.
6. I am interested in learning more about the Lymphoma Research Foundation.
7. I would be willing to donate to LRF.
8. What is your age?
 - a. 18 to 29
 - b. 30 to 39
 - c. 40 and above
 - d. Prefer not to answer
9. What is your gender?
 - a. Male
 - b. Female
 - c. Other
 - d. Prefer not to answer
10. Are you currently a student at LSU?
 - a. Yes
 - b. No
 - c. Prefer not to answer



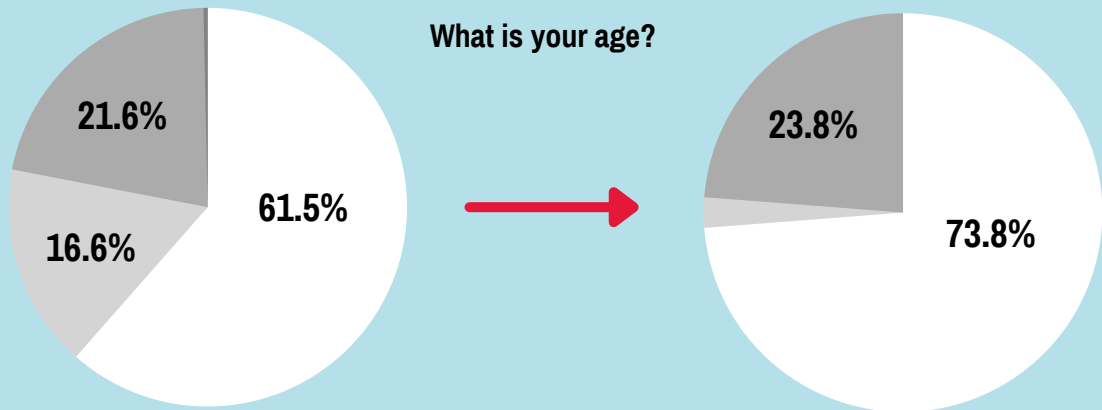
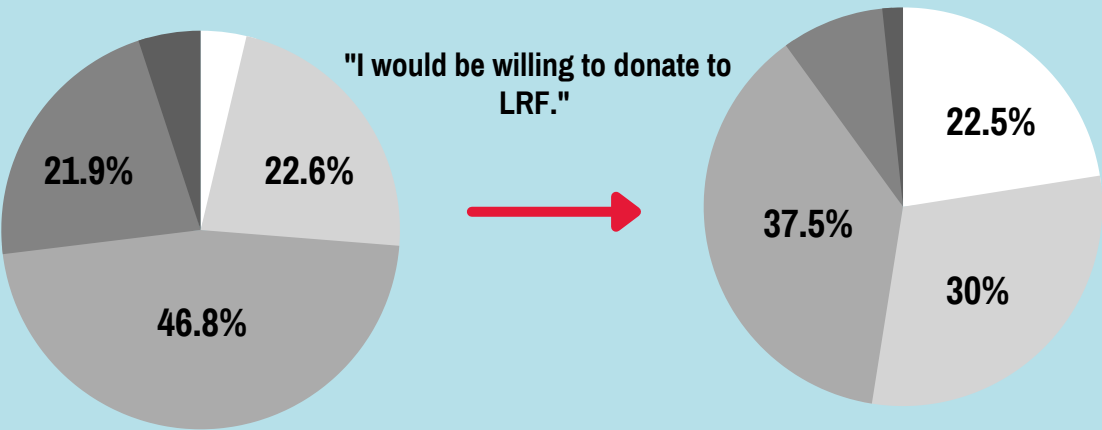
Pre-campaign vs post-campaign survey results



Survey results (continued)



- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

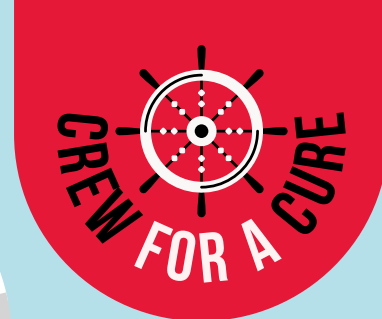
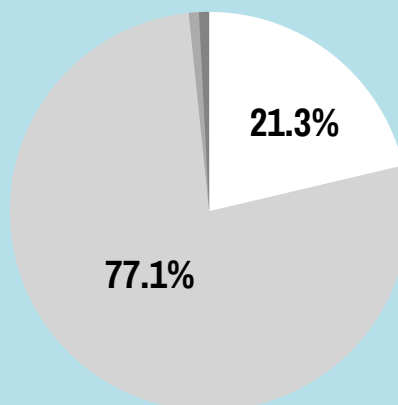
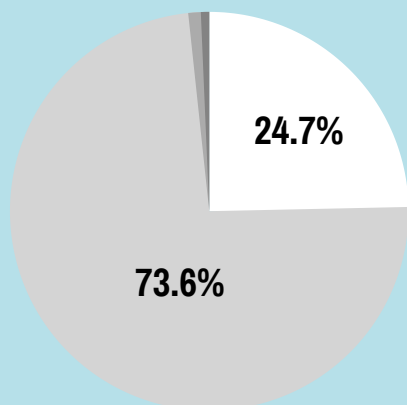


- 18-29
- 30-39
- 40 and above
- Prefer not to say



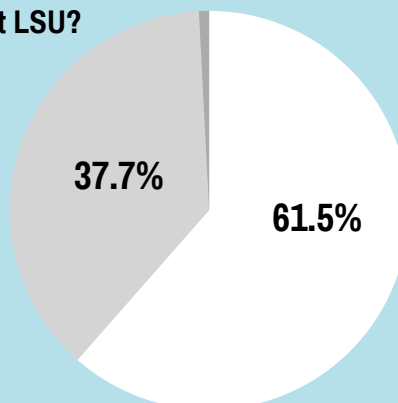
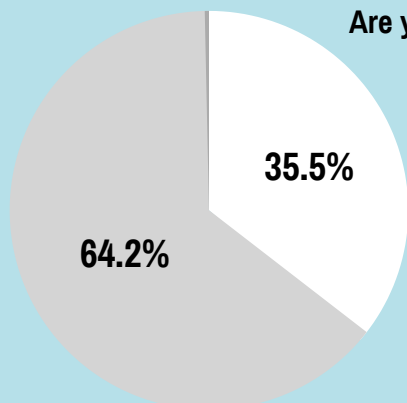
Survey results (continued)

What is your gender?



- Male
- Female
- Other
- Prefer not to say

Are you currently a student at LSU?



- Yes
- No
- Prefer not to say

We ran our survey through the Qualtrics online site. We sent links and QR codes out via email and social media to Manship faculty, students and our own personal networks. After the campaign, we distributed the survey through similar channels, as well as through our campaign email list. Our pre-campaign survey received 336 responses, and our post-campaign survey received 130 responses. **Our data shows consistent positive differences made in the awareness of our target audience.** We noticed a dramatic shift in the ratio between students and others, which indicates that students remained engaged with our campaign throughout the entire implementation period.

IRB approval



Office of
Research & Economic Development

TO: Doug Draper
LSUAM | Sch of MCOM | Mass
Communication

FROM: Alex Cohen
Chairman, Institutional Review Board

DATE: 18-Jan-2022

RE: IRBAM-22-0037

TITLE: Awareness of the Lymphoma Research
Foundation

SUBMISSION TYPE: Initial Application

Review Type: Exempt

Risk Factor: Minimal

Review Date: 17-Jan-2022

Status: Approved

Approval Date: 17-Jan-2022

Approval Expiration Date: 16-Jan-2025

Exempt Category: 2a

Requesting Waiver of Informed Consent: Yes

Re-review frequency: Three Years

Number of subjects approved: 300

LSU Proposal Number:

By: Alex Cohen, Chairman

Continuing approval is CONDITIONAL on:

1. Adherence to the approved protocol, familiarity with, and adherence to the ethical standards of the Belmont Report, and LSU's Assurance of Compliance with DHHS regulations for the protection of human subjects*
2. Prior approval of a change in protocol, including revision of the consent documents or an increase in the number of subjects over that approved.
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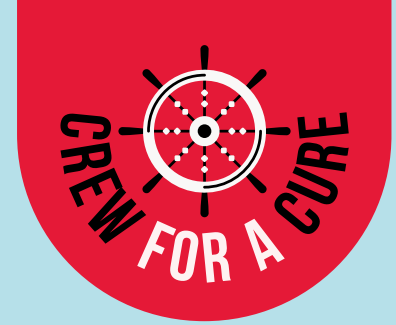
* All investigators and support staff have access to copies of the Belmont Report, LSU's Assurance with DHHS, DHHS (45 CFR 46) and FDA regulations governing use of human subjects, and other relevant documents in print in this office or on our World Wide Web site at <http://www.lsu.edu/research>

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OBJECTIVE 1, STRATEGY 1 TACTIC MATERIALS



In-person presentations

Date	Group	Attendees
2/7	PR campaign class	21
2/7	Sigma Alpha Epsilon	78
2/7	Alpha Phi	150
2/8	Chi Omega	271
2/8	Kappa Alpha	100
2/8	Alpha Gamma Rho	60
2/8	Zeta Tau Alpha	210
2/10	PRSSA chapter meeting	12
2/11	Red Six Media meeting	8

2/14	Kappa Kappa Gamma	165
2/14	Pi Phi	175
2/15	Public Relations Association of Louisiana - Baton Rouge Chapter networking luncheon	31
2/15	Tri Delta	200
2/15	Phi Mu	210
2/16	Table sit	12
2/21	Kappa Delta	248
2/21	Theta	148
Total		2,099

Locations of campaign promotional materials

- Paul M. Herbert Law Center
- LSU Library
- School of Music
- Thomas Boyd Hall
- Journalism Building
- David Boyd Hall
- Pleasant Hall
- LSU Student Union digital displays
- Himes Hall
- Patrick F. Taylor Hall digital displays
- Catholic High School digital displays

Campaign materials

MAKE LYMPHOMA WALK THE PLANK BY RAISING AWARENESS

Did you know? Nearly 90,000 adolescents and young adults are diagnosed with cancer each year. Lymphoma accounts for 1-in-5 of those diagnoses. Being young does not exclude anyone from getting the disease. That's why it's important to be aware of potential lymphoma symptoms and what to do if you suspect something.

CONNECT WITH US!



General awareness slide



Campaign materials (continued)



Campaign slide



Pirate Party information slide No. 1

MAKE LYMPHOMA WALK THE PLANK WITH LSU'S 2022 BATEMAN TEAM

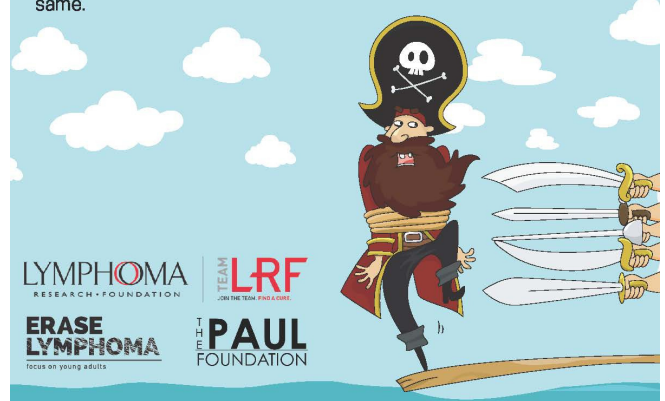
LSU's Bateman Team is **creating a public relations campaign with the goal of raising awareness and donations** for adolescent and young adult lymphoma, the Lymphoma Research Foundation and founding sponsor the Paul Foundation.

What the team is doing

A **Pirate Party** will be held Feb. 23 from noon to 4 p.m. in the Journalism Building. There will be information booths, games, music, prizes and food available for attendees. The party will be accompanied by social and traditional media efforts to promote the event and increase donations to LRF.

How you can help

We need community members to help us spread the word on social media, attend the Pirate Party, donate to LRF through the team's donation website and encourage their friends and family to do the same.



Detailed flyer

MAKE LYMPHOMA WALK THE PLANK

LRF's mission is to eradicate lymphoma and serve those touched by this disease. We achieve this together—as one community—through education, awareness and fundraising.



Campaign flyer

MAKE LYMPHOMA WALK THE PLANK AT OUR PIRATE PARTY!

Hosted by Crew for a Cure

WHEN

Wednesday, Feb. 23, noon - 4 p.m.

WHERE

LSU Journalism Building

WHAT

Free food, games and prizes!

CONNECT WITH US!



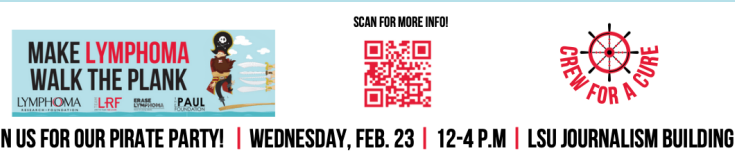
Pirate Party flyer



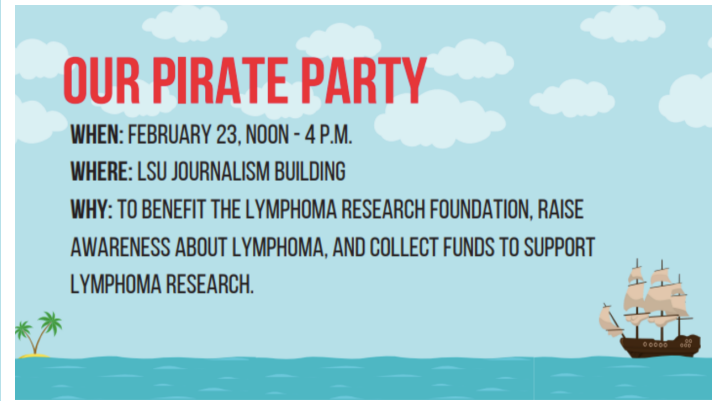
Campaign materials (continued)



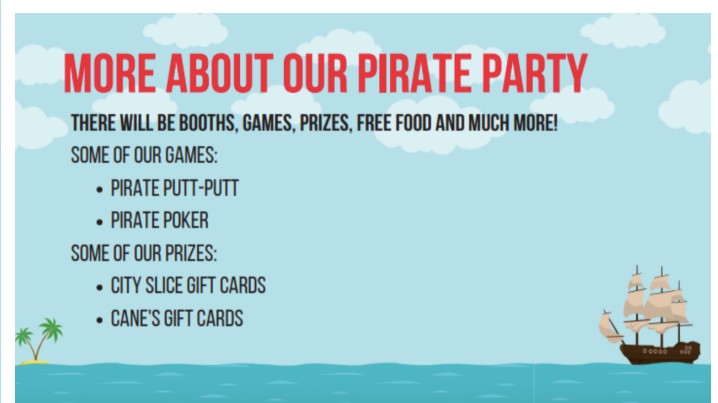
Thank you note front cover



Promotional Materials Tag



Pirate Party information slide No. 2



Pirate Party information slide No. 3

MAKE LYMPHOMA WALK THE PLANK WITH LSU'S 2022 BATEMAN TEAM

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How you can help

We need community members to help us spread the word on social media, attend the Pirate Party, donate to LRF through the team's donation website and encourage their friends and family to do the same.



Detailed flyer

MAKE LYMPHOMA WALK THE PLANK AT OUR PIRATE PARTY!

Hosted by Crew for a Cure

WHEN

Wednesday, Feb. 23, noon - 4 p.m.

WHERE

LSU Journalism Building

WHAT

Free food, games and prizes!



Pirate Party flyer



Campaign materials (continued)

HELP US MAKE LYMPHOMA WALK THE PLANK!

IF YOU **MENTION CREW FOR A CURE WHEN MAKING YOUR ORDER**, LIGHT HOUSE COFFEE WILL DONATE PART OF YOUR ORDER TOTAL TO HELP FUND LYMPHOMA RESEARCH.



Light House Coffee flyer

MAKE LYMPHOMA WALK THE PLANK BY RAISING AWARENESS

Did you know? **Nearly 90,000 adolescents and young adults are diagnosed with cancer each year. Lymphoma accounts for 1-in-5 of those diagnoses.** Being young does not exclude anyone from getting the disease. That's why it's important to be aware of potential lymphoma symptoms and what to do if you suspect something.



General awareness flyer

Email newsletter content

Feb. 7



A lymphoma diagnosis can make patients feel like they are walking the plank through life and could fall off at any moment.

That's why the Lymphoma Research Foundation crew is there to put patients in control and make lymphoma walk the plank instead. The LRF equips patients for their journey by providing them with resources and support. As they embark on the high seas, LRF continues to fund treatment research and breakthroughs back on the mainland.

Our goal as the LSU Bateman team is to help LRF turn a typically perilous journey into smoother sailing by raising funds to support its efforts. **Each dollar raised for the foundation pushes lymphoma one step closer to the end of the plank.**

Join us on our journey as we push lymphoma overboard. The bounty for our efforts will be plenty.

[Learn more about LRF](#)



We are pushing lymphoma off the plank with two powerful swords.

- Our first sword: **Community awareness** of lymphoma, its symptoms, its screenings and its treatments put you in a position of power over your own health. This is what we hope to achieve through this newsletter and at our **Pirate Party at LSU on Feb. 23.**
- Our second sword: **Funding for lymphoma research** gives scientists the resources to study the disease and find new and better treatments that leave patients and their families more comfortable and confident in their ability to send lymphoma overboard. We are supporting this effort as well by fundraising for the LRF. **If you'd like to support our effort in this way, click here.**



Email newsletter content (continued)

Did you know that nearly 90,000 adolescents and young adults are diagnosed with cancer each year and that lymphoma accounts for nearly 1-in-5 of those diagnoses? **Being young does not exclude anyone from getting lymphoma.** That's why it's important to be aware of potential lymphoma symptoms and what to do if you suspect something.

Get Connected

For more information, you can always visit the LRF's website at lymphoma.org, or follow LRF on social media.

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Feb. 11

PIRATE PAPER

What has Crew for a Cure been up to?

The team kicked off its implementation period strong, launching the campaign's [social media pages](#), [website](#) and [email newsletter](#). Team members also visited Greek houses on campus to talk with students about the campaign. They spoke to Alpha Phi and SAE on Monday, and Chi O, KA, AGR and ZTA on Tuesday.

Next week, the team will continue to visit Greek houses as it turns its attention to finalizing details for the [Pirate Party](#).

[Jacelyn Rasti](#) took team pictures on Wednesday, allowing the team to make social media posts like these.



crewforacure



Young people don't get lymphoma right? WRONG.

1-in 5 cancer diagnoses among adolescents and young adults is lymphoma. Adolescent and young adult lymphoma can be more complicated to diagnose and treat than other forms of cancer due to a multitude of factors, including concerns about physical appearance, emotional impacts, dating, fertility, school, finances, survivorship and much more. We will explore these topics in detail in the coming weeks.

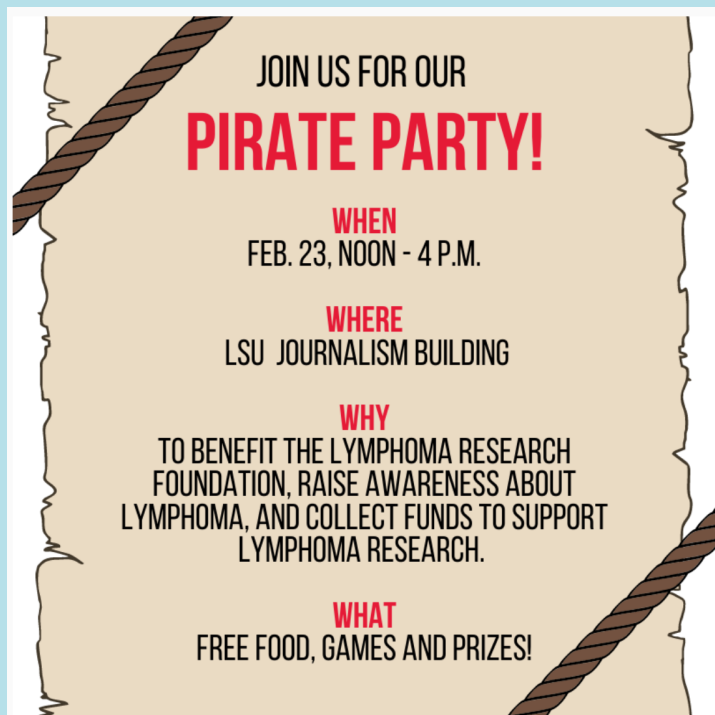
For more information on AYA lymphoma, visit the [Lymphoma Research Foundation's AYA lymphoma website](#), or [follow the organization on social media](#).

[Learn More About AYA Lymphoma](#)

What's next?

The Pirate Party will be held Feb. 23 at LSU's Journalism Building in the Holliday Forum. Specific details about the party games, prizes and guests will be shared soon. Until then, remember to [keep donating for your team captain](#) to help him when the First Mate award.





JOIN US FOR OUR
PIRATE PARTY!

WHEN
FEB. 23, NOON - 4 P.M.

WHERE
LSU JOURNALISM BUILDING

WHY
TO BENEFIT THE LYMPHOMA RESEARCH
FOUNDATION, RAISE AWARENESS ABOUT
LYMPHOMA, AND COLLECT FUNDS TO SUPPORT
LYMPHOMA RESEARCH.

WHAT
FREE FOOD, GAMES AND PRIZES!

WEEKLY UPDATES

- RECEIVED \$250 DOLLARS IN DONATIONS
TOWARDS OUR GOAL OF \$5,000
- REACHED OVER 1,000 PEOPLE ON FACEBOOK
- GAINED 180 FOLLOWERS ON INSTAGRAM
AND 158 TOTAL LIKES



CREW FOR A CURE

We're so excited about the progress we've made so far, but we need your help to keep growing.

If you haven't yet, follow us on Facebook and Instagram and share our posts with your friends and family!



What has Crew for a Cure been up to?

This past week, the team has been getting all the details in order for next week's [Pirate Party](#). Plans for party games like Pirate Poker and Pirate Planks have been finalized, and props for the Pirate Photo Booth have arrived.

The team has continued visiting Greek houses at LSU and even made an announcement about the Pirate Party at the Public Relations Association of Louisiana's monthly networking luncheon. Ally Kadlubar also filmed the team for a news story that will air on Tiger TV and WBRZ.

The most exciting part of the team's progress this past week was team member Perla Rodriguez's interview with lymphoma fighter Chelsea McCoy. McCoy spoke with Rodriguez about the issues she experienced diagnosing her lymphoma and her daily life as a 29-year-old wife and mother trying to kick cancer's booty.

Why is it important for young adults and adolescents to be aware of lymphoma?



Watch the video to hear what Chelsea thinks about AYA lymphoma!

[Learn More About AYA Lymphoma](#)

Why AYA lymphoma awareness matters.

A lymphoma diagnosis complicates life for all that receive it, but there are special considerations that must be made for adolescents and young adults who receive the diagnosis, including concerns about appearance, physical changes and emotional wellbeing. Cancer treatments may cause both temporary and permanent changes to the body, such as hair loss, scars or weight changes.

At a time in their lives when people want to fit in and achieve a sense of normalcy, patients experiencing these side effects might feel insecure or have trouble relating to peers. This can have a negative impact on their emotional health as they deal with their own emotions regarding their diagnosis and those of their families and friends. Luckily, there are resources patients can turn to for support with these issues, including support groups, online forums and social media.

For more information on AYA lymphoma, visit the [Lymphoma Research Foundation's AYA lymphoma website](#), or [follow the organization on social media](#).



Email newsletter content (continued)

What's next?

The Pirate Party will be held next Wednesday, Feb. 23 at LSU's Journalism Building in the Holliday Forum.

Remember to [keep donating for your team captain](#) to help him when the First Matey award.



WEEKLY UPDATES

- REACHED OVER 1,000 LSU STUDENTS THROUGH TABLE SITS, GREEK HOUSE PRESENTATIONS & MORE!
- GAINED 41 FOLLOWERS ON INSTAGRAM AND 61 FOLLOWERS ON FACEBOOK



CREW FOR A CURE

**Help us keep growing, together we will
#MakeLymphomaWalkThePlank!**

If you haven't yet, [follow us on Facebook](#) and [Instagram](#) and share our posts with your friends and family!



Get Connected

For more information, you can always visit LRF's website at lymphoma.org, or follow LRF on social media.

Who we are: The team behind the campaign

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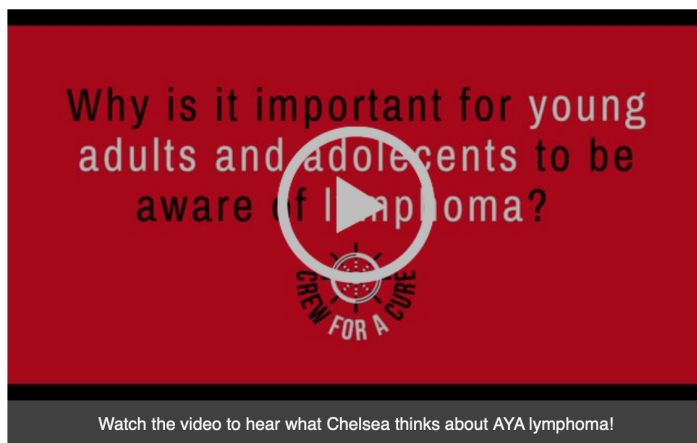
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Feb. 18



Shiver me timbers! The bandits tried to take our Pirate Paper video, watch it here instead!



Watch the video to hear what Chelsea thinks about AYA lymphoma!

[Learn More About AYA Lymphoma](#)

**Help us keep growing, together we will
#MakeLymphomaWalkThePlank!**

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Who we are: The team behind the campaign



Email newsletter content (continued)

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Feb. 22



Don't forget that tomorrow is the day that we hit the high seas and make [lymphoma](#) walk the plank at our [Pirate Party](#).

Details

Location: LSU's Journalism Building at the corner of North Stadium and Field House drives

Time: noon to 4 p.m.

Parking: LSU students and faculty attending the Pirate Party should park in the zones designated by their parking permits. Other community members who wish to attend will need to park in metered spots or purchase a visitor permit to park in the campus commuter lots. For more information about parking at LSU, [visit the Parking and Transportation Services website](#).

We're so excited to meet all of you tomorrow, and we hope to see you there!



Get Connected

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Feb. 25



What has Crew for a Cure been up to?

The team spent the first half of the week preparing for the [Pirate Party](#) and interviewing with media promoting the event. **Two stories were published covering the team's efforts.**



Crew for a Cure held its Pirate Party this Wednesday. The party was so much fun, and the team had a great time sharing what it knows about lymphoma with attendees.

Over 100 people attended to play games, eat food and learn about lymphoma, and the team has secured over \$2,100 in donations for LRF. Even Mike the Tiger paid the team a visit at the Pirate Party.

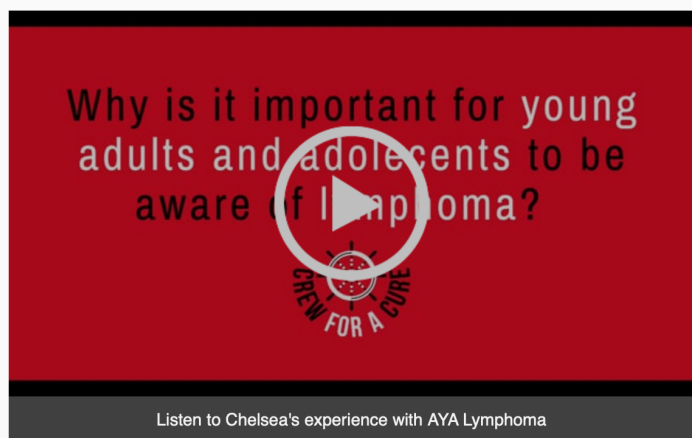


Find more pictures from the Pirate Party on [Crew for a Cure's Media Room](#).

Donate to help us Make Lymphoma Walk the Plank



Email newsletter content (continued)



Last week's newsletter discussed unique considerations that must be made for adolescents and young adults who receive a lymphoma diagnosis, including concerns about appearance, physical changes and emotional wellbeing. There are also unique concerns surrounding relationships, fertility, school, work and finances that need to be considered when deciding on a treatment plan with an AYA patient.

AYA patients diagnosed with lymphoma may experience changes in their relationships with their parents, friends and significant others due to the stressors of treatment. Some relationships may be strengthened, while others may be strained. It's important for patients to keep open lines of communication with their loved ones, and professional counselors are available to help navigate relationships complicated by their diagnoses.

Concerns about fertility after treatment are also common among AYA patients. According to LRF, fertility may return following treatment, but it is still important to prepare for the possibility of permanent infertility. AYA patients should discuss this concern with their healthcare team before beginning treatment so that steps to preserve their fertility can be taken.

To complicate matters even further, many AYA patients are either in school or entering the workforce at the time of their diagnoses. Patients may choose to take time off of school or work, and effects from their lymphoma journey may complicate their transition back into those positions. [LRF's website](#) highlights a few laws that protect against workplace discrimination and allow patients to take medical leave, such as [the Family and Medical Leave Act](#).

Along with cancer treatment comes medical bills, which may be a huge concern for AYA patients who can experience issues with their current health insurance policies or have trouble securing health insurance in the future. [LRF provides resources for financial assistance on its website](#) and refers visitors to the [Triage Cancer website](#) for more information.

For more information on AYA lymphoma, visit the [Lymphoma Research Foundation's AYA lymphoma website](#) or follow the organization on social media.

What's next?

Keep donating for your team captain. Choose yours below. Even a small donation can make a BIG impact!



Help us keep growing, together we will
#MakeLymphomaWalkThePlank!

If you haven't yet, follow us on Facebook and Instagram and share our posts with your friends and family!



WEEKLY UPDATES

- RAISED \$2,100 FOR LRF TO HELP FUND LYMPHOMA RESEARCH
- GAINED 17 FOLLOWERS ON INSTAGRAM AND 150 FOLLOWERS ON FACEBOOK



CREW FOR A CURE

Get Connected

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March 4



Help us by taking our QUICK post-campaign survey!

Many of you signed the **Pirate Pledge** at the **Pirate Party** this past week. By doing so, you agreed to help us kick cancer's booty by learning about lymphoma, sharing that information with your loved ones and [taking our post-campaign survey](#).



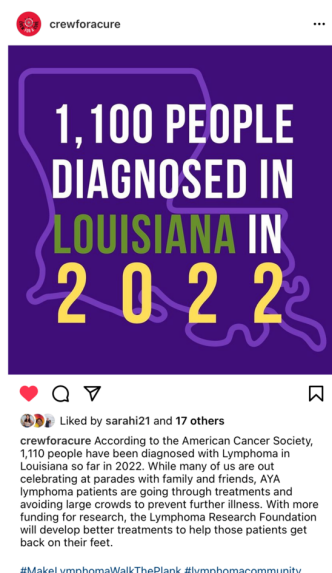
Email newsletter content (continued)

Our post-campaign survey is now available here: [Crew for a Cure post-campaign survey](#). It should take less than 10 minutes to complete. None of the questions ask for personal medical history.

[Take the Survey!](#)

What has Crew for a Cure been up to?

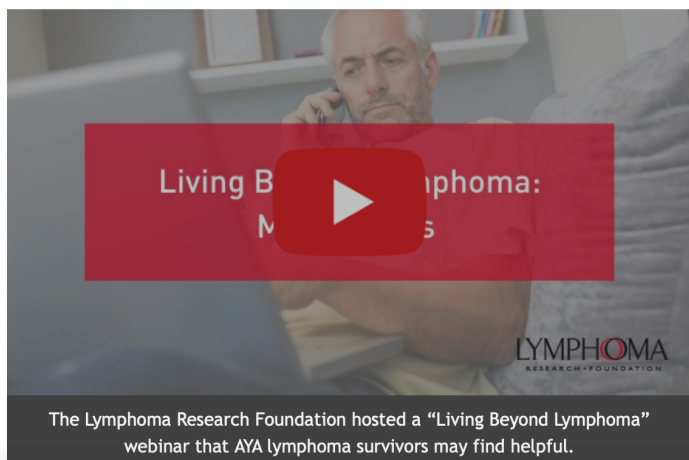
Even though the Pirate Party may be over, the fun is still going. This week, the team took on Mardi Gras and focused its attention on [social media](#). This week's social media calendar included a Mardi Gras-themed post, [a video from lymphoma patient Chelsea McCoy](#) and another fun giveaway.



Living Beyond Lymphoma

Continuing our overview of unique concerns for AYA lymphoma patients, we look toward life after cancer. **All cancer survivors should have a survivorship care plan that includes guidelines for monitoring and maintaining their health.** AYA patients will likely be in remission longer than older cancer survivors. They should regularly visit a physician familiar with their medical history and treatments they received, especially since some side effects may not appear for months or years after treatment.

[The Lymphoma Research Foundation](#) hosted a “Living Beyond Lymphoma” webinar that AYA lymphoma survivors may find helpful. Watch it below!



For more information on AYA lymphoma, visit the [Lymphoma Research Foundation's AYA lymphoma website](#) or [follow the organization on social media](#).

What's next?

[Keep donating for your team captain](#). Choose yours below. Even a small donation can make a BIG impact!



[Donate to help us Make Lymphoma Walk the Plank](#)

**Help us keep growing, together we will
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March 9



Are you the smartest pirate on the ship?

Knowledge is power. All day today, we will be testing your lymphoma knowledge through fun, interactive quizzes on our Instagram page. [Check them out here!](#)

Forward this to a friend or family member who wants to earn their sea legs and #MakeLymphomaWalkThePlank!

[Test Your Knowledge!](#)



Email newsletter content (continued)

Need to build your knowledge?

The best way to learn more about lymphoma is by visiting LRF's website at lymphoma.org or following LRF on social media.



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March 11



Thank you!

Today's the last day of our implementation period, and the team has been writing thank you cards to campaign partners who helped make it successful. **A huge part of that success has been you!**



Today's the last day to [donate to your team captain](#), find us on [Facebook](#) and [Instagram](#), and interact with our posts

Many of you signed the Pirate Pledge at the Pirate Party this past week. By doing so, you agreed to help us kick cancer's booty by learning about lymphoma, sharing that information with your loved ones and [taking our post-campaign survey](#).

Our [post-campaign survey is now available here](#) and should take less than 10 minutes to complete. None of the questions ask for personal medical history.

Take Our Survey

Over the past month, we've shared information with you about the unique concerns for AYA patients diagnosed with lymphoma. Though our campaign is ending, your learning doesn't have to. Keep growing your lymphoma knowledge on [LRF's website at lymphoma.org](#) or by [following LRF on social media](#).

Help us keep growing, together we will
#MakeLymphomaWalkThePlank!

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Email newsletter analytics

Date sent	Number of recipients	Total Clicks	Opens	Unique Opens	Clicks to LRF sites	Clicks to social media
Feb. 7	245	2,144	428	212	1,601	533
Feb. 11	250	24	271	129	10	10
Feb. 18	269	61	443	259	7	7
Feb. 22	273	20	251	153	13	0
Feb. 25	302	54	277	161	4	6
March 4	300	41	212	134	4	1
March 9	297	42	169	118	5	37
March 11	294	17	133	111	2	5
Total	2,230	2,403	2,184	1,177	1,646	599



Pirate Photo emails

We sent out participants' Pirate Photos in a total of 27 emails that included their branded picture and information on how they can learn more about LRF and donate. A few examples of these emails are included below.

Thank you for attending our Pirate Party and helping us make [lymphoma](#) walk the plank!

MAKE LYMPHOMA WALK THE PLANK

Share your picture on Facebook and Instagram using the hashtag [#MakeLymphomaWalkThePlank](#) or tag us [@crewforacure](#) to get featured on our Instagram story.

Donate to the Lymphoma Research Foundation

Get Connected

For more information, you can always visit LRF's website at [lymphoma.org](#), or follow LRF on social media.

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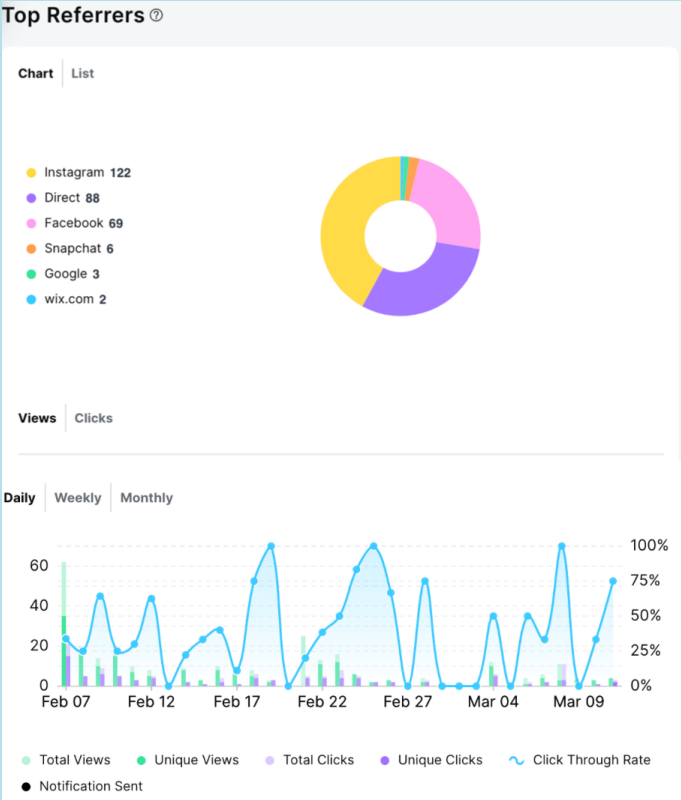
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Linktree analytics



Lifetime views	302 views
Lifetime clicks	119 clicks
CTR	39.4%
Average time to click	10. 4 seconds

Individual link analytics

Link	Analytics
Crew for a Cure donation page	50 clicks
Lymphoma Research Foundation landing page	24 clicks
Crew for a Cure Media Room	34 clicks

Crew for a Cure branding guidelines

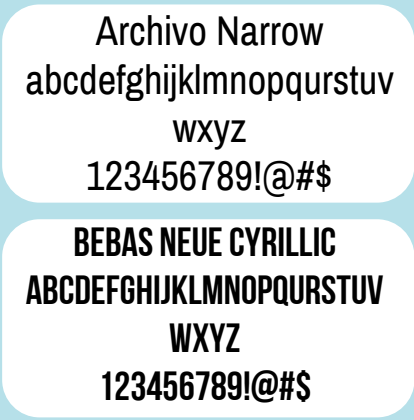
LOGO



COLORS



TYPOGRAPHY



BRAND IMAGERY

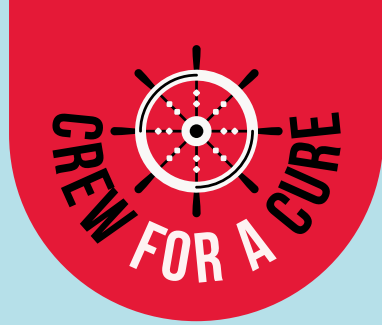


VISION

To foster an atmosphere of lightheartedness that encourages honest conversation through a simple-yet-memorable visual identity



OBJECTIVE 1, STRATEGY 2 TACTIC MATERIALS



Pirate Party information packets

Pirate Pals/Sign in Booth

- Staff: one or two volunteers to greet guests and give them the materials needed to enjoy the rest of the event
- Materials: 200 copies of the Pirate Scorecard, 200 copies of the Pirate Paper newsletter and 10 copies of the Pirate Pledge sign-up sheet
- Volunteer instructions: Welcome guests and hand them one Pirate Scorecard and a copy of the Pirate Paper. Then, ask them if they'd like to sign the Pirate Pledge. If so, read the top to them and allow them to fill in their information on the sign up sheet.

Information Booth

- Staff: one or two volunteers to interact with guests, give them informational materials and answer any questions they may have
- Materials: at least 50 copies of each piece of informational material, as well as any giveaway trinkets the sponsor would like to include (optional)
- Volunteer instructions: Greet guests and offer them informational materials and any giveaways at your table. Try to engage in conversation with them and answer any questions they may have, even if the answer just refers them to a source that offers more information. Award Pirate Points.
- Pirate Points: Give guests one Pirate Point for stopping by the booth.

Pirate Photo Booth

- Staff: two or three volunteers to take the pictures, collect emails and man the props station
- Materials: Pirate-themed props, a camera and a sign-up sheet for participants to include their names and emails to receive their pictures after the event
- Volunteer instructions: Greet guests and get them to form a line if necessary. Help guests pick out props. Then, collect the participant's email and an identifier on the sheet provided. Explain to guests that their images will be emailed to them following the event. Allow guests to pose, and take their picture. Award Pirate Points and sanitize props before moving to the next guest.
- Pirate Points: Give guests one Pirate Point for stopping by the booth.

Donation/Voting Booth

- Staff: one volunteer to answer any questions attendees may have during the donation process
- Materials: QR codes linked to the general donation and team donation pages and a laptop to display current donation statistics
- Volunteer instructions: Greet guests and ask them if they'd like to donate to the Lymphoma Research Foundation or vote for a specific team captain. Explain to them that LRF relies on donations to fund research that develops better treatments and improves the quality of life for lymphoma survivors. If guests choose to donate, help them scan the QR code and answer any questions they may have on the donation process. Award Pirate Points.
- Pirate Points: Give guests one Pirate Point for stopping by the booth.

Pirate Planks

- Staff: one pirate to walk the plank and one referee to manage the game
- Materials: three boxes stacked and decorated with three holes cut into the box to provide a target for the contestants; an 8-foot-long "plank" with eight spaces for the pirate to cover before reaching the end of the plank; pickleballs; a bucket; and water supply
- Game rules: Contestants throw three balls into a target. For every throw that goes into the target, they earn one Pirate Point, and the pirate on the plank moves one space closer to the end. When the pirate reaches the end of the plank, he gets a bucket of water poured on his head.



Pirate Party information packets (continued)

- Volunteer instructions: Hand contestants one ball at a time, and tell the pirate to step forward for each target hit. When the pirate reaches the end of the plank, the contestant who threw the last successful shot dumps a bucket of water on the pirate's head. Award Pirate Points and sanitize the balls before moving to the next contestant.
- Pirate Points: Give guests one Pirate Point for each target hit.

Pirate Poker

- Staff: one dealer to distribute cards to contestants and determine if they beat the pirate's hand
- Materials: Six index cards with the different pirate hands printed on them, one deck of cards for the contestants to draw from and a poster with the rules of which hands are superior in poker
- Game rules: We will have six preselected Pirate Poker hands. Contestants will be matched against one of the six by random draw. Then, contestants are dealt five cards and get one chance to exchange up to five cards for a new hand to try and beat the pirate's hand.
- Volunteer instructions: Allow volunteers to randomly draw the pirate's hand. Then, deal them five cards. Ask them how many cards they would like to exchange, and exchange them. Explain to contestants that just like the random hand they were dealt, sometimes life deals you a tough hand. This tough hand might include a lymphoma diagnosis. However, organizations like the Lymphoma Research Foundation help patients trade out their bad cards and improve their chances to beat the pirate. Then, assess if the contestant beat the pirate's hand. Award Pirate Points, and move to the next contestant.
- Pirate Points: Give guests one point for participating and an additional point if they win.

Pirate Paddles

- Staff: one referee to manage the game and award Pirate Points
- Materials: three pickleball paddles, three balls and two traffic cones
- Game rules: Three contestants bounce a ball on a pickleball paddle as they complete two laps around the terrace. If the ball falls off their paddles, then contestants must return to the point of the fumble before getting back into the race. If contestants don't maintain a continuous bounce, then they need to return to the point where the ball stopped bouncing before resuming the race. The first contestant to finish the two laps earns two Pirate Points. The second-place finisher earns one Pirate Point.
- Volunteer instructions: Explain the rules to contestants and answer any questions they may have. Explain to them that bouncing the ball while running around might be difficult. Connect this to the different tasks a lymphoma patient might have to "bounce" while they continue treatment. Just like contestants might find it hard to multitask and succeed, lymphoma patients might find it difficult to balance their social lives, treatment plans, doctor appointments and everything else. Then, countdown and begin the race. Assess the finishing order, award Pirate Points and sanitize materials before moving to the next round of contestants.
- Pirate Points: Give the first place finisher two Pirate Points and the second place finisher one Pirate Point.

Pin the Patch on the Pirate

- Staff: one referee to manage the game and award Pirate Points
- Materials: darts, a dartboard and 200 black squares cut from construction paper
- Game rules: Contestants insert a dart through a black square of construction paper and then throw it at a dartboard covered by a drawing or photo of a pirate's face.
- Volunteer instructions: Welcome contestants and offer them a dart with an "eye patch" stuck on it. Explain to them that they should aim to pin the patch on the pirate's eye. Let each contestant have three throws, then invite them inside the Journalism Building to partake in more games.

Pirate Putt-Putt

- Staff: one referee to manage the game and award Pirate Points
- Materials: a putter, three golf balls and a target
- Game rules: Contestants get three chances to putt a golf ball into a target. If they hit into the target on any of the three attempts, they earn one Pirate Point. For two putts into the target, they get two Pirate Points, and they earn three points for three putts into the target.



Pirate Party information packets (continued)

- Volunteer instructions: Offer contestants the putter and one golf ball at a time. Allow them to attempt one putt at a time. Explain that just like it might take them a couple of tries to hit the target, it takes researchers multiple tries to develop new treatments that work. Donations to organizations like the Lymphoma Research Foundation buy the researchers more chances to hit a hole-in-one. After contestants have taken three shots, award Pirate Points and move on to the next player.
- Pirate Points: Give contestants one Pirate Point for each target hit.

Pirate Ports

- Staff: one game show host to ask the questions and award points
- Materials: a world map and index cards with multiple choice world geography questions
- Game rules: Contestants answer trivia questions. Question categories include geography, LRF and lymphoma.
- Volunteer instructions: Explain to contestants that there are three potential categories of questions: geography, LRF and lymphoma. Tell them that the questions are randomized and they may get questions from any category, just like lymphoma patients may get any one of over 100 subtypes of lymphoma. Ask them three questions from the list. Award Pirate Points before moving to the next contestant.
- Pirate Points: Give contestants one Pirate Point for three correct answers.

Trifold materials

LYMPHOMA RESEARCH FOUNDATION ORGANIZATION FACTS

In 1995, LRF realized **its dual mission**: to eradicate lymphoma and serve those impacted by it.

Due in large part to LRF's advocacy program, September was designate as **Blood Cancer Awareness Month** in 2010.

LRF **funds research** on the more than 100 subtypes of lymphoma and supports the development of new treatments.

Lymphoma accounts for **nearly 1-in-5** cancer diagnoses among young people.

LRF **focuses** on addressing the medical challenges, psychosocial needs and access issues AYA patients may encounter.

Its focus includes community-based, patient-centered education; **increasing diversity** in clinical trials; and representation in lymphoma research and clinical care.



LRF facts for trifolds

LYMPHOMA RESEARCH FOUNDATION LYMPHOMA FACTS

Every **five minutes**, someone in the U.S. is diagnosed with lymphoma.

LRF ran the first **in-human clinical trial** of adoptive immunotherapy in follicular lymphoma.

LRF published the first **whole-genome sequencing** of mantle cell lymphoma.

The **Lymphoma Support Network** is a one-to-one peer support program for people with lymphoma and their caregivers.

LSN connects patients and caregivers with volunteers who had **similar experiences**.

LRF's disease-specificity and hyper-focus on finding cures for every type of lymphoma **ensures the next generation** of cancer researchers study lymphoma.



Lymphoma facts for trifolds

LYMPHOMA RESEARCH FOUNDATION NON-HODGKIN LYMPHOMA FACTS

Non-Hodgkin lymphoma is a type of cancer that affects the lymphatic system and is usually found in the lymph nodes.

NHL is **not a single disease** but rather a group of several closely related cancers called lymphoid neoplasms.

NHL types are **classified** as either indolent—slow growing—or aggressive—fast growing.

NHL is the **seventh most common** cancer affecting adults in the U.S.

Common signs of NHL include swelling of the lymph nodes, fever, night sweats, unexplained weight loss and lack of energy.

The most recent 2016 revision of the World Health Organization classification of lymphoid neoplasms estimates that there are at least **86 types** of NHL.



Non-Hodkin lymphoma facts for trifolds

TRIVIA ? CATEGORIES

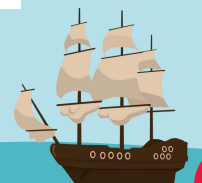


Pirate Ports trifold

MAKE LYMPHOMA WALK THE PLANK & DUNK THE BAD PIRATE



Pirate Planks trifold



Trifold materials (continued)

LYMPHOMA RESEARCH FOUNDATION
ADVOCACY FACTS

LRF's Advocacy Program makes it simple to communicate with policy makers from the comfort of your home or office.

Advocates **work with local lawmakers** to pass resolutions and proclamations recognizing the importance of lymphoma research and education programming.

Advocates **submit letters** to the editor and opinion pieces that cover issues important to lymphoma patients and survivors to local newspapers.

You would attend meetings with **members of Congress** to educate them about lymphoma.

You can **represent LRF** and the lymphoma community on a variety of state committees.

When you register to become an LRF advocate, you join a network of more than **5,000 Americans** who want to make sure the lymphoma community is heard.



LRF advocacy facts for trifolds

LYMPHOMA RESEARCH FOUNDATION
RESEARCH FACTS

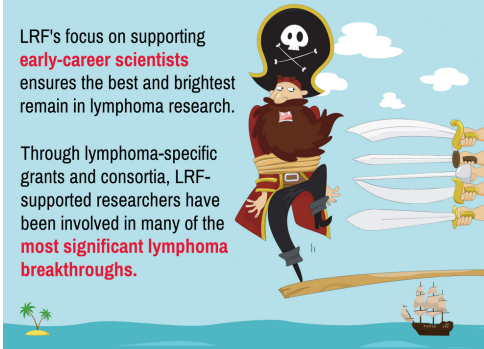
LRF has funded nearly **\$65 million** in lymphoma-specific research and has supported key breakthroughs.

LRF **works tirelessly** to help patients, survivors, caregivers and families understand their diagnosis and ensure they have access to the resources they need.

More than **\$25 million** has been invested in MCL-specific research, and LRF holds regular scientific meetings to report on key findings.

LRF's focus on supporting **early-career scientists** ensures the best and brightest remain in lymphoma research.

Through lymphoma-specific grants and consortia, LRF-supported researchers have been involved in many of the **most significant lymphoma breakthroughs**.



LRF research facts for trifolds

PIRATE PLANKS
RULES

How to win:
Throw the ball into the target to make our bad pirate walk the plank
Earn **one Pirate Point** for each shot made.



Pirate Planks rules for trifold

AYA
PATIENTS
HAVE MANY
THINGS TO
JUGGLE



Pirate Paddles trifold

LRF FUNDS THE MOST
PROMISING RESEARCH ON
MORE THAN **100 SUBTYPES**
OF LYMPHOMA.



LRF research fact trifold

PIRATE PORTS
RULES

How to win:
Answer trivia questions correctly

Earn **one Pirate Point** for every three correct answers.



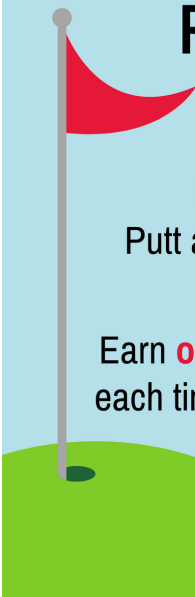
Categories:
LRF, geography and lymphoma



Pirate Ports rules for trifold

PIRATE PUTT-PUTT
RULES

How to win:
Putt a golf ball into the target
Earn **one Pirate Point** for each time the target is hit.



Pirate Putt-Putt rules for trifold





SIGN THE PIRATE PLEDGE TO EARN ONE PIRATE POINT!

I understand that being young does not exclude anyone from getting lymphoma, and I want to do my part to make lymphoma walk the plank.

"Aye pledge to help kick cancer's booty by empowering myself with knowledge about lymphoma and taking the Pirate Survey."

Name	Email	Phone

PIRATE SCORECARD

KEEP TRACK OF YOUR PIRATE POINTS TO WIN PRIZES!

NAME: _____

EMAIL: _____



Thanks for coming to the Crew for the Cure Pirate Party! We hope you enjoyed the games, prizes and food and learned about how you can help make lymphoma walk the plank.

About lymphoma

A lymphoma diagnosis can make patients feel like they are walking the plank through life and could fall off at any moment. Luckily, the Lymphoma Research Foundation crew is there to put patients in control and make lymphoma walk the plank instead.

Lymphoma is a blood cancer that accounts for 1-in-5 of the cancer diagnoses affecting adolescents and young adults. Being young does not exclude anyone from getting lymphoma, but knowing about the disease can put patients in a position of power over it.

Individuals like you can make a difference in the fight against lymphoma. Donations to organizations like LRF that support research into better cancer treatments can help improve patient outcomes. Other ways you can improve patient outcomes are listed below.

- Educate yourself and your loved ones on potential lymphoma symptoms.
- Encourage your local leaders to discuss lymphoma and support lymphoma research efforts.
- Refer those in your community to LRF for resources about lymphoma.

Reminders

If you took photos at the Pirate Photo Booth, be on the lookout for an email with those soon!

Also, just because the Pirate Party is over doesn't mean the crew is done with its work. Keep up with the crew's efforts on its social media @CrewForACure on Instagram and @LSUCrewForACure, and sign up for its email newsletter, if you haven't done so already. Scan the QR code below for more information.

SCAN ME!



Who we are
The PRSSA Bateman Case Study Competition asks teams of undergraduate public relations students nationwide to apply their classroom education to create and implement a full public relations campaign. This year's competition asks teams to raise awareness for the Lymphoma Research Foundation and its Adolescent and Young Adult Lymphoma initiative, which is supported by Founding Sponsor The Paul Foundation.

LSU's 2022 Bateman team is undertaking this campaign and going one step further than the predefined goal by fundraising as part of its awareness efforts. Team members are Marie George, Hannah Michel Hanks (team captain), Rebecca Herin, Hannah Moran, Perla Rodriguez and Julia Watson. Its advisers include LSU professor Doug Draper and Harris, DeVille and Associates, Inc. associates Michelle Hultberg and Alisha Prather.



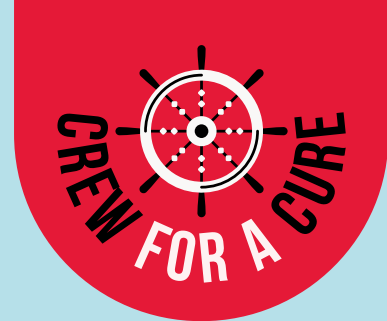
LSU Student Health Center employees man their booth.



A Pirate Party attendee tries her hand at Pirate Putt-Putt.



Pirate Party pictures (continued)



Pirate Party attendees visit the information booth.



Pirate Party volunteers pose at the Pin the Patch on the Pirate booth.



Mike the Tiger high-fives the Bad Pirate on the terrace.



Passers-by stop to talk to LRF booth volunteers.



A party attendee throws a ball at the Pirate Plank target.



A giveaway winner poses with Mike the Tiger in the photo booth.



Volunteer dumps water on the Bad Pirate at the Pirate Planks.



Crew member Marie George mans the Pirate Poker booth.



Pirate Party pictures (continued)



Crew member Hannah Moran poses with a volunteer at the Pirate Ports booth.



Dr. Josh Grimm dumps a bucket of water on the Bad Pirate as faculty adviser Doug Draper watches.



An attendee tosses a ball at the target in Pirate Planks.



Louisiana Healthcare Connections water bottles sit in the prize booth.



Mike the Tiger cheers on an attendee in Pirate Putt-Putt.



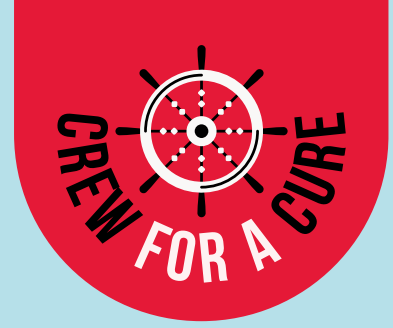
Dr. Grimm, Draper and an LSU student compete in a round of Pirate Paddles.



Dr. Jay Saux poses in pirate costume in front of Dr. Grimm's office.



OBJECTIVE 1, STRATEGY 3 TACTIC MATERIALS



Media materials

Crew for a Cure

Manship School of Mass Communication, 211 Journalism Building, Baton Rouge, LA, 70802

FOR IMMEDIATE RELEASE

News Release: LSU students host a pirate-themed lymphoma awareness event

BATON ROUGE, La., Feb. 24, 2022 – Students from LSU's Manship School of Mass Communication hosted a Pirate Party on Feb. 23 from noon to 4 p.m. to raise awareness for the Lymphoma Research Foundation and adolescent and young adult lymphoma.

"The Pirate Party was our way to share information about a scary disease in a lighthearted atmosphere," Bateman Team Captain Hannah Michel Hanks said. "If we taught just one person that they can positively impact the fight against AYA lymphoma, then the Pirate Party was a success."

At the event, guests played pirate-themed games, ate food provided by local vendors and won prizes. Booths outfitted by the LSU Student Health Center, Louisiana Healthcare Connections and Mary Bird Perkins Cancer Center shared health information with attendees.

Dr. Jay "Pirate Oncologist" Saux, Manship School of Mass Communication Interim Dean Dr. Josh Grimm and local oncologist Dr. Sanjay Juneja, better known as "TheOncDoc" on TikTok, served as team captains competing to raise the most funds. Roughly 100 people attended the event, and so far the team has secured a total of \$2,160 in donations to LRF.

The LSU Bateman team will continue its campaign efforts through March 11. Anyone wanting to know more should follow the team on Facebook and Instagram @CrewForACure or go to lymphoma.org.

About the Bateman Competition and LSU's Bateman team

The PRSSA Bateman Case Study Competition asks teams of undergraduate public relations students nationwide to apply their classroom education to create and implement a full public relations campaign. This year's competition asks teams to raise awareness for the Lymphoma Research Foundation and its Adolescent and Young Adult Lymphoma Initiative, which is supported by Founding Sponsor The Paul Foundation.

LSU's 2022 Bateman team is undertaking this campaign and going one step further than the pre-defined goal by fundraising as part of its awareness efforts. Team members are Marie George, Hannah Michel Hanks (team captain), Rebecca Herin, Hannah Moran, Perla Rodriguez and Julia Watson. Its advisers include LSU professor Doug Draper and Harris, DeVille and Associates, Inc. associates Michelle Hultberg and Alisha Prather.

###

Crew for a Cure

Manship School of Mass Communication, 211 Journalism Building, Baton Rouge, LA, 70802

FOR IMMEDIATE RELEASE

News Advisory: LSU students to host a lymphoma awareness event

BATON ROUGE, La., Feb. 17, 2022 – A lymphoma diagnosis can make patients feel like they are walking the plank through life and could fall off at any moment. Luckily, the Lymphoma Research Foundation crew is there to put patients in control and make lymphoma walk the plank instead.

Students from LSU's Manship School of Mass Communication will host a Pirate Party on Feb. 23 to raise awareness for the Lymphoma Research Foundation and adolescent and young adult lymphoma.

- Who: LSU students competing in the Public Relations Student Society of America's Bateman Case Study Competition will host the party and be available to discuss the purpose of the event.
- What: A Pirate Party with food, games, prizes and information booths
- When: Noon to 4 p.m. on Feb. 23
- Where: Journalism Building on LSU's campus at 144 Field House Drive
- Why: To raise awareness about the Lymphoma Research Foundation and adolescent and young adult lymphoma

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###

Crew for a Cure

Manship School of Mass Communication, 211 Journalism Building, Baton Rouge, LA, 70802

LSU students conduct awareness campaign for Lymphoma Research Foundation

RADIO SHOW HOST:

DID YOU KNOW THAT NEARLY NINETY THOUSAND ADOLESCENTS AND YOUNG ADULTS WILL BE DIAGNOSED WITH CANCER BEFORE TWENTY-TWENTY-TWO IS OVER? ONE IN FIVE OF THOSE DIAGNOSES WILL BE A FORM OF LYMPHOMA.

THESE DIAGNOSES CAN MAKE PATIENTS FEEL LIKE THEY ARE WALKING THE PLANK THROUGH LIFE, ABOUT TO FALL OFF AT ANY MINUTE. A GROUP OF L-S-U STUDENTS IS PARTNERING WITH THE LYMPHOMA RESEARCH FOUNDATION TO FLIP THE SCRIPT.

FIND MORE INFORMATION BY FOLLOWING THEM ON INSTAGRAM AND FACEBOOK AT CREW FOR A CURE, C-R-E-W-F-O-R-A-C-U-R-E.

###

Crew for a Cure

Manship School of Mass Communication, 211 Journalism Building, Baton Rouge, LA, 70802

FOR IMMEDIATE RELEASE

News Release: LSU students kick off campaign to raise awareness about lymphoma

Students lead a campaign centered around the impact lymphoma has on young people and the importance of funding lymphoma research.

BATON ROUGE, Feb. 14, 2021 —The students representing LSU in the [national Bateman Case Study Competition](#) have launched their public relations campaign for the Lymphoma Research Foundation. The campaign, "Make Lymphoma Walk the Plank," seeks to raise both awareness and donations for LRF.

The campaign was inspired by Dr. Jay Saux, a renowned "pirate oncologist" from Covington, Louisiana, who treats his adult patients while wearing pirate attire with the hopes of making them feel more comfortable. The students' team, Crew for a Cure, has set the goal of raising awareness and donations for [adolescent and young adult \(AYA\) lymphoma](#), LRF and founding sponsor [The Paul Foundation](#).

Crew for a Cure has begun to spread awareness about AYA Lymphoma to young adults through social media and presentations at LSU fraternities and sororities.

"Each year, nearly 90,000 adolescents and young adults ages 15 to 39 years are diagnosed with cancer, and lymphoma accounts for nearly one quarter of cancer diagnoses among young people," said Kinya Harte, director of communications and marketing at LRF.

For more details about the campaign, events, or ways to get involved visit https://secure3.convio.net/lrf/site/TR?fr_id=1751&nn=entry. You can also follow the students on Instagram and Facebook @CrewForACure.

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###



Media room

We set up an online media room to include when sharing campaign information with traditional media sources. The media room was also used to distribute information to campaign partners for them to share with their networks. Content included in our team's media room is listed below.

Publications

- News release: campaign announcement
- News advisory: Pirate Party
- News release: Pirate Party
- 30-second radio copy
- One-pager
- LSU campus flyer
- PRSSA Bateman Case Study
- Competition brief

Graphics

- Pirate Party details graphic
- Lymphoma fact graphic
- “#MakeLymphomaWalkThePlank” graphics
- “Join us in our fight!” graphic

Owned media links

- Linktree
- Website
- Facebook
- Instagram

Pirate Party photos and videos

- Team photo
- Mike the Tiger photos
- Pirate Oncologist photos
- Other event photos and videos



Media coverage

WBRZ estimate calculation: According to Statista, 2% of the American public watches ABC evening news shows. As WBRZ is an ABC-affiliate, we assumed this percentage to be correct in our specific case. Muck Rack data shows WBRZ's total monthly visits to all outlet domains is approximately 1.4 million people. Combining these two statistics, we estimated 2% of WBRZ's 1.4 million monthly views is approximately 30,000 views.

WBRZ-TV news story

LSU students aim towards national prize with unique PR campaign for good cause

February 19, 2022 10:06 AM in News Source: WBRZ By: Ally Kadlubar

Share:    



Up to 20% of young cancer patients are diagnosed with lymphoma, a type of blood cancer, every year, but it's one of the least common cancers that people talk about.

Alaina Maiorana was diagnosed with Hodgkin's lymphoma when she was only 15.

"At 15, you don't really think about life and death," Maiorana said. "It's always just kind of looking towards the next thing, like homecoming, prom, Sadie Hawkins."

She often felt alone as a teenager in Houma, undergoing rough chemo treatments and surgeries to battle the blood cancer.

"You always see breast cancer awareness, ovarian cancer, but there's not much awareness of lymphoma, even though it's one of the most common cancers, especially younger people," Maiorana said.

Maiorana made a promise to herself to change that, and a group of LSU students are striving to raise awareness about the disease as well.

This group, known as the LSU Bateman Team, meets weekly to fine-tune a local public relations campaign for the Lymphoma Research Foundation.

In addition to advocating for awareness and donations, they are also using the campaign to take home a national prize.

"We're also competing against 75 universities that are working with the same client right now," said Bateman Team Captain, Hannah Michel Hanks.

With that many teams, a unique message is key, and Dr. Jay Saux is the inspiration behind this message.

Saux is an oncologist in Covington known as the "Pirate Doctor." He treats all of his patients dressed up as a pirate to distract them from pain or anxiety.



"I am now redirecting the attention off of this scary thing onto this weird pirate doctor thing," Saux said.

The team used Saux's concept for their campaign name--Crew for a Cure--and slogan--"Make lymphoma walk the plank."

Dr. Sanjay Juneja, an oncologist in Baton Rouge, is also helping the group with the campaign. His 485,000 fans on Tik Tok refer to him as the "Onc-Doc."

"I have a bunch of things planned for Instagram and TikTok to hopefully help all those people and kids and children and young adults that are going through this," Juneja said.

The Bateman Team is hoping for a national win, but the team says it has a bigger goal.

"We just want to raise awareness for the fact that young people can get it and for the fact that fundraising is the key to improving lymphoma outcomes in the future," Michel said.

Maiorana hopes this campaign will remind patients like her they are not alone.

"I thought cancer was a death sentence, but you can beat it, you can get through it," Maiorana said.

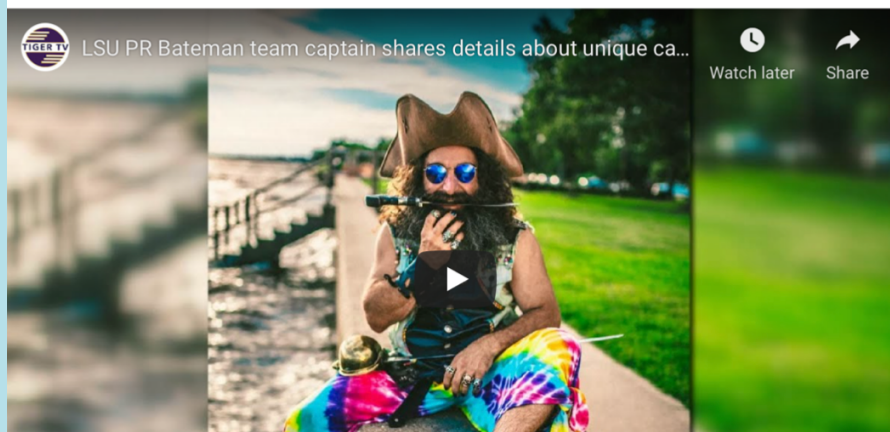
Crew for a Cure is hosting a Pirate Party Wednesday from noon to 4:00 p.m. in the LSU Journalism Building.

The Baton Rouge community is invited to donate, play games, and learn more about lymphoma.

Tiger TV news story

LSU students aim towards national prize with unique PR campaign for good cause

Ally Kadlubar | @AllyArose108 Feb 22, 2022 Updated Feb 23, 2022



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Media coverage
(continued)

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The Baton Rouge community is invited to donate, play games, and learn more about lymphoma.

The Reveille "This Week in BR" feature

MAKE **LYMPHOMA** WALK THE PLANK

Pirate Party

Journalism Building's Holiday Forum

Pirate-themed games, prizes, activities and a pirate photo booth will feature in this event, from noon-4 p.m., meant to raise awareness for the Lymphoma Research Foundation.

FEBRUARY

23RD

WEDNESDAY AT 12

Social media graphics

WHEN PEOPLE GET
DIAGNOSED WITH
LYMPHOMA, THEY
FEEL LIKE THEY'RE
WALKING THE PLANK

LET'S
FLIP
THE
SCRIPT

DRINK YOUR COFFEE FOR A GOOD CAUSE

GIFT BACK EVENT

TOMORROW FROM 3-7 P.M.

@ LIGHT HOUSE COFFEE

When you mention the **Lymphoma Research Foundation**, Light House Coffee will donate a percentage of the sale to help fund lymphoma research.

MAKE
LYMPHOMA
WALK
THE PLANK

CREW FOR A CURE



WE ARE PARTNERING
WITH THREE
COMMUNITY LEADERS
TO GATHER DONATIONS
FOR LRF AND MAKE
LYMPHOMA WALK THE
PLANK.



CREW FOR A CURE



READY TO MEET OUR
TEAM CAPTAINS?

CREW FOR A CURE



Dr. Grimm is the interim dean of the LSU Manship School of Mass Communication, which houses the public relations program educating Bateman team members. He believes the team can help lead the fight against a deadly disease like Lymphoma, which he finds “equal parts inspiring and impactful.”

CREW FOR A CURE



Dr. Jay “Pirate Oncologist” Saux: Dr. is a practicing oncologist in Covington, Louisiana who takes on a pirate persona as a unique approach to his practice. He is renowned for this approach and frequently participates in cancer-related fundraising efforts.

CREW FOR A CURE



Dr. Juneja is a practicing oncologist in Baton Rouge, Louisiana. He shares health information in a fun format through his TikTok platform that has almost 500K followers.

CREW FOR A CURE



THE FACTS
ABOUT LYMPHOMA



Social media graphics (continued)

SPREAD LOVE.
NOT MISINFORMATION

MYTH:
YOUNG PEOPLE
DON'T GET LYMPHOMA

FACT:
NEARLY 90,000
ADOLESCENTS AND
YOUNG ADULTS
AGES 15-39 ARE
DIAGNOSED WITH
CANCER, 1-IN-5 OF EACH
OF THOSE DIAGNOSES IS
LYMPHOMA.

SPREAD LOVE.
NOT MISINFORMATION

MYTH:
THERE IS NO MORE
LYMPHOMA RESEARCH
THAT NEEDS TO BE DONE.


FACT:
LRF CONTINUOUSLY
SUPPORTS RESEARCH TO
BETTER UNDERSTAND
MORE THAN 100
SUBTYPES OF LYMPHOMA
AND DEVELOP NEW
TREATMENTS.

“
SOMETHING THAT'S A MISUNDERSTANDING ABOUT
CANCER IS THAT IT'S NEVER REALLY OVER. YOU DEAL
WITH LONG TERM SIDE EFFECTS, LIFE CHANGES AND
LIMITATIONS FOR YOUR WHOLE LIFE BECAUSE OF IT. I
THINK MANY PEOPLE FORGET THAT. JUST BECAUSE
SOMEONE IS IN REMISSION DOESN'T MEAN THAT THEY
DON'T NEED THAT SUPPORT OR CARE ANYMORE.

Peyton Gutierrez, Lymphoma
Survivor & LSU Alumna

CREW FOR A CURE

ARE YOU THE SMARTEST
PIRATE ON THE SHIP?




Head over to our stories to test
your knowledge on Lymphoma!

CREW FOR A CURE


DRINK YOUR COFFEE FOR A GOOD CAUSE

GIFT BACK EVENT TOMORROW,
FEBRUARY 16 FROM 3-7 P.M.
@ LIGHT HOUSE COFFEE

When you mention the Lymphoma
Research Foundation, Light House
Coffee will donate a percentage of
the sale to help fund lymphoma
research.

CITY SLICE
PINTS + PIZZA

GIVEAWAY



TO ENTER:
1. FOLLOW US @CREWFORACURE
2. LIKE THIS & 3 OF OUR OTHER POSTS
3. TAG 3 PEOPLE IN THE COMMENTS
4. SHARE TO YOUR STORY FOR AN ADDITIONAL ENTRY

CREW FOR A CURE

LYMPHOMA

/lin'fōmə/

Noun

1. cancer of the lymph nodes
2. the most common type of blood cancer

"She fought a brave battle against lymphoma"

JOIN US FOR OUR
PIRATE PARTY!


WHEN
FEB. 23, NOON - 4 P.M.

WHERE
LSU JOURNALISM BUILDING

WHY
TO BENEFIT THE LYMPHOMA RESEARCH
FOUNDATION, RAISE AWARENESS ABOUT
LYMPHOMA AND COLLECT FUNDS TO SUPPORT
LYMPHOMA RESEARCH.

1 IN 5

CANCER DIAGNOSES IN ADOLESCENTS AND YOUNG ADULTS IS LYMPHOMA



WHAT ARE THE THREE TYPES OF LYMPHOMA?

CHRONIC LYMPHOCYTIC LEUKEMIA/
SMALL LYMPHOCYTIC LYMPHOMA (CLL/SLL):

- THE SAME DISEASE WITH DIFFERENT MANIFESTATIONS
- LEUKEMIC CELLS DEVELOP BECAUSE OF A CHANGE THAT TAKES PLACE IN THE CELL'S DNA
- APPROXIMATELY 19,000 PEOPLE ARE DIAGNOSED WITH CLL/SLL IN THE U.S. EACH YEAR.

HODGKIN LYMPHOMA (HL):

- THERE ARE FIVE TYPES OF HODGKIN LYMPHOMA
- IT IS AN UNCOMMON TYPE OF LYMPHOMA AND IT INVOLVES REED-STERBERG CELLS
- APPROXIMATELY 9,000 PEOPLE ARE DIAGNOSED WITH HODGKIN LYMPHOMA IN THE U.S. EACH YEAR

NON-HODGKIN LYMPHOMA (NHL):

- THERE ARE OVER 90 TYPES OF NHL, SOME ARE MORE COMMON THAN OTHERS
- NON-HODGKIN LYMPHOMA IS ANY TYPE OF LYMPHOMA THAT DOES NOT INVOLVE REED-STERBERG CELLS
- APPROXIMATELY 81,500 PEOPLE ARE DIAGNOSED WITH NHL IN THE U.S. EACH YEAR

A36

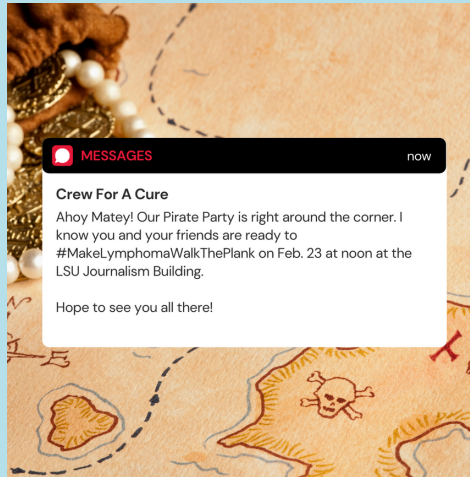
Social media graphics (continued)

“

DON'T HESITATE TO TALK TO SOMEONE ABOUT WHAT THEY'RE BATTLING. TO KNOW THAT AT 3 A.M. SOMEONE ELSE IS GOING THROUGH THE SAME THING AS YOU IS EVERYTHING.

Bob Tassin, Lymphoma Survivor

CREW FOR A CURE

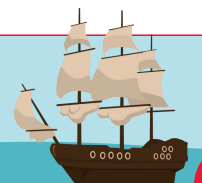


1,100 PEOPLE
DIAGNOSED IN
LOUISIANA IN
2022





Social media

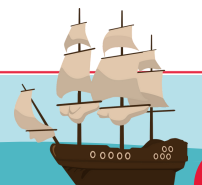
Facebook & Instagram

Date	Copy	Media	Reach & engagement	
Feb. 7	<p>According to the Lymphoma Research Foundation, nearly 1-in-5 cancer diagnoses in adolescents and young adults is lymphoma. It is the most common type of blood cancer, and patients often feel like the diagnosis is a major disruption in their life. Our goal is to send lymphoma overboard by raising awareness for the thousands who are diagnosed every year while also fundraising for the cure. See the link in our bio for more information on how you can join our efforts.</p> <p>#LymphomaCommunity #MakeLymphomaWalkThePlank #EraseLymphoma #JoinTheTeamFindACure #LymphomaAwareness</p>	1-in-5 graphic	Facebook Likes: 11 Shares: 13 Comments: 4 Reach: 831	Instagram Likes: 58 Shares: 35 Comments: 2 Reach: 312
Feb. 8	<p>A cancer diagnosis is a life-altering event. Medical appointments, hospital stays and treatments are overwhelming. We are seeking to make patients feel more comfortable with their diagnosis and to find the strength to fight back every day.</p> <p>We are the 2022 LSU Bateman Team. Here is our story: Dr. Jack Saux, the renowned "pirate oncologist," treats his patients dressed up as a pirate, making them feel more comfortable and adding a lighthearted tone to a heavy matter. Inspired by his creativity and innovation, we are seeking to #EraseLymphoma by following Dr. Saux's example and providing hope to lymphoma patients everywhere.</p> <p>When people get diagnosed, they feel like they are walking the plank. Let's flip that script and make lymphoma walk the plank.</p> <p>#LymphomaCommunity #MakeLymphomaWalkThePlank #EraseLymphoma #JoinTheTeamFindACure #LymphomaAwareness #TeamLRFTuesday</p>	Series of three "Walk the plank" graphics	Facebook Likes: 10 Shares: 9 Comments: 2 Reach: 704	Instagram Likes: 66 Shares: 24 Comments: 1 Reach: 310
Feb. 9	<p>🏴‍☠️ Ahoy mateys! 🏴‍☠️</p> <p>Mark your calendars! We are hosting a pirate party on Wednesday, Feb. 23 in the Holliday Forum of LSU's Journalism Building. Join us for food, games and prizes as we #MakeLymphomaWalkthePlank.</p> <p>Comment below if you are coming!</p> <p>#LymphomaCommunity #MakeLymphomaWalkThePlank #EraseLymphoma #JoinTheTeamFindACure #LymphomaAwareness</p>	Pirate Party details graphic	Facebook Likes: 9 Shares: 7 Comments: 5 Reach: 483	Instagram Likes: 45 Shares: 13 Comments: 5 Reach: 313
Feb. 10	<p>Meet the crew fighting for the cure.</p> <p>From left to right: Julia Watson, Rebecca Herin, Perla Rodriguez, Marie George, Hannah Moran and Hannah Michel.</p> <p>We are proud to represent LSU in this year's Bateman Case Study Competition.</p> <p>📷: Jacelyn Rasti Photography</p> <p>#LymphomaCommunity #MakeLymphomaWalkThePlank #EraseLymphoma #JoinTheTeamFindACure #LymphomaAwareness</p>	Team photo with Crew for a Cure frame	Facebook Likes: 22 Shares: 8 Comments: 3 Reach: 2,538	Instagram Likes: 69 Shares: 9 Comments: 6 Reach: 321



Social media (continued)

Feb. 14	  What is Lymphoma?   <p>"Lymphoma is the most common type of blood cancer. Specifically, lymphoma is a cancer that affects lymphocytes, which are a type of white blood cell. Lymphocytes travel through the blood and lymphatic system to defend the body against foreign invaders like bacteria and viruses.</p> <p>Lymphomas usually develop when a change, or mutation, occurs within a lymphocyte, causing the abnormal cell to replicate faster than, or live longer than, a normal lymphocyte. Like normal lymphocytes, cancerous lymphocytes can travel through the blood and lymphatic system and spread and grow in many parts of the body, including the lymph nodes, spleen, bone marrow, and other organs," according to the Lymphoma Research Foundation.</p> <p>Read more at https://linktr.ee/crewforcure.</p> <p>#LymphomaCommunity #MakeLymphomaWalkThePlank #EraseLymphoma #JoinTheTeamFindACure #LymphomaAwareness</p>	Lymphoma definition graphics	Facebook Likes: 9 Shares: 4 Comments: 1 Reach: 543	Instagram Likes: 42 Shares: 26 Comments: 2 Reach: 229
Feb. 15	<p>Drink your coffee for a good cause ☕</p> <p>Visit Light House Coffee tomorrow, February 16 from 3-7 p.m. and mention the Lymphoma Research Foundation! When you mention us, Light House will donate a percentage of your total to help fund lymphoma research. We hope to see you there!</p> <p>Who's stopping by?</p> <p>#LymphomaCommunity #MakeLymphomaWalkThePlank #EraseLymphoma #JoinTheTeamFindACure #LymphomaAwareness #TeamLRFTuesday</p>	Coffee gift back graphic	Facebook Likes: 9 Shares: 4 Comments: 3 Reach: 329	Instagram Likes: 32 Shares: 12 Comments: 2 Reach: 196
Feb. 16	<p>"I had my diagnosis and then the following week I was starting chemo...it was a bit of a whirlwind."</p> <p>A lymphoma diagnosis can make you feel like you're walking the plank. But it's time to flip the script! Meet Chelsea McCoy! She is a 29 year old woman, mother, wife and fighter who is kicking lymphoma's booty 🏴‍☠️ ⚓</p> <p>In the following weeks we will be sharing parts of her interview where she talks about her journey, lymphoma and more.</p> <p>#LymphomaCommunity #MakeLymphomaWalkThePlank #EraseLymphoma #JoinTheTeamFindACure #LymphomaAwareness</p>	Interview video	Facebook Likes: 7 Shares: 3 Comments: 1 Views: 128	Instagram Likes: 38 Shares: 9 Views: 248 Reach: 1,794
Feb. 16	<p>Conversations about lymphoma don't have to be scary. In fact, they can empower you with knowledge about the disease.</p> <p>Inviting your friends to like this page is an easy way to start a conversation about AYA lymphoma with your loved ones. Try inviting 10 friends to like Crew for a Cure today! Follow the instructions below to share it with them.</p> <p>In the Facebook app:</p> <p>Open the Crew for a Cure page on Facebook.</p> <p>Navigate to the "Community" tab.</p> <p>Click "Invite Friends."</p> <p>Select the friends you'd like to invite, and hit the "Send Invites" button at the bottom of your screen.</p> <p>In a web browser:</p> <p>Open the Crew for a Cure page on Facebook.</p> <p>Click the "..." button to the right side of the screen.</p> <p>Click "Invite Friends."</p> <p>Select the friends you'd like to invite, and hit the "Send Invites" button at the bottom of your screen.</p>	Invite your friends graphic	Facebook Likes: 6 Shares: 1 Reach: 134	
Feb. 17	<p>Baton Rouge native, Bob Tassin, was diagnosed with Diffuse Large B Cell Non Hodgkin Lymphoma in August of 2021. He said that having a community and a support system around him made the biggest difference throughout his journey with Lymphoma. You can #MakeLymphomaWalkThePlank everyday by supporting those in your life who have received a diagnosis. For more information, visit https://linktr.ee/crewforcure.</p> <p>#LymphomaCommunity #MakeLymphomaWalkThePlank #EraseLymphoma #JoinTheTeamFindACure #LymphomaAwareness</p>	Quote graphic and personal photos	Facebook Likes: 10 Shares: 2 Reach: 516	Instagram Likes: 49 Shares: 4 Comments: 2 Reach: 219
Feb. 18	<p>🐔 GIVEAWAY!! 🐔</p> <p>We're giving away THREE \$10 Chick-fil-A gift cards for three lucky winners on our Instagram. You must go to our Instagram page @Crewforcure to enter to win. We will not be picking winners directly from Facebook.</p> <p>Winners will be announced on Tuesday, Feb. 22.</p> <p>#LymphomaCommunity #MakeLymphomaWalkThePlank #EraseLymphoma #JoinTheTeamFindACure #LymphomaAwareness #Giveaway #Chickfila</p>	Giveaway graphic	Facebook Likes: 7 Shares: 2 Reach: 199	



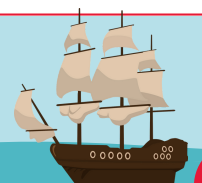
Social media (continued)

Feb. 18	<p>🤖 GIVEAWAY!! 🤖</p> <p>We're giving away THREE \$10 Chick-fil-A gift cards for three lucky winners.</p> <p>To enter:</p> <ol style="list-style-type: none"> 1. FOLLOW US @crewforacure 2. LIKE THIS POST AND 5 OF OUR OTHER POSTS 3. TAG THREE PEOPLE IN THE COMMENTS 4. SHARE TO YOUR STORY AND TAG US FOR AN ADDITIONAL ENTRY <p>Winners will be announced on Tuesday, Feb. 22. You will be able to claim your gift card at our Pirate Party on Wednesday, Feb. 23 from 12-4 p.m. in the Journalism Building.</p> <p>#LymphomaCommunity #MakeLymphomaWalkThePlank #EraseLymphoma #JoinTheTeamFindACure #LymphomaAwareness #Giveaway #Chickfila</p>	Giveaway graphic	<p>Instagram</p> <p>Likes: 43 Shares: 26 Comments: 18 Reach: 308 Saves: 1</p>
Feb. 21	<p>"You always see breast cancer awareness, ovarian cancer, but there's not much awareness of lymphoma, even though it's one of the most common cancers, especially younger people... I thought cancer was a death sentence, but you can beat it, you can get through it." - Alaina Maiorana, AYA Hodgkins lymphoma survivor.</p> <p>We are proud to partner with Alaina, Dr. Jack Saux and Dr. Sanjay Juneja, M.D. to #MakeLymphomaWalkthePlank.</p>	WBRZ Story Link	<p>Facebook</p> <p>Likes: 13 Shares: 9 Reach: 1,684</p>
Feb. 21	<p>T-minus two days from our Pirate Party! Help us #MakeLymphomaWalkThePlank and come out and join us this Wednesday, Feb. 23 in the LSU Journalism. There will be food, prizes and games 🏴‍☠️ 🏴‍☠️</p> <p>Comment below if you are coming!</p> <p>#LymphomaCommunity #MakeLymphomaWalkThePlank #EraseLymphoma #JoinTheTeamFindACure #LymphomaAwareness</p>	Pirate Party reminder graphic	<p>Facebook</p> <p>Likes: 7 Shares: 2 Comments: 1 Reach: 175</p> <p>Instagram</p> <p>Likes: 28 Shares: 4 Comments: 2 Reach: 211</p>
Feb. 24	<p>A huge thank you to everyone who came out to our Pirate Party yesterday! We raised \$1,660 for the Lymphoma Research Foundation due to your support. With your help, we are making Lymphoma walk the plank one day at a time. If you were not able to make it to the Pirate Party, donate to the Lymphoma Research Foundation here: https://secure3.convio.net/lrf/site/TR?fr_id=1751&pg=entry</p> <p>#MakeLymphomaWalkThePlank #lymphomacommunity #eraselymphoma #TeamLRF #JoinTheTeamFindACure #LymphomaAwareness</p>	Pirate Party Photos	<p>Facebook</p> <p>Likes: 16 Shares: 3 Comments: 1 Reach: 563</p> <p>Instagram</p> <p>Likes: 70 Shares: 8 Comments: 1 Reach: 307</p>
Feb. 26	<p>Yo ho ho! Dr. Jay Saux is sending Lymphoma overboard. He was the first matey of our fundraising efforts, with a total of \$745 in his name. Known as the "pirate oncologist," Dr. Saux has an approach to cancer treatment that makes patients feel more comfortable about their diagnosis. Our goal is to #MakeLymphomaWalkthePlank in adolescents and young adults through in-depth research and a gentle approach to treatment. We raised a grand total of \$1,760 on Wednesday to support the Lymphoma Research Foundation!</p> <p>#MakeLymphomaWalkThePlank #lymphomacommunity #eraselymphoma #TeamLRF #JoinTheTeamFindACure #LymphomaAwareness</p>	Photo of Dr. Saux with Pirate sword	<p>Facebook</p> <p>Likes: 10 Comments: 1 Reach: 57</p> <p>Instagram</p> <p>Likes: 26 Comments: 1 Reach: 157</p>
March 1	<p>According to the American Cancer Society, 1,110 people have been diagnosed with Lymphoma in Louisiana so far in 2022. While many of us are out celebrating at parades with family and friends, AYA lymphoma patients are going through treatments and avoiding large crowds to prevent further illness. With more funding for research, @LRF will develop better treatments to help those patients get back on their feet.</p> <p>#MakeLymphomaWalkThePlank #lymphomacommunity #eraselymphoma #TeamLRF #JoinTheTeamFindACure #LymphomaAwareness #TeamLRFTuesday #MardiGras</p>	Mardi Gras Graphic-LA statistics	<p>Facebook</p> <p>Likes: 10 Comments: 1 Reach: 43</p> <p>Instagram</p> <p>Likes: 24 Shares: 8 Reach: 215</p>



Social media (continued)

March 3	<p>Chelsea McCoy was told by many that she was “too young” to have Lymphoma at 27.</p> <p>In reality, 90,000 adolescents and young adults in the U.S. are diagnosed with cancer each year, and 1 in 5 of those diagnoses is Lymphoma.</p> <p>“The relative youth and maturity level of AYAs has a significant effect on their ability to manage their diagnosis and treatment. Factors such as the belief that ‘it cannot happen to me,’ overall healthcare-related knowledge, unique concerns regarding body image and fertility issues, and relationship matters must all be considered when building a treatment plan for AYA,” according to the Lymphoma Research Foundation.</p> <p>If you are young and experiencing symptoms, do not hesitate to be screened by a medical professional.</p> <p>#MakeLymphomaWalkThePlank #lvmohomacommunity #eraselymphoma #TeamLRF #JoinTheTeamFindACure #LymphomaAwareness</p>	Video: Chelsea McCoy- AYA Lymphoma Awareness	Facebook Likes: 10 Shares: 1 Comments: 1 Views: 46	Instagram Likes: 22 Shares: 6 Views: 162 Reach: 682
March 4	<p>LSU and Delta Gamma LSU Alumna, Peyton Gutierrez was 15 when she was diagnosed with Stage 2A Hodgkin's Lymphoma on April 13, 2012.</p> <p>When she received her diagnosis, she said her first reaction was “why me?”</p> <p>“I was in a state of shock. It didn't really hit me until later that I had cancer,” she said.</p> <p>For more information about AYA Lymphoma, visit the link in our bio.</p>	Quote graphic and photos of Peyton	Facebook Likes: 11 Comments: 2 Reach: 90	Instagram Likes: 66 Shares: 34 Comments: 6 Reach: 355
March 7	<p>🍕🍕 GIVEAWAY!! 🍕🍕</p> <p>We're giving away ONE \$25 City Slice gift card for one lucky winner. To enter:</p> <p>LIKE OUR PAGE</p> <p>LIKE THIS POST AND 5 OF OUR OTHER POSTS</p> <p>TAG THREE PEOPLE IN THE COMMENTS</p> <p>Winners will be announced on Wednesday, March 8. #MakeLymphomaWalkThePlank #lymphomacommunity #eraselymphoma #TeamLRF #JoinTheTeamFindACure #LymphomaAwareness #CitySliceBR #Pizza #Giveaway #ExploreBatonRouge #EatBatonRouge</p>	Giveaway Graphic	Facebook Likes: 9 Shares: 6 Comments: 7 Reach: 257	Instagram Likes: 25 Shares: 6 Comments: 84 Reach: 249
March 8	<p>Thanks to a life saving stem cell transplant, Chelsea McCoy is now in remission.</p> <p>When you sign up to be a blood stem cell donor, you are signing up to save a life. According to LRF, transplanting stem cells allows doctors to use higher doses of chemotherapy to treat cancer than the body would normally tolerate, increasing the probability of killing cancer cells. That means more chances for patients to #MakeLymphomaWalkThePlank.</p> <p>Ready to save a life? Sign up to be a donor at @bethematch</p> <p>#MakeLymphomaWalkThePlank #lymphomacommunity #eraselymphoma #TeamLRF #JoinTheTeamFindACure #LymphomaAwareness</p>	Video: Chelsea McCoy - Importance of Being a Stem Cell Donor	Facebook Likes: 4 Views: 30	Instagram Likes: 12 Shares: 2 Views: 70 Reach: 312
March 9	<p>Are you the smartest pirate on the ship?</p> <p>We are testing your knowledge of the @lymphomacommunity on our stories today! Head on over to see how many you get right.</p> <p>#MakeLymphomaWalkThePlank #lvmohomacommunity #eraselymphoma #TeamLRF #JoinTheTeamFindACure #LymphomaAwareness</p>	Graphic	Instagram Likes: 16 Shares: 6 Comments: 1 Reach: 154	
March 10	<p>What does it mean to be a caregiver?</p> <p>When Bob Tassin needed support, his family and friends were there for him. Tassin's wife was a major rock for him during and after treatment, as were his 4 daughters who would frequently visit. Tassin's mountain biking friends were also very supportive, many of them created “flat-Tassins” (like flat Stanley) that they would take everywhere they biked and send him pictures of.</p> <p>A lymphoma diagnosis not only affects the patient; it affects their caregivers too. Caregivers are relatives, friends, partners or anyone who has a significant relationship with the patient and is an essential extension to the patient's healthcare team. While being a caregiver can often be a rewarding experience, it can also be a very challenging one.</p> <p>Thank you to all the caregivers out there!</p> <p>#MakeLymphomaWalkThePlank #lymphomacommunity #eraselymphoma #TeamLRF #JoinTheTeamFindACure #LymphomaAwareness</p>	Quote graphic and pictures of Bob Tassin with family and friends	Facebook Likes: 7 Reach: 43	Instagram Likes: 24 Shares: 4 Reach: 151

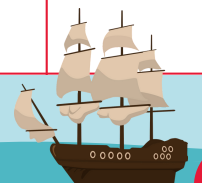


Social media (continued)

March 11	<p>"You never know who you're helping and it helps me to know that people are being helped by that as well," Chelsea McCoy, Lymphoma Survivor</p> <p>We have heard repeatedly from Lymphoma survivors, Chelsea, Bob and Alaina, that sharing your story is one of the most crucial aspects of dealing with a cancer diagnosis. As we wrap up our campaign today, we encourage you to share your story and listen to other people's stories.</p> <p>How can you be more aware of those around you who are dealing with a Lymphoma diagnosis?</p> <p>#MakeLymphomaWalkThePlank #lymphomacommunity #eraselymphoma #TeamLRF</p> <p>#JoinTheTeamFindACure #LymphomaAwareness</p>	Video: Chelsea McCoy - Sharing your Story	Facebook Likes: 6 Views: 21	Instagram Likes: 15 Shares: 8 Views: 118 Reach: 1,295
March 11	<p>Thank you to everyone who has supported Crew for a Cure and the Lymphoma Research Foundation. Thank you especially to our faculty advisor, Professor Doug Draper who was with us every step of the way. As we wrap up our campaign today, we are happy to report that we have raised a total of \$2,160 to support the Lymphoma Research Foundation.</p> <p>Thank you to our sponsors, Mary Bird Perkins Cancer Center in Baton Rouge, LSU Student Health Center and Louisiana Healthcare Connections. We also want to extend a thank you to the LSU Manship School of Mass Communication. And of course, we cannot thank our team captains, Sanjay Juneja, M.D., Dr. Jack Saux and Dean Grimm, enough for their support.</p> <p>Finally, thank you to Jacelyn Rasti Photography for taking these incredible photos.</p> <p>Let's continue to #MakeLymphomaWalkthePlank.</p> <p>#lymphomacommunity #eraselymphoma #TeamLRF #JoinTheTeamFindACure #LymphomaAwareness</p>	Team Pictures	Facebook Likes: 12 Shares: 2 Reach: 290	Instagram Likes: 49 Shares: 8 Comments: 4 Reach: 206

Instagram Stories

Date	Copy	Media	Reach
Feb. 7	"Join us in our fight!"	1-in-5 feed graphic repost	Views: 64 Impressions: 72 Profile Visits: 14
Feb. 7	"Want to receive weekly updates? Visit the link in our bio to keep up with us!"	Screen recording of how to access links	Views: 45 Impressions: 48 Profile Visits: 3
Feb. 8	Slide 1: "When people get diagnosed with Lymphoma, they feel like they're walking the plank." Slide 2: "Let's flip the script" Slide 3: "Make Lymphoma Walk the Plank"	Graphic	Views: 72 Impressions: 74 Profile Visits: 6
Feb. 9	"Join us for our Pirate Party! When: Feb. 23, noon - 4 p.m. Where: LSU Journalism Building Why: To benefit the Lymphoma Research Foundation, raise awareness about Lymphoma and collect funds to support Lymphoma Research."	Graphic	Views: 35 Impressions: 39 Profile Visits: 0
Feb. 10	"Meet the team."	Team picture	Views: 28 Impressions: 28 Profile visits: 4
Feb. 11	"We got to interview @lifewithchels_ and hear about her journey as she is battling Lymphoma!"	#MakeLymphomaWalkthePlank repost from Chelsea McCoy	Views: 51 Impressions: 54 Profile Visits: 2
Feb. 14	Slide 1: "Spread love, not misinformation: the facts about Lymphoma" Slide 2: "Spread love, not misinformation. Myth: There is no more Lymphoma Research that needs to be done. Fact: LRF continuously supports research to better understand more than 100 subtypes of Lymphoma and develop new treatments." Slide 3: "Spread love, not misinformation. Myth: Young people don't get Lymphoma. Fact: Nearly 90,000 adolescents and young adults ages 15-39 are diagnosed with cancer, 1-in-5 of those diagnoses is Lymphoma."	Graphic	Views: 38 Impressions: 43 Profile Visits: 0



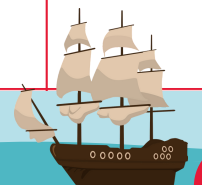
Social media (continued)

Feb. 14	<p>Slide 1: "Lymphoma: noun 1) Cancer of lymph nodes 2) The most common type of blood cancer <i>She fought a brave battle against Lymphoma.</i>"</p> <p>Slide 2: "What are the three types of Lymphoma?"</p> <ol style="list-style-type: none"> 1) Chronic Lymphocytic Leukemia/Small Lymphocytic Lymphoma (CLL/SLL): <ol style="list-style-type: none"> a) The same disease with different manifestations b) Leukemic cells develop because of a change that takes place in the cell's DNA c) Approximately 19,000 people are diagnosed with CLL/SLL in the U.S. each year 2) Hodgkin Lymphoma (HL): <ol style="list-style-type: none"> a) There are five types of Hodgkin Lymphoma b) It is an uncommon type of Lymphoma and it involves Reed-Sternberg cells c) Approximately 9,000 people are diagnosed with Hodgkin Lymphoma in the U.S. each year 3) Non-Hodgkin Lymphoma (NHL): <ol style="list-style-type: none"> a) There are over 90 types of NHL, some are more common than others b) NHL is any type of Lymphoma that does not involve Reed-Sternberg cells c) Approximately 81,560 people are diagnosed with NHL in the U.S. each year 	Graphic	Views: 40 Impressions: 45 Profile Visits: 3
Feb. 15	<p>"Drink your coffee for a good cause Gift back event tomorrow from 3-7 p.m. at Light House Coffee When you mention the Lymphoma Research Foundation, Light House Coffee will donate a percentage of the sale to help fund Lymphoma research. @lighthousecoffeebr"</p>	Graphic	Views: 72 Impressions: 75 Profile visits: 2
Feb. 16	<p>"Drink your coffee for a good cause Gift back event today from 3-7 p.m. at Light House Coffee When you mention the Lymphoma Research Foundation, Light House Coffee will donate a percentage of the sale to help fund Lymphoma research. @lighthousecoffeebr"</p>	Graphic	Views: 41 Impressions: 42 Profile visits: 1
Feb. 17	<p>Slide 1: "We are partnering with three community leaders to gather donations for LRF and make Lymphoma walk the plank. Slide 2: "Ready to meet our team captains?" Slide 3: "Dr. Grimm is the interim dean of the LSU Manship School of Mass Communication, which houses the public relations program educating Bateman team members. He believes the team can help lead the fight against a deadly disease like Lymphoma, which he finds 'equal parts inspiring and impactful.'" Slide 4: "Dr. Jay 'Pirate Oncologist' Saux: Dr. Saux is a practicing oncologist in Covington, Louisiana who takes on a pirate persona as a unique approach to his practice. He is renowned for this approach and frequently participates in cancer-related fundraising efforts." Slide 5: Dr. Juneja is a practicing oncologist in Baton Rouge, Louisiana. He shares health information in a fun format through his Tik Tok platform that has almost 500K followers." Slide 6: "Donate to their profile on our fundraising page @ Crew for a Cure [link]."</p>	Graphic	Views: 74 Impressions: 76 Profile visits:
Feb. 18	Giveaway feed post	Graphic	Views: 44 Impressions: 45 Profile visits: 2
Feb. 18	"Our team captain @theoncdoc is helping is #makelymphomawalktheplank"	Dr. Juneja video story repost	Views: 39 Impressions: 31
Feb. 19	"One of our team captains @theoncdoc on WBRZ this morning!"	Dr. Juneja video story repost	Views: 30 Impressions: 32
Feb. 21	"Last day to enter!" Giveaway graphic repost	Graphic	Views: 63 Impressions: 64 Profile visits: 4
Feb. 22	"Giveaway winners: @emma.cwhite @emilypanzavecchia @ainselyclaire DM us to claim your prize!"	Graphic	Views: 82 Impressions: 87 Profile visits: 10



Social media (continued)


Feb. 23	"Today is the Day! Stop by and see us in the Journalism building" - Pirate Party info repost	Graphic	Views: 73 Impressions: 75 Profile visits: 3
Feb. 23	"MakeLymphomaWalkthePlank" Graphic, repost from the LSU Student Health Center	Graphic	Views: 65 Impressions: 68
Feb. 23	Slides 1-6: -Location sticker: LSU Journalism Building -Video of the LRF inflatable in front of building -Walkthrough of party -Mike the Tiger in front of the LRF inflatable -Repost of video of Mike the Tiger from @manshipschool	Video	Views: 64 Impressions: 66 Profile visits: 5
Feb. 26	Repost of Feb. 26 page post of Dr. Jay Saux	Photo repost	Views: 42 Impressions: 46 Profile visits: 1
March 4	Repost of March 4 page post - Peyton Gutierrez's story	Photo repost	Views: 40 Impressions: 41
March 7	Repost of March 7 page post - City Slice Giveaway	Photo repost	Views: 45 Impressions: 45
March 9	"Giveaway Winners! @meghanezito @oliviadmorgan DM us to claim!"	Graphic	Views: 75 Impressions: 78 Shares: 15 Profile visits: 7
March 9	"Are you the smartest pirate on the ship? Test your Lymphoma knowledge on the next few slides."	Graphic	Views: 70 Impressions: 72
March 9	"Lymphoma Lessons: What do you know about Lymphoma?" What does LRF stand for? a) Leukemia Research Foundation: 3 votes b) Learn Remission Fair: 1 vote c) CORRECT: Lymphoma Research Foundation: 26 votes d) Lymphoma Running Fun: 1 vote"	Graphic	Views: 69 Impressions: 70
March 9	"Lymphoma Lessons: What do you know about Lymphoma?" How many adolescents and young adults are diagnosed (each year)? a) 30,000: 3 votes b) 50,000: 7 votes c) 200,000: 6 votes d) CORRECT: 90,000: 9 votes	Graphic	Views: 67 Impressions: 69
March 9	"Lymphoma Lessons: What do you know about Lymphoma?" What percentage of these diagnoses is Lymphoma? a) 1-in-10: 5 votes b) CORRECT: 1-in-5: 12 votes c) 1-in-4: 6 votes d) 1-in-15: 2 votes	Graphic	Views: 66 Impressions: 68
March 9	"Lymphoma Lessons: What do you know about Lymphoma?" How many people were diagnosed with Lymphoma in LA this year? a) 2,000: 16 votes b) 500: 4 votes c) CORRECT: 1,100: 6 votes d) 50: 0 votes	Graphic	Views: 65 Impressions: 67



Social media (continued)

March 9	<p>"Lymphoma Lessons: What do you know about Lymphoma?"</p> <p>What is our mascot?</p> <ul style="list-style-type: none"> a) Parrot: 0 votes b) CORRECT: Pirate: 27 votes c) Tiger: 1 vote d) Monkey: 0 votes 	Graphic	Views: 63 Impressions: 64
March 9	<p>"Lymphoma Lessons: What do you know about Lymphoma?"</p> <p>Lymphoma is a type of...</p> <ul style="list-style-type: none"> a) Bone cancer: 4 votes b) Brain cancer: 1 vote c) CORRECT: Blood cancer: 22 votes d) Liver cancer: 1 vote 	Graphic	Views: 64 Impressions: 66
March 9	<p>"Lymphoma Lessons: What do you know about Lymphoma?"</p> <p>Can young people get lymphoma?</p> <ul style="list-style-type: none"> a) CORRECT: Yes: 32 votes b) No: 0 votes 	Graphic	Views: 64 Impressions: 66
March 9	<p>"Lymphoma Lessons: What do you know about Lymphoma?"</p> <p>LRF's goal is to...</p> <ul style="list-style-type: none"> a) CORRECT: eradicate lymphoma: 27 votes b) Make people happy: 0 votes c) Post on social media: 0 votes d) Make money: 3 votes 	Graphic	Views: 63 Impressions: 64 Replies: 1 Profile visits: 1
March 10	Repost of March 10 page post - Bob Tassin quote	Graphic	Views: 50 Impressions: 51 Profile visits: 2
March 11	<p>"If you haven't already, take our survey to answer some questions about Lymphoma Awareness!"</p> <p>[link to survey] included</p>	Image of Mike the Tiger in front of LRF inflatable	Views: 67 Impressions: 69 Link clicks: 3

OBJECTIVE 3, STRATEGY 1 TACTIC MATERIALS



Crew for a Cure
2d · 🌐

What does it mean to be a caregiver?

When Bob Tassin needed support, his family and friends were there for him. Tassin's wife was a major rock for him during and after treatment, as were his 4 daughters who would frequently visit. Tassin's mountain biking friends were also very supportive, many of them created "flat-Tassins" (like flat Stanley) that they would take everywhere they biked and send him pictures of.


A lymphoma diagnosis not only affects the patient; it affects... See more

”

WHEN IDA CAME THROUGH, THREE OF MY NEIGHBORS AND SOME OF MY FRIENDS CAME AND HOOKED UP MY GENERATOR. THEY EVEN TOOK TURNS FILLING UP THE GENERATOR SO THAT I COULD HAVE POWER.

Bob Tassin, Lymphoma Survivor

CREW FOR A CURE



Stories of lymphoma survivors

An AYA Lymphoma Diagnosis - Chelsea

McCoy: <https://youtu.be/sKBYM39rUKo>

The Importance of Awareness - Chelsea

McCoy: https://youtu.be/eJp4K_4G6x4

Why Young People Should be Aware of

AYA Lymphoma - Chelsea McCoy:

<https://youtu.be/kCjdC9jnMvc>

Stem Cell Donors Can Save a Life -

Chelsea McCoy:

<https://youtu.be/8hoWNRFHUJg>



Stories of lymphoma survivors (continued)



Crew for a Cure

2d · 🌐

"You never know who you're helping and it helps me to know that people are being helped by that as well,"
Chelsea McCoy, Lymphoma Survivor

We have heard repeatedly from Lymphoma survivors, Chelsea, Bob and Alaina, that sharing your story is one of the most crucial aspects of dealing with a cancer diagnosis. As we wrap up our campaign today, we encourage you to share your story and listen to other people's stories.

How can you be more aware of those around you who are dealing with a Lymphoma diagnosis?

[#MakeLymphomaWalkThePlank](#)
[#lymphomacommunity](#) [#eraselymphoma](#) [#TeamLRF](#)
[#JoinTheTeamFindACure](#) [#LymphomaAwareness](#)



Crew for a Cure

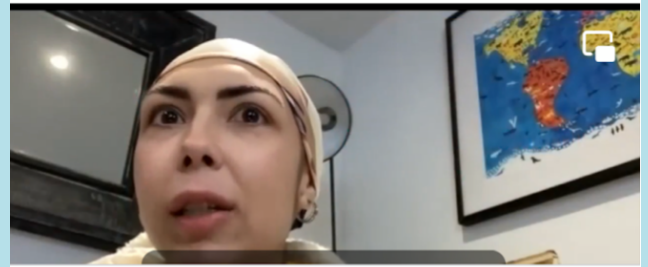
4d · 🌐

Thanks to a life saving stem cell transplant, Chelsea McCoy is now in remission.

When you sign up to be a blood stem cell donor, you are signing up to save a life. According to LRF, transplanting stem cells allows doctors to use higher doses of chemotherapy to treat cancer than the body would normally tolerate, increasing the probability of killing cancer cells. That means more chances for patients to [#MakeLymphomaWalkThePlank](#)!

Ready to save a life? Sign up to be a donor at [@bethematch](#)

[#MakeLymphomaWalkThePlank](#)
[#lymphomacommunity](#) [#eraselymphoma](#) [#TeamLRF](#)
[#JoinTheTeamFindACure](#) [#LymphomaAwareness](#)



Crew for a Cure

March 4 at 3:00 PM · 🌐

LSU and [Delta Gamma](#) LSU alumna, Peyton Gutierrez was 15 when she was diagnosed with Stage 2A Hodgkin's Lymphoma on April 13, 2012.

When she received her diagnosis, she said her first reaction was "why me?"

"I was in a state of shock. It didn't really hit me until later that I had cancer," she said.... [See more](#)

“

SOMETHING THAT'S A MISUNDERSTANDING ABOUT CANCER IS THAT IT'S NEVER REALLY OVER. YOU DEAL WITH LONG TERM SIDE EFFECTS, LIFE CHANGES AND LIMITATIONS FOR YOUR WHOLE LIFE BECAUSE OF IT. I THINK MANY PEOPLE FORGET THAT. JUST BECAUSE SOMEONE IS IN REMISSION DOESN'T MEAN THAT THEY DON'T NEED THAT SUPPORT OR CARE ANYMORE.

Peyton Gutierrez, Lymphoma Survivor & LSU Alumna

CREW FOR A CURE



Crew for a Cure

February 17 at 10:01 AM · 🌐

Baton Rouge native, Bob Tassin, was diagnosed with Diffuse Large B Cell Non Hodgkin Lymphoma in August of 2021. He said that having a community and a support system around him made the biggest difference throughout his journey with Lymphoma. You can [#MakeLymphomaWalkThePlank](#) everyday by supporting those in your life who have received a diagnosis. For more information, visit <https://linktr.ee/crewforcure>.

[#LymphomaCommunity](#) [#MakeLymphomaWalkThePlank](#)
[#EraseLymphoma](#) [#JoinTheTe...](#) [See more](#)

“

DON'T HESITATE TO TALK TO SOMEONE ABOUT WHAT THEY'RE BATTLING. TO KNOW THAT AT 3 A.M. SOMEONE ELSE IS GOING THROUGH THE SAME THING AS YOU IS EVERYTHING.

Bob Tassin, Lymphoma Survivor

CREW FOR A CURE



OBJECTIVE 3, STRATEGY 2 TACTIC MATERIALS



LRF partnership

Our team knew that any good PR campaign does not occur in a vacuum separated from the client. We partnered with LRF to increase the effectiveness of our fundraising efforts and the presence of client branding at our event.

MAKE LYMPHOMA WALK THE PLANK WITH LSU'S 2022 BATEMAN TEAM



Make Lymphoma Walk the Plank with LSU's Bateman Team

A lymphoma diagnosis can make a patient feel like they are walking the plank through life and could fall off at any moment. Luckily, the LRF crew is there to put the patient in control and make lymphoma walk the plank instead.

The Lymphoma Research Foundation equips the patient for their journey by providing them with resources and support. As the patient embarks on the high seas, LRF continues to fund treatment research and breakthroughs back on the mainland.

Our goal is to help LRF turn a typically perilous journey into smoother sailing by raising funds to support its efforts. Each dollar raised for the foundation pushes lymphoma one step closer to the end of the plank.

Join us on our journey as we push lymphoma overboard. The bounty for our efforts will be plenty.

PIRATE PARTY

Feb. 23 | Noon to 4 p.m. CST | LSU Journalism Building

To benefit the Lymphoma Research Foundation and raise awareness for adolescent and young adult lymphoma.

There will be game booths, such as Pirate Poker and Pirate Putt-Putt, for attendees to participate in and win Pirate Points, which can be traded in for different prizes. Additionally, event partners will be set up to provide attendees with educational materials related to cancer screenings, prevention and treatment.

TEAM CAPTAINS

Three team captains will compete against one another to raise the most funds. The captain whose crew raises the most funds will be awarded the First Matey award. Meet our team captains below.



[Donate](#) [Visit Fundraising Page](#) [Donate](#) [Visit Fundraising Page](#) [Donate](#) [Visit Fundraising Page](#)

LW Laura Wallenstein <lwallenstein@lymphoma.org> Wed 3/9/2022 3:34 PM

To: Hannah R Michel; reherin1@lsu.edu; Marie George
Cc: Dana Bork <dbork@lymphoma.org>

Dear Hannah, Rebecca, and Marie,

On behalf of everyone at the Lymphoma Research Foundation, thank you for the wonderful work you've poured into the Walk the Plank challenge! We are so thrilled with the creativity in coming up with the concept and your engagement of faculty, physicians and students in the challenge. As a former Baton Rouge resident, I also took some great pride in seeing LSU shine like this – Geaux Tigers!

It is because of supporters like you that the Foundation is on the path to eradicating lymphoma – finding cures starts with your support. Never doubt your impact.

With gratitude,
Laura

Laura Wallenstein
Chief Philanthropy Officer
Lymphoma Research Foundation
Wall Street Plaza
88 Pine Street, Suite 2400
New York, NY 10005
lymphoma.org



Dr. Josh Grimm



impactful."

Dr. Grimm works as the interim dean of the LSU Manship School of Mass Communication, which houses the public relations program educating Bateman team members. Dr. Grimm said he supports the efforts of the Manship School Bateman Team because he believes the team can help lead the fight against a deadly disease like Lymphoma, which he finds "equal parts inspiring and

DONATE

PERSONAL PROGRESS:

38% of Goal \$435 Raised
Goal: \$1,650.00

FUNDRAISING HONOR ROLL

Double D Ranch	\$250
Anonymous	\$100
Sadie Wilks	\$100
United Methodist...	\$50
LSU Class of 1985	\$25
Alisha Prather	\$25

Dr. Jay "Pirate Oncologist" Saux



Thank you for your interest in joining our efforts to eradicate lymphoma cancers by contributing to our efforts!
LSU has partnered with LRF to celebrate survivors, support the commitment of researchers, doctors, and caregivers, and remember those we have lost. That is why we need your help!

DONATE

PERSONAL PROGRESS:

45% of Goal \$745 Raised
Goal: \$1,650.00

FUNDRAISING HONOR ROLL

Anonymous	\$500
Tiddiepop	\$50
Light House Co...	\$50
Fenstermaker	\$40
The Guion Family	\$25
Bridget Watson	\$25

Dr. Jay "Pirate Oncologist" Saux: Dr. Saux is a practicing oncologist in Covington, Louisiana who takes on a pirate persona as a unique approach to his practice. He is renowned for this approach and frequently participates in cancer-related fundraising efforts.

Dr. Sanjay Juneja



Thank you for your interest in joining our efforts to eradicate lymphoma cancers by contributing to our efforts!
LSU has partnered with LRF to celebrate survivors, support the commitment of researchers, doctors, and caregivers, and remember those we have lost. That is why we need your help!

DONATE

PERSONAL PROGRESS:

29% of Goal \$480 Raised
Goal: \$1,650.00

FUNDRAISING HONOR ROLL

Anonymous	\$250
Anonymous	\$200
Kevin Inlow	\$5
Anonymous	\$5

Dr. Juneja is a practicing oncologist in Baton Rouge, Louisiana. He shares health information in a fun format through his TikTok platform that has almost 500K followers.

lymphomacommunity



Liked by lfrtriathlon and 16 others

lymphomacommunity #TeamLRFTuesday: Thank you to LSU's Bateman Team, who raised funds and awareness to support the Lymphoma Research Foundation's mission. Shout out to Hannah, Marie, Rebecca and all who hosted a Pirate Party to make Lymphoma walk the plank! Participants enjoyed Pirate Poker, Pirate Putt-Putt and 'every dollar raised pushed lymphoma one step closer to the end of the plank.'

Post TeamLRF@lymphoma.org to turn your ideas into support



Team captain promotional materials

Social Media Caption

I am partnering with @CrewForACure to #MakeLymphomaWalkThePlank! Join me as we seek to raise awareness and funds for the Lymphoma Research Foundation. More info → https://secure3.convio.net/lrf/site/TR?fr_id=1751&pg=entry

Many times, patients who receive a Lymphoma diagnosis feel that they are being made to walk the plank. We wanted to flip the script and put patients in a position of power over their diagnosis by making lymphoma walk the plank instead.

As a team captain for this effort, I am competing against others to see who can raise the most donations. Will you join me on this voyage so that we can #EraseLymphoma everywhere?

Email Template

Dear friend,

I wanted to reach out and let you know that I am partnering with the Crew for a Cure to make lymphoma walk the plank.

The crew seeks to raise awareness for the Lymphoma Research Foundation and its Adolescent and Young Adult Lymphoma initiative, which is supported by Founding Sponsor The Paul Foundation.

Many times, patients who receive a Lymphoma diagnosis feel that they are being made to walk the plank. We're flipping the script and putting patients in a position of power over their diagnosis by making lymphoma walk the plank instead.

As a team captain for this effort, I am competing against others to see who can raise the most donations. Will you join me on this voyage?

To donate, visit the campaign website here. You can also follow the campaign @CrewForACure on Instagram and Facebook. Thanks in advance for your support.

TikTok Script

Did you know that 90,000 adolescents and young adults will be diagnosed with cancer this year? Almost one in five of those diagnoses will be some form of lymphoma.

I am partnering with the Crew for a Cure to make lymphoma walk the plank by raising awareness for AYA lymphoma and the Lymphoma Research Foundation.

Find more information about their campaign and how you can support their efforts by following them on Facebook and Instagram @CrewForACure. You can tell them I sent you.

Other information

Our Slogan: "Make lymphoma walk the plank"

Our Story: A lymphoma diagnosis can make a patient feel like they are walking the plank through life and could fall off at any moment. Luckily, the LRF crew is there to put the patient in control and make lymphoma walk the plank instead.

The Lymphoma Research Foundation equips the patient for their journey by providing them with resources and support. As the patient embarks on the high seas, LRF continues to fund treatment research and breakthroughs back on the mainland.

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Team captain buttons for LRF donation page

Team captain social media graphics

