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MKTG 352

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I. Executive Summary

Summary Of Situation Analysis

This strategic analysis outline shows a thorough examination of various aspects influencing the operations of the CART Fund, a nonprofit organization dedicated to funding Alzheimer's research. By delving into industry dynamics, company history, service offerings, market trends, competitive positioning, pricing strategies, communication initiatives, environmental factors, and corporate objectives, this outline aims to provide valuable insights that will drive sustainable growth and enhance the organization's mission of combating Alzheimer's disease.

The industry analysis serves as a foundational element in strategic decision-making, offering valuable insights into the overall operations within which the CART Fund operates. By exploring the historical evolution of the healthcare industry, current trends in Alzheimer's research, distribution patterns of funding, regulatory frameworks, and profit margins, this information provides a comprehensive understanding of the industry's dynamics. Contextualizing the CART Fund's position within the local and regional healthcare context lays the framework for strategic planning and fundraising efforts.

The company overview provides a narrative of the CART Fund's journey, tracing its growth to its status as a leading nonprofit organization in Alzheimer's research funding. By highlighting key figures such as founders, sponsors, and leadership, this section gives information on the driving forces that have shaped the organization's identity over time. Additionally, an overview of the CART Fund's current situation, including target demographics, geographical reach, and financial performance, offers insights into its goals and growth potential in the fight against Alzheimer's disease.

The service examination conducts a detailed examination of the CART Fund's offerings, which primarily involve fundraising initiatives and support services for Alzheimer's research. Beyond descriptions of fundraising campaigns and support programs, the analysis assesses the lifecycle stages of these initiatives, pricing strategies for donations, and unique selling points. Consumer perceptions of the CART Fund's efforts are researched to understand its position in the nonprofit. Furthermore, ongoing research and development efforts, potential technological advancements in Alzheimer's research, and historical fundraising data are examined to identify opportunities for innovation and fundraising effectiveness.

Understanding market analysis dynamics is crucial for effective fundraising and targeted outreach efforts. It identifies market segments, including donors, supporters, and partners, and explores their needs, desires, and patterns of engagement with the CART Fund. Demographic and psychographic profiles of current and potential donors inform targeted fundraising efforts. Moreover, potential niche areas in Alzheimer's research funding are identified to explore opportunities for future expansion and impact.

A thorough assessment of competitors provides insights into the nonprofit and areas of opportunity or vulnerability for the CART Fund. This analysis evaluates other nonprofits and research institutions involved in Alzheimer's research funding, assessing their fundraising initiatives, donor bases, and marketing strategies. Strengths and weaknesses of competitors are identified, providing insights for differentiation and improvement in the CART Fund's fundraising efforts. Additionally, ongoing marketing activities in the nonprofit sector inform the organization's strategic approach and increase its competitiveness in fundraising campaigns.

The CART Fund does not regularly sell products or services like traditional businesses. However, pricing strategies still play a vital role in fundraising efforts. This section examines the organization's historical fundraising trends, objectives, and strategies for soliciting donations and support. Competitive analysis within the nonprofit sector informs opportunities and threats related to fundraising effectiveness. Furthermore, potential adjustments or changes in fundraising approaches and strategies are explored to improve the organization's fundraising impact and financial sustainability.

Effective communication is essential for building awareness, fostering donor engagement, and driving support for the CART Fund's mission. This section evaluates the organization's communication strategies across traditional and digital channels, including fundraising campaigns, events, social media, and donor outreach involvement. Successes and failures in past communication efforts are analyzed to inform future approaches. Moreover, potential opportunities and threats related to communication are identified to improve outreach and engagement with donors, supporters, and the broader community.

External factors such as economic conditions, political dynamics, societal trends, and technological advancements influence the CART Fund's fundraising efforts and strategic decisions. This analysis assesses their impacts on various parts of the organization's operations, from donor behavior to public perception of Alzheimer's research funding. Opportunities and threats arising from these factors are considered to inform proactive strategic planning and lessen risks in the ever-changing nonprofit landscape.

The outline examines the CART Fund's objectives and strategic imperatives in advancing Alzheimer's research and support services. These include financial targets, brand enhancement, and goals for fundraising. Strategies enforced to achieve these objectives are outlined, including targeted outreach campaigns, partnership development, and donor stewardship efforts. Additionally, potential fundraising challenges and opportunities are identified to guide decision-making and resource allocation for maximizing the organization's impact in the fight against Alzheimer's disease.

In conclusion, this strategic analysis outline offers valuable insights into the CART Fund's position in the nonprofit operations and strategic imperatives guiding its future trajectory in funding Alzheimer's research. By examining each dimension in detail, this outline provides a roadmap for sustainable growth, innovation, and impact in advancing the organization's mission. Armed with these insights, the CART Fund is well-equipped to navigate fundraising challenges, capitalize on opportunities, and achieve its long-term goals of accelerating progress in Alzheimer's research and support services for those affected by the disease.

Summary Of Marketing Objectives

The primary marketing objectives for the CART Fund encompass raising awareness, boosting fundraising efforts, enhancing community engagement, and improving donor relations. The organization aims to increase public understanding of Alzheimer's disease and the critical need for research funding to find a cure. This involves educational campaigns and outreach efforts to inform the public about Alzheimer's impact and the role of the CART Fund in supporting research initiatives. Concurrently, the CART Fund seeks to expand its donor base and increase donations by organizing fundraising events, encouraging recurring contributions, and leveraging various marketing channels. Additionally, the organization prioritizes community engagement by fostering partnerships with Rotary clubs and other organizations, organizing awareness campaigns, and involving volunteers in fundraising activities. Lastly, the CART Fund focuses on strengthening donor relations by providing transparency in fundraising practices, expressing gratitude for contributions, and keeping donors informed about the impact of their donations on Alzheimer's research.

Summary Of Marketing Strategies

To achieve its marketing objectives, the CART Fund employs a multi-faceted approach encompassing multi-channel marketing, content marketing, collaborative partnerships, donor engagement programs, and data-driven decision-making. Leveraging various online and offline platforms, the organization disseminates compelling content to educate and inspire individuals to

support Alzheimer's research. Collaborative partnerships with Rotary clubs, research institutions, and other sponsors amplify marketing efforts and expand fundraising opportunities. Donor engagement programs are implemented to cultivate relationships with supporters, offering personalized communication, exclusive updates, and special recognition to foster donor loyalty and engagement. Data analytics and performance metrics are utilized to evaluate the effectiveness of marketing initiatives and optimize strategies for maximum impact, ensuring that resources are efficiently allocated to achieve marketing objectives.

Summary Of Advertising Strategies

The CART FUND has gone many different routes in hopes to bring more customers to the organization. One of these is digital marketing, as of right now the CART FUND can be found on Facebook, twitter, and YouTube, where you can find videos of their review of the progress they made. A public image campaign was also conducted to rebrand CART FUND and establish a more definite brand personality to people to easily recognize and become familiar with. Blue buckets became their signature as it's what they have started using to collect donations at the beginning of the organization. Post cards, label pins, and tablecloth banners, all these were done to give the CART FUND a refresh of their brand. The company also started to use QR codes for people to access a page where they can give donations through.

Budget Summary

The CART FUND does have a budget to stick to which is right at \$50,000. This budget is used to make sure that the organization keeps up and running and attempts to expand its outreach. It's a part time salary for Mrs. Tiffany who runs CART FUND as well as her traveling fees to go to a variety of locations to educate more people and spread awareness. The budget also includes money for marketing as well as postage.

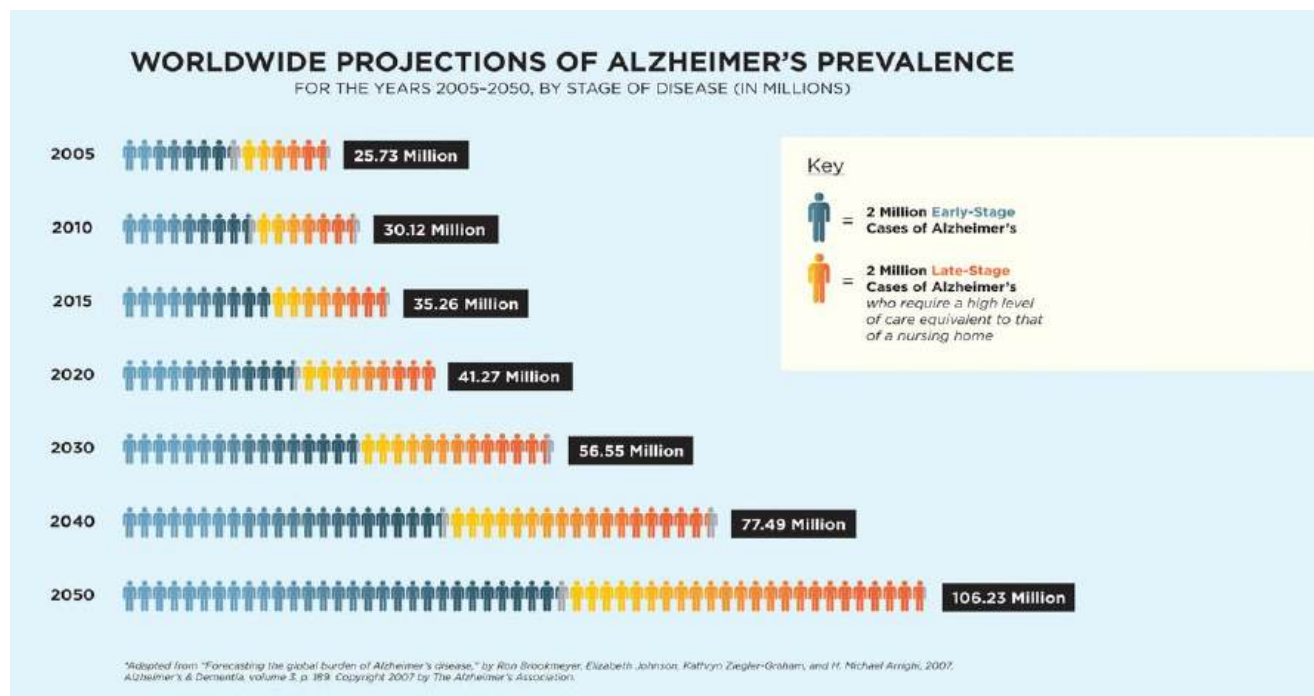
I. Situation Analysis

The Industry

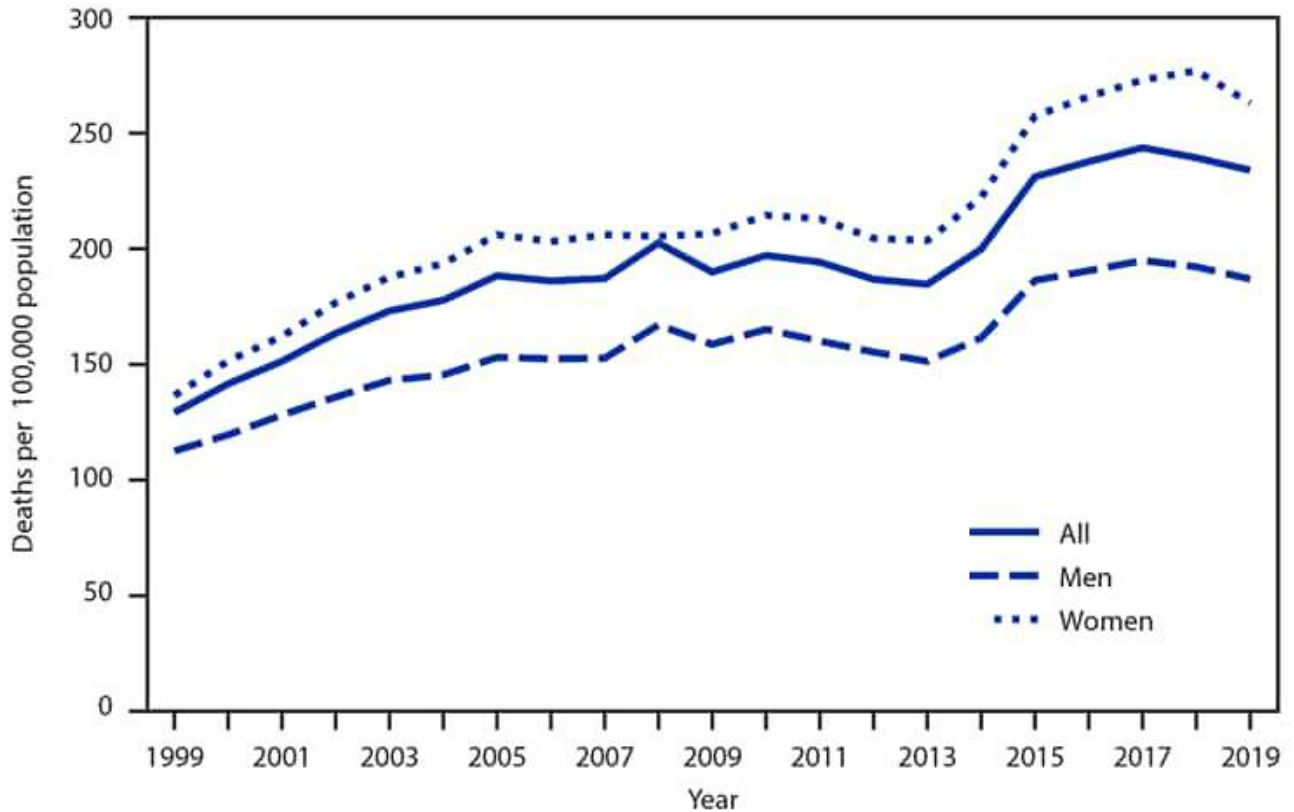
1. Definition Of Industry –

The CART Fund operates within the philanthropic and healthcare industry, specifically focusing on Alzheimer's research. The industry's history nationally involves a growing awareness of Alzheimer's disease and an increasing need for research to combat it. Locally initiatives like CART have emerged to address this need. Industry trends indicate a rising prevalence of Alzheimer's globally, driving the demand for research funding and collaboration among organizations dedicated to finding a cure.

UCLA Data Of Increasing Number Of Patients



CDC Data On Rising Trends In Alzheimer’s Patients By Gender



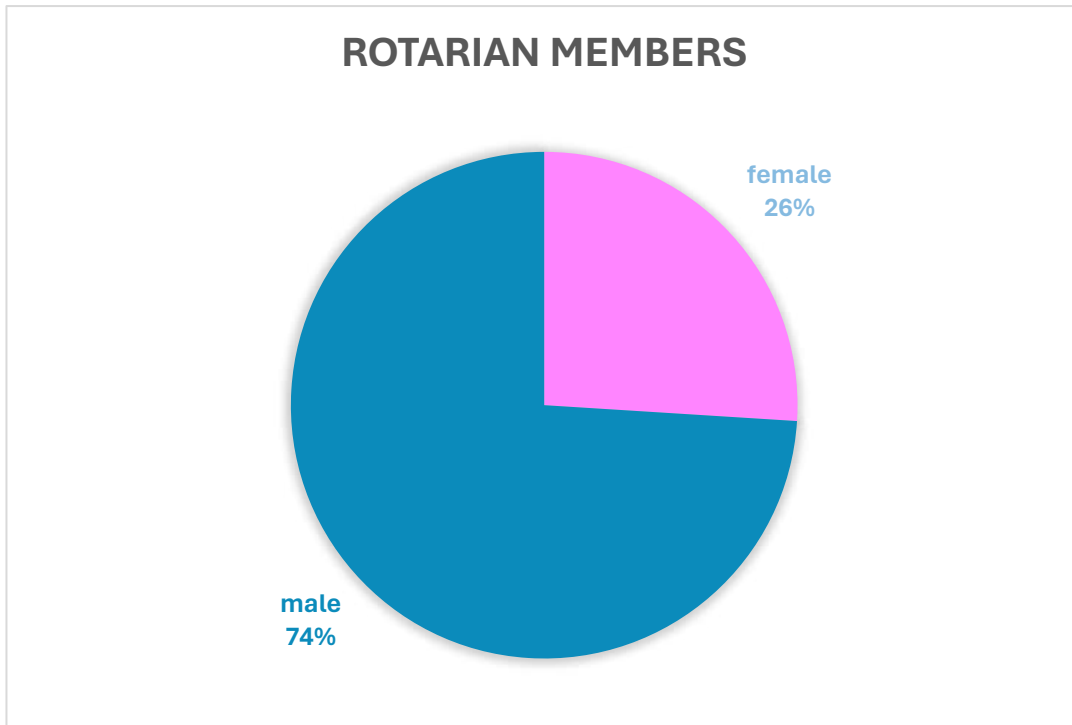
2. Characteristics Of Industry –

Distribution Patterns and Channels include funds collected through various channels, including Rotary club meetings, online platforms, and fundraising events. Regulation and control include the industry is regulated by charity laws and guidelines governing fundraising activities and financial transparency.

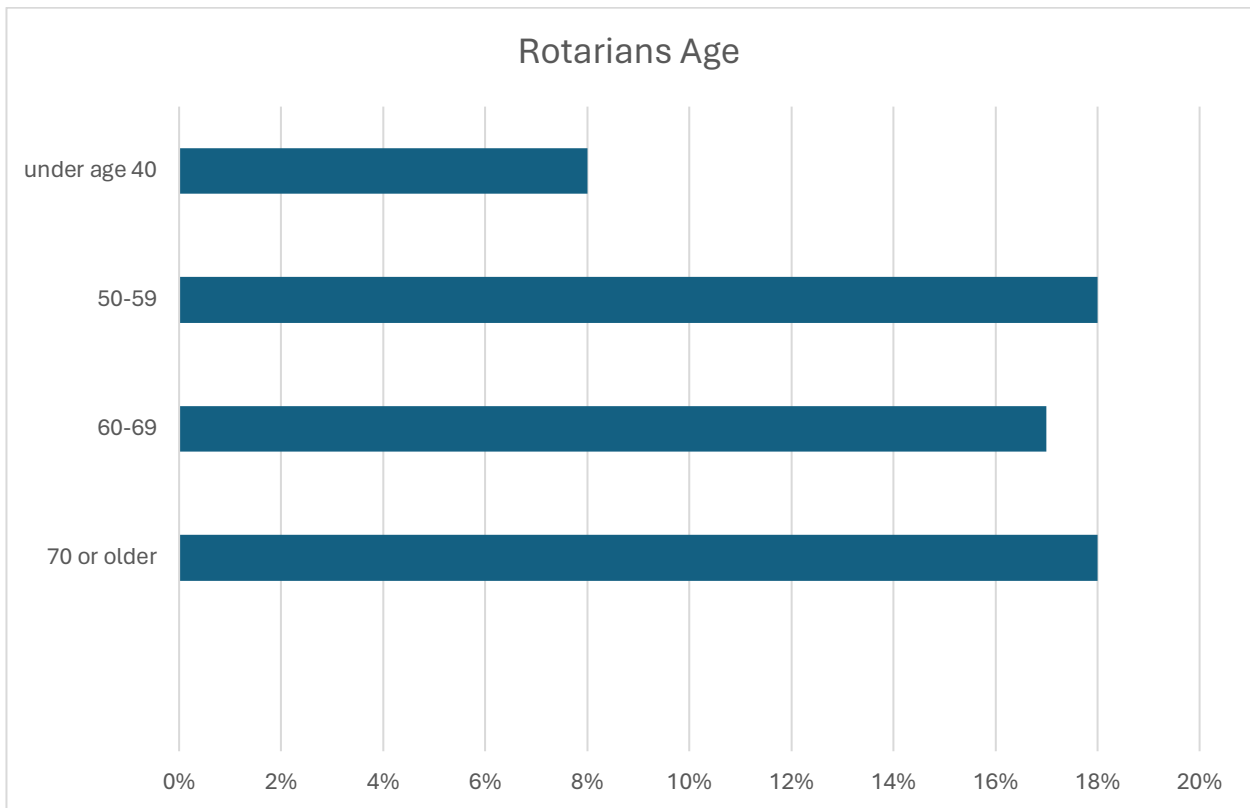
Typical Promotional Activity: Promotion includes outreach through Rotary networks, social media campaigns, awareness events, and collaborations with other Alzheimer's research organizations. Social media platforms include Facebook, YouTube, and Twitter.

Profit Margins: As a non-profit organization, profit margins are not applicable. The focus is on maximizing funds raised to support research efforts.

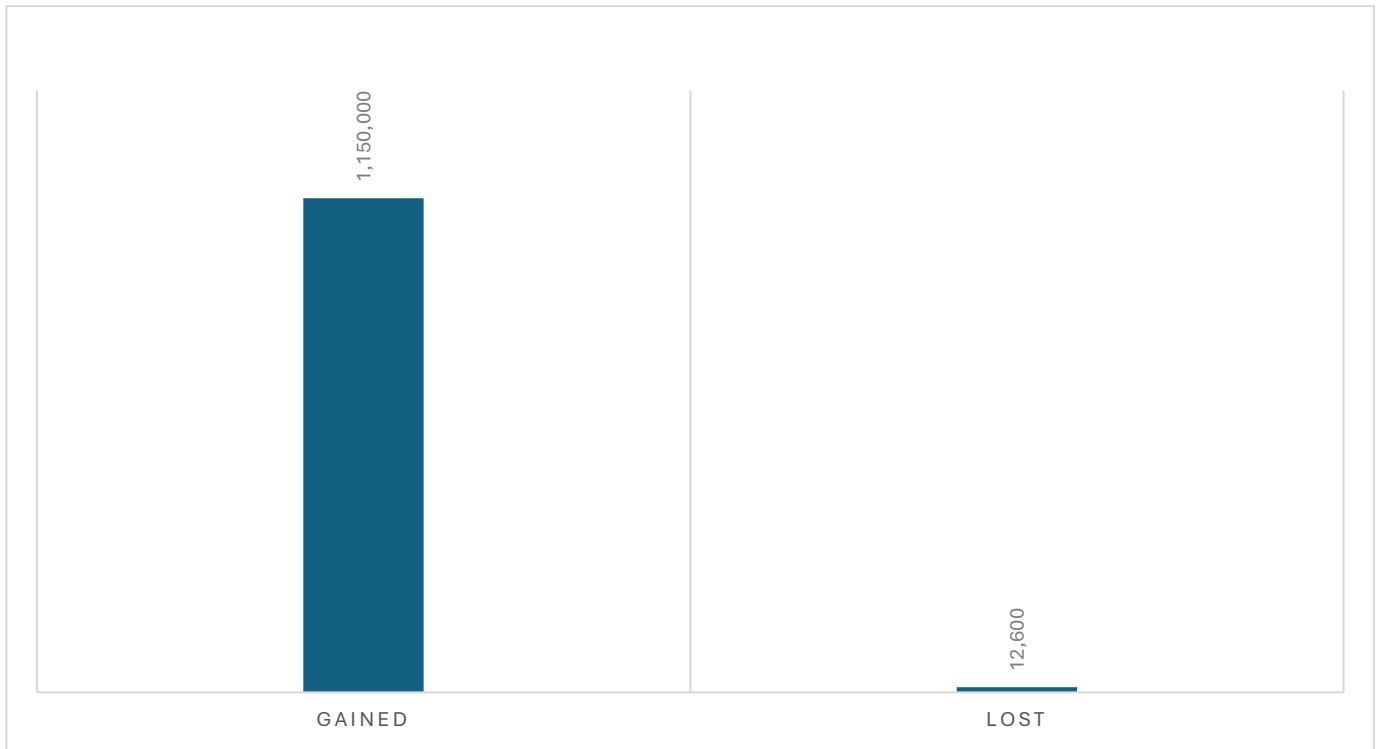
Gender Statistics Of Rotarian Members



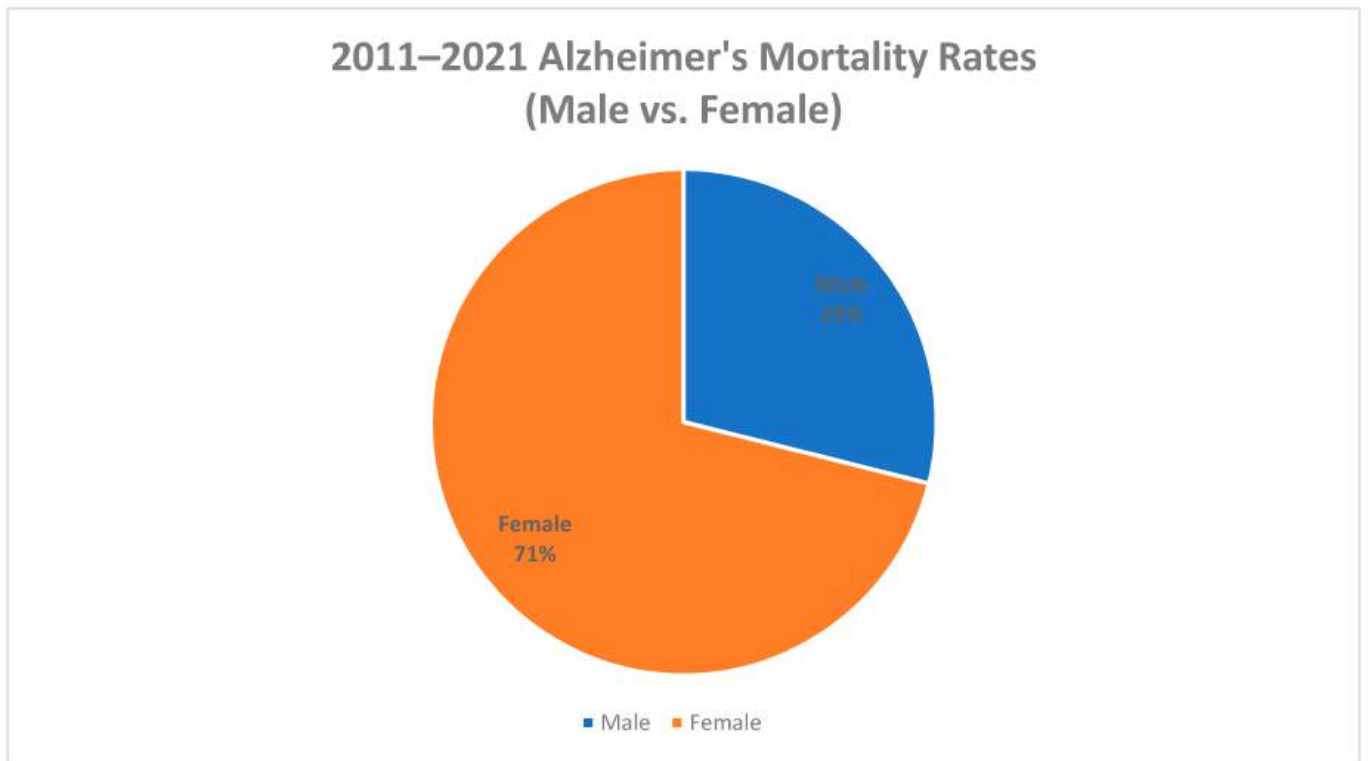
Rotarian Age Ranges



Rotary Club Membership



Gender Mortality Rates



The Company

1. **History** –

The CART Fund was founded by Roger Ackerman, a Rotarian from Sumter, SC. It was established to mobilize Rotarians and communities to raise funds for Alzheimer's research. The organization is run by an Executive Committee and Board of Directors comprised of representatives from participating Rotary Districts. An effort was initiated to demonstrate that Rotarians donating spare change could generate substantial funds for Alzheimer's Disease research. This initiative was named The CART Fund (Coins for Alzheimer's Research Trust), and it was officially introduced at the Rotary District 7770 Conference in May 1996, where it received enthusiastic support.

2. **Scope Of Business** –

The CART Fund serves individuals and communities affected by Alzheimer's disease, as well as researchers and organizations dedicated to finding a cure. This correlates with their goal of finding a cure. Rotary is centered around members who are united by a shared passion for community service and camaraderie, totaling over 1.4 million members globally. Rotarians are known as "people of action" who actively engage in projects to benefit society. The CART Fund aligns seamlessly with one of Rotary's seven areas of focus, which is "disease prevention and treatment," making it a natural fit for Rotary's philanthropic endeavors.

3. **Current Size, Growth, Profitability** –

The organization's size is measured by its fundraising efforts and impact on Alzheimer's research. Growth is driven by increasing donations and expanding partnerships. Tiffany Ervin is the executive director and current employer of the organization. Rod Funderburk is the president and Tim Radford is the new vice president image for CART. Profitability is not a primary concern as it is a non-profit organization. They have also given 11.5 million towards research and 13.5 million this year without paid advertising. Raising over 2 million in donations last year and is expected to meet the same goal.

4. **Reputation** –

The community views the CART Fund positively for its dedication to Alzheimer's research and its grassroots approach to fundraising. Positive sentiment is reflected in social media engagement, testimonials from donors, and collaborations with Rotary clubs and other organizations. The

organization is constantly maintaining a positive image as an article was published speaking very highly.

5. SWOT Analysis

Strengths:

1. **Grassroots Support:** The CART Fund benefits from strong grassroots support from Rotary clubs and communities, contributing to its fundraising efforts.
2. **Collaboration with Rotary International:** Partnership with Rotary International provides a global platform for fundraising and awareness initiatives.
3. **Positive Community Reputation:** The organization enjoys a positive reputation for its dedication to Alzheimer's research and transparent fundraising practices.

Weaknesses:

1. **Reliance on Donations:** The CART Fund relies heavily on donations, which can be subject to fluctuations based on economic conditions and competing charitable causes.
2. **Potential Competition:** With many charitable causes competing for donations, the CART Fund may face challenges in maintaining consistent fundraising levels.
3. **Limited Funding Resources:** As a non-profit organization, the CART Fund may face constraints in funding resources for research compared to for-profit entities.

Opportunities:

1. **Increasing Awareness:** Growing public awareness of Alzheimer's disease presents opportunities to expand fundraising efforts and attract new donors.
2. **Technological Advancements:** Advances in medical technology and neuroscience offer opportunities for breakthroughs in Alzheimer's research, which the CART Fund can support.
3. **Strategic Partnerships:** Collaborations with research institutions, non-profit organizations, and other sponsors can enhance the effectiveness of the CART Fund's research funding initiatives.

Threats:

1. Economic Downturns: Economic downturns or recessions may lead to decreased charitable giving, impacting the CART Fund's fundraising efforts.
2. Regulatory Changes: Changes in charity laws or regulations governing fundraising activities could affect the organization's operations and financial transparency.
3. Competition with Other Charitable Causes: The CART Fund faces competition from various charitable causes, which may divert potential donors' attention and resources away from Alzheimer's research.

The Service

1. The Product Story

- A. The CART Fund's product/service is fundraising for Alzheimer's research. It is in the growth stage of the product life cycle, driven by increasing awareness and demand for research funding. Donations are typically made voluntarily by individuals and organizations.
- B. Price structure: Donations vary in amount and are typically voluntary. In addition to accepting spare change, the CART Fund expanded its acceptance to include currency, checks, and credit card contributions from Rotarians in clubs and districts across the East Coast. This broader approach allowed for increased participation and support from Rotarians interested in contributing to Alzheimer's Disease research.
- C. Strengths: Direct impact on Alzheimer's research, grassroots support.
- D.

2. Product Sales Features

- A. Position in mind of customer: Customers perceive the CART Fund as a reputable organization dedicated to supporting Alzheimer's research.
- B. Advantages: Direct impact on research, transparency in fundraising.
- C. Disadvantages: Reliance on donations, and potential competition with other charitable causes.

3. **Product Research And Development**

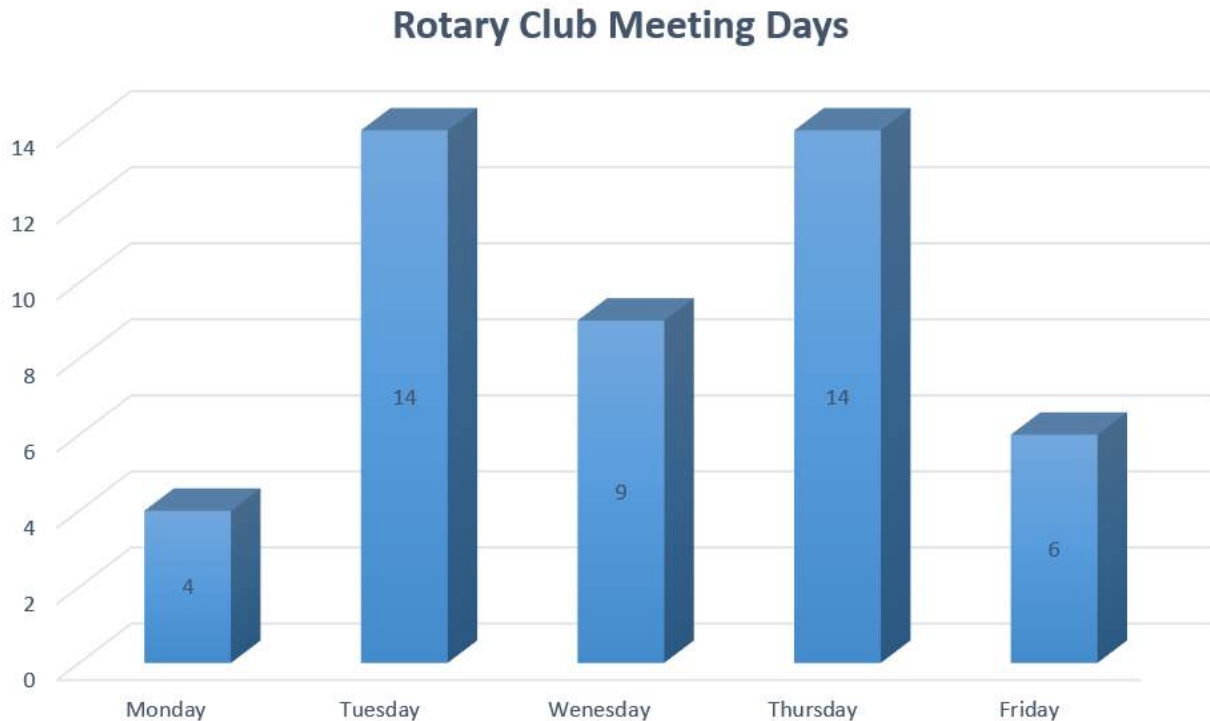
- A. Technological Breakthroughs: Advances in medical technology and neuroscience could facilitate breakthroughs in Alzheimer's research.
 - B. Improvements planned: Increased fundraising efforts, collaborations with research institutions.
 - C. Technical or service problems: Potential challenges include fluctuations in donations and regulatory compliance.
4. Sales history is measured by the amount of funds raised annually. Growth is driven by increasing donations and expanding partnerships with Rotary clubs and other organizations. The success of initiatives like the CART Fund hinges on the dedication of volunteers, donors, and Rotarians. Their combined efforts and contributions play a crucial role in supporting causes such as Alzheimer's Disease research, highlighting the importance of community involvement and collaboration in making a positive impact.

The Market

1. **Definition And Location Of Market**

- A. The CART FUND organization primarily receives donations from members of local county rotary clubs that are found among the east coast of the United States. Additionally, community events serve as another avenue for engaging with potential donors. Recently, the CART FUND has expanded its outreach efforts by utilizing digital marketing channels, including platforms like Facebook and other social media platforms, to attract a wider audience of supporters.
- B. Healthcare professionals, researchers, and medical field specialist is the section of the market that CART FUND could make an impact on using their grants to find better treatment for those with Alzheimer's disease. This could fulfill the market needs for scientific investments, with the help of the CART FUND

C. CART Fund recently has added a new feature where customers can set up recurring payments to the organization. This is after they took notice of how when customers make recurring payments, they tend to increase the amount they donate each time.



Market Needs and Desires

1. **Identify The Customer** – *Current and Potential*

The CART FUND primarily targets individuals who have a loved one diagnosed with Alzheimer's disease and those passionate about advancing Alzheimer's research. They also aim to engage with individuals who have recently witnessed the impact of Alzheimer's firsthand. Customers could have an interest in medical research and in turn donate to CART FUND to further their help with researching.

Potential customers

2. **Characteristics** –

Some Characteristics that would accurately describe the customers of CART FUND would be empathetic, compassionate, generous. Giving to CART FUND is not a necessity but instead a choice to try to advance research to help fund the research to improve the lives of others. Scientific is another

characteristic; this is to describe the customers that keep up with the new research innovations that are being made possible through the non-profit.

Majority Customers of a non-profit organization would most likely be generous as they are making donations and not purchasing a product. Some customers might feel a strong personal connection to Alzheimer's disease as maybe it has somehow played a huge part in their life or similarly, someone that wants to make an impact in the medical field. Middle aged and up and mostly what makes up customers as they are more established financially then younger adults and teenagers.

3. What They Like About Us Or Our Product –

Something that customers of CART FUND will like about the organization is the constant pursuit of conducting research with the money that is donated from our customers. Customers will also be proud of the fact that one hundred percent of the money that our raised from donors go towards making the research possible. For sponsors and donors, a link is provided that will enter customers in a virtual meeting. In this virtual meeting you can view what research projects are being conducted and the results from the research, customers appreciate the transparency from the organization as they are able to view the insight from behind the scenes and understand how their money is being spent as well as the progress that is being done from their donations.

4. What They Don't Like –

CART FUND provides a great deal of transparency between the donors and the organization, but this is because of the disapproval from the public if they would rather keep their information private about what they are using their donations specifically for. Customers don't want to feel like they are being taken advantage of for their money and would disfavor the lack of honesty from a non-profit organization.

Consumer Appeals

1. Past Advertising Appeals –

At the early stage of the company, there were able to launch a television documentary that was believed to do very well at the time, but overtime has become outdated and as a result is no longer used by CART FUND.

Another advertising route was the invention of zoom call with researchers who can dwindle down information about how their research is being conducted and more about the world of Alzheimer's for people to have an easier interpretation of the work being done. Around 25-40 people attend as well as having the video posted on YouTube for people to come back. This has proven to work, but one flaw that was pointed out was that the amount of time to watch the videos might not be attractive to others.

2. Possible Future Appeals –

A public image and interpretation of an organization to the public is a very crucial part in getting right. Here are some approaches that can increase CART FUNDS public reputation.

Social Hub- A social space online for people to talk to one another that are having a loved one suffering from Alzheimer's would be a great way to position the company in a brighter light. This will allow family and friends to go on a shared space online that can act as a community where their problems and stories can be shared publicly with others in similar situations. This would be a great opportunity for CART FUND to share these stories online, hopefully bringing in even more people that did not know of CART FUND prior to this idea.

3. Personal Support –

Creating a list of individuals that can be reached out to ensure that the CART FUND is doing everything possible to ensure that progress is trying to be made by doing everything in their power. These individuals that are listed should be going through the trouble of someone that has Alzheimer's. Sending out emails of the progress that is being made, reading their stories, and reaching out to them would be a fantastic technique to ensure that their concerns are being heard and that the organization is trying to work with them and provide hope to these individuals in a time of distress. The emails that are sent should be tailored to the person receiving it, this is important as the receiver of email should feel exclusive and not just grouped in with every other individual.

4. Results Of Research Studies About Market And Customers –

After researching about non-profit organizations, there are some important key information that relates to CART Fund and other organizations that should not be left out. When talking about the market, it's very key to notice that non-profit organizations donated a staggering 1.4 trillion to the economy in 2022 and made-up 5.6 percent of the US GPD, they also have a considerable amount of influence of policies. Currently there are 1.54 million non-profit organizations within the United States. On the topic of customers, research has found that the public are starting to lose less trust among non-profits. In the year 2020, the percent of Americans that trusted non-profit organizations was 59%. In the year 2023, the reported number of Americans that trusted non-profits went down to 52%, making almost half of the United States population. Due to this decrease in trust, many non-profits have started to have more transparency with the public.

The Competition

1. **Primary-**

Alzheimer's Association

Alzheimer's Association is currently the biggest non-profit organization in the United States and is considered by many to be a global leader of non-profits that primarily focus on Alzheimer's. Some of the work that the Alzheimer's Association provides is a call helpline, consultants to provide help to families, raising awareness, and provides funding for research.

Description Of Their Customers

Alzheimer's Association would be trying to target caregivers of Alzheimer patients. Customers can also come from a multitude of different locations as their size does not limit them geographically

Strengths

A strength of the customers of the Alzheimer's Association is the wide variety of customers that have great economic power, such as companies, institutions, and individuals. Due to the size of the non-profit organization, they currently have the greatest number of customers compared to that of other non-profits that are centered around Alzheimer's disease, increasing their spending size.

Weakness

Inability to focus on individuals because of their size could be a potential downside to the Alzheimer's Association

Marketing activities they are doing now-

The Alzheimer's Association focuses a large part of their marketing on digital marketing. Their content includes sharing information about helping those with Alzheimer's, sharing experiences, and how to obtain additional help for those who are suffering from the mental disorder, and collaborating with celebrities to spread the awareness of their organization. With them using a wide variety of social media platforms such as Facebook, Instagram, twitter, LinkedIn, and YouTube, they can further the engagement online, resulting in more customers. For marketing that takes place off the internet, the Alzheimer's Association also focuses on hosting community events, this raises awareness but can also expand the number of volunteers they have as well as collection more donations for their cause

2. Primary-

Cure Alzheimer's Fund

Started in 2004, Cure Alzheimer's fund that is primary dedicated on funding research to help discover how we can treat Alzheimer's more effectively. The foundation focuses on educating the public to spread the awareness of the side effects of Alzheimer's. All 100% of donations go towards grants to fund researchers into making progress of discovering more about Alzheimer's.

Description Of Their Customers

Customers can be caregivers of people with Alzheimer's disease and people who have an interest of the medical discoveries of Alzheimer's.

Strengths

With only focusing on trying to find a cure and funding research. They provide a place for donors that want to try to expand our knowledge about Alzheimer's.

Weakness

Potential customers could look elsewhere depending on what they prioritize when caring for Alzheimer's. Focusing heavily on research may not want to be the direction that possible donors would want to put first. Instead, they could be interested towards provided financial support to Alzheimer's patients or the families.

Marketing Activities They Are Doing Now-

Cure Alzheimer's gets a lot of donors through their website, where people can learn more about the disease. Videos can also be found that also explain their history as well about more information about Alzheimer's and what is possible through research. They have a large social media presence with accounts on Facebook, Twitter, and Instagram.

3. Primary-

BrightFocus Foundation

The BrightFocus Foundation is a non-profit organization that focuses on progressing the research done on diseases that affect people mentally and their sight. Some of the diseases that they are funding research for is Macular degeneration, Glaucoma, and Alzheimer's disease. Through donations, they are able to further what is known about the diseases and in return, possibly discover treatments to help individuals suffering from these diseases

Description of their customers

With BrightFocus focusing on research for multiple diseases, they can reach more customers with different experiences. Customers include people who have witnessed a loved one struggle with Alzheimer's disease, Macular degeneration, and Glaucoma.

Strengths

One of the strengths of BrightFocus Foundation is their focus not being narrow on one disease, and instead focusing on multiple, and a result they are able to reach a wide range of people that are looking to be a donor of a non-profit organization.

Weakness

Focusing on multiple diseases does bring in a wide audience, however this could be a weakness of the organization. Possible customers might have the intention of giving donations to other non-profit organizations that directs their focus on one disease, and not multiple different ones. An individual is more concerned about Alzheimer's could possibly lean toward donating towards an organization that only is concerned about Alzheimer's, the same goes with possible donors that want to progress research with Macular degeneration, and Glaucoma.

Marketing Activities They Are Doing Now-

Bright Focus Foundation a portion of their marketing to online platforms such as Instagram and Facebook. Online their focus is sharing with their followers about recent developments in treatments, current research being conducted, and awareness of the diseases.

Pricing Policies

1. Price History

There are no set pricing options for what you can donate as any amount given will be set to helping their cause.

2. Price Objectives And Strategies

Blue buckets are the main symbol of CART FUND, the blue buckets are for any amount but are for people to spare their "pocket change" for their donation.

3. **Opportunities/Threats Related To Pricing**

Although CART FUND operates off funds from individuals and companies, that does not mean that external factors outside of their control can influence how much they receive in donations. Current Market trends can directly influence the decision of how much people are willing to donate to non-profit organizations.

Communication Strategies

1. **Overview** – The following lists: who handles promotion at the company, how is the department structured, and what is the formal plan.

- A. The promotion at the company is handled by Tiffany. She is a part time employee working alongside Rod Funderburk and Tim Radford. Rod Funderburk is the President of the CART Fund. Tim Radford is the Vice President. Tim also runs a radio station trying to promote awareness about Alzheimer's and the CART Fund to his listeners.
- B. The department is structured based on a three employee only workforce. This includes the President, Vice President, and their part time employee. The part time employee, Tiffany, does her best in administering new ways to establish new campaigns. Her goal is to help spread awareness of this nonprofit and make it as well-known as Breast Cancer research fundraising efforts.
- C. The CART Fund's formal plan is to raise over 1 million dollars with their new campaigns. They instill trust in their donors by one hundred percent of the money going to Alzheimer's research. The researchers go on YouTube live monthly to present their research updates and new findings. This gives their donors feedback to their funds given to the CART Fund. They also are filed under 501C3 tax exemption status for their nonprofit.

2. **Traditional Advertising Programs** –

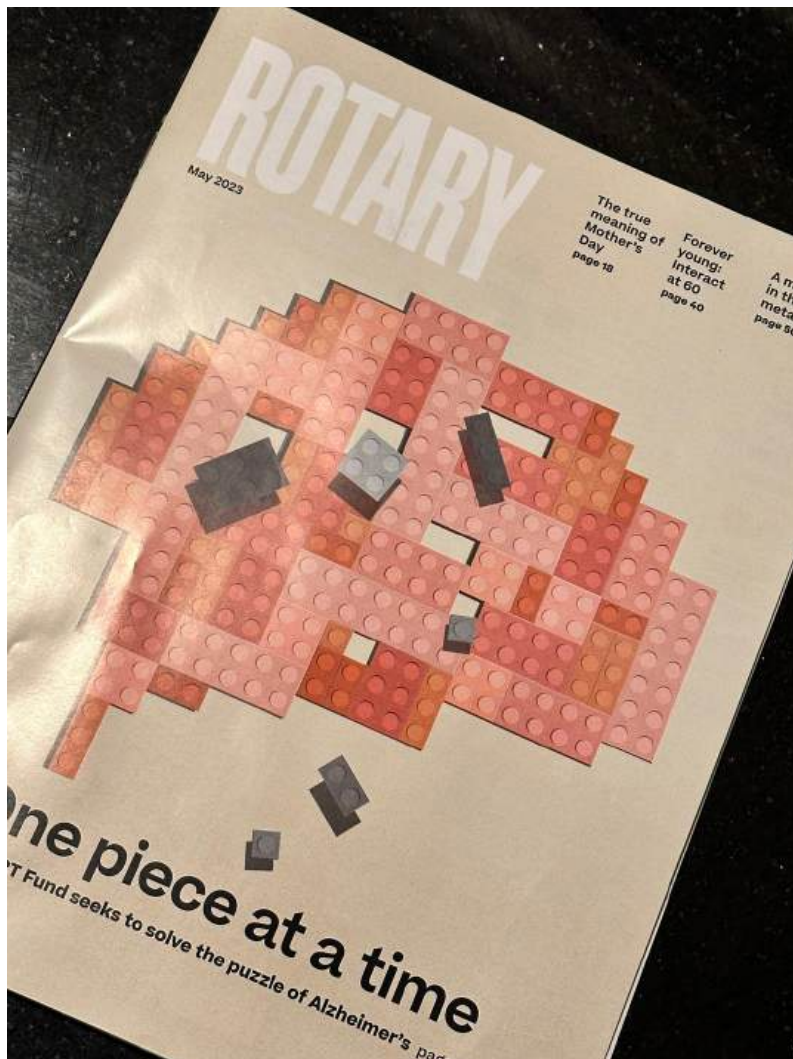
Successes And Failures –

- A. A new branding campaign started in October of 2022. It was a success by providing the CART Fund with a new identifiable brand. The logo shows their method of fundraising: the blue buckets. This is shown on their banners, booths, and flyers.

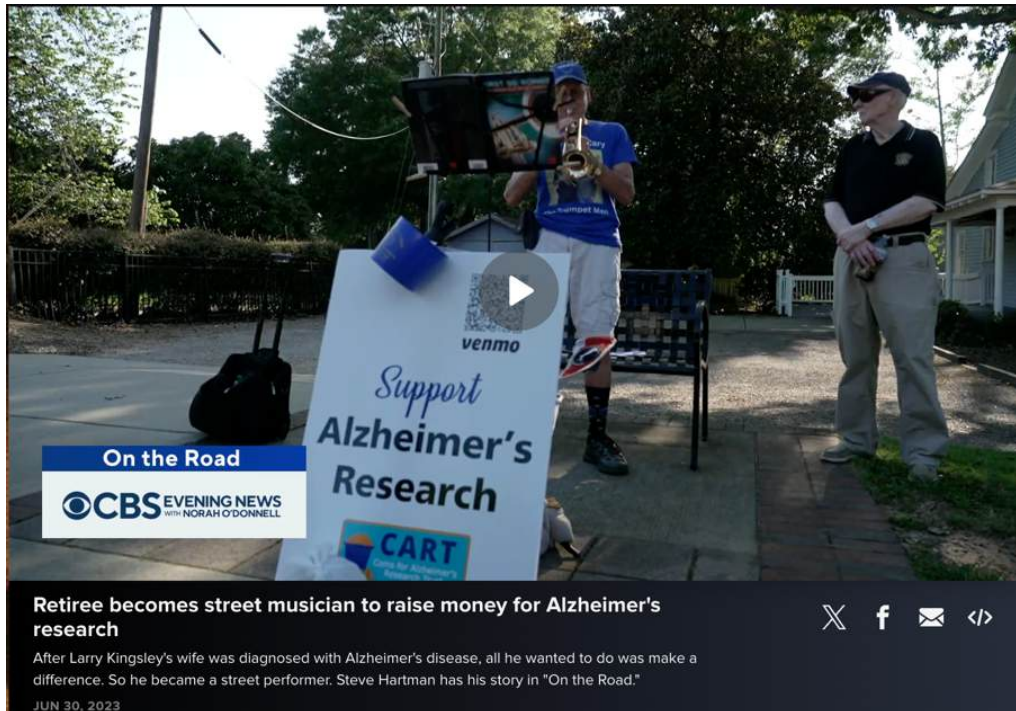
- B. The CART Fund's main source of fundraising is from Rotary clubs. They use blue buckets to collect spare change and the most they have made was 2 million dollars. This was accomplished during their new branding campaign.
- C. One setback for traditional advertising includes some people not carrying pocket change anymore, so it made using the little blue buckets harder. What the CART Fund has implemented so far to help this is by having a QR code on the bucket for an online method of accepting donations. Another suggestion for continual donations is to have monthly subscription donations for the CART Fund to continually receive donations from committed donors.

Strategies, Themes, Campaigns –

May issue of the Rotary International magazine. The CART Fund was featured on the cover in April of 2023.



A CART Fund supporter was featured on CBS News for his commitment to his late wife who had Alzheimer's. Larry Kingsley would play on a sidewalk for bills into a CART Fund bucket. The link to the video is <https://www.cbsnews.com/video/retiree-becomes-street-musician-to-raise-money-for-alzheimers-research/?fbclid=IwAR3yw90owE7OgOsDNunU2X3H9gdAFWqEABn1FltyozF8kB2Tp-zJAdRI39s#x>



Traditional fundraising efforts were made using little blue buckets to collect donations at Rotary club meetings. Not many people carry pocket change anymore, so they now have added QR codes to scan on the buckets as they are passed around or while donations are getting accepted.



New baseball jerseys are being sold by the Four Seasons Rotary Club and all proceeds are being donated to the CART Fund.



The CART Fund has sold different merchandise to help get more donations such as wristbands and pins.



Rotary booths with Presidents Elect Training and different regional chairs for different Rotary districts.



Media Used – They push the messages out through Rotary club meetings, baseball games, and East Coast gatherings.

Appeals, Positioning – They portray the business has a trusted nonprofit providing 100 percent of all donations to Alzheimer's research.

Expenditures – The CART Fund currently uses no paid form of advertising. However, they are willing to allocate a budget of \$50,000 to help reach their goals. A competitor would likely be Susan Komen's campaign and their budget allocation is 20 percent going to fundraising and administration while 80 percent goes to the mission. Susan Komen incurred joint costs of \$44,954,538 for informational materials and activities that included fundraising materials. Of those costs \$25,433,425 was allocated to program expenses, \$13,118,234 was allocated to fundraising expenses, and \$6,402,879 was allocated to administrative expenses. This was their last year's record.

3. Digital Advertising Programs –

Successes And Failures –

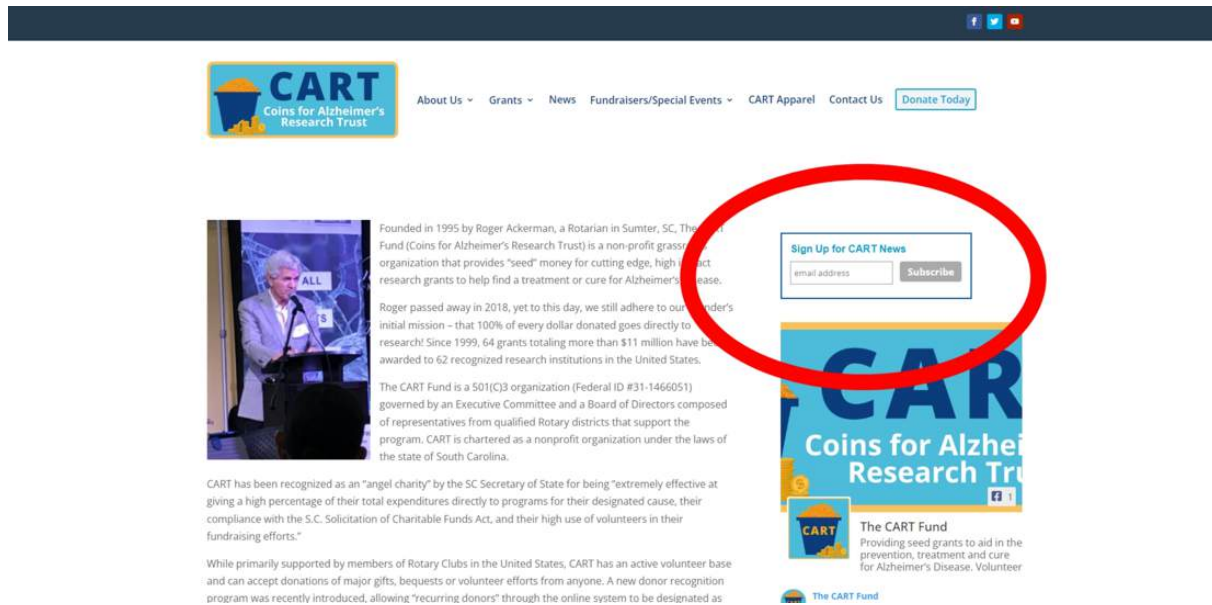
- A. An online new branding campaign started in October of 2022. It was a success by providing the CART Fund with a new identifiable brand. The new brand has been used as the profile picture for Facebook, Twitter, and YouTube.
- B. Having a consistent brand and theme colors throughout all social media platforms has helped to keep a consistent message. It has helped to establish a brand identity.
- C. A recurring setback they have faced is their lack of attendees for their lunch and learn researcher presentations on YouTube live. This has not worked well likely as a result of the nonprofit's lack of awareness. Once this is accomplished, more attendees would likely attend with interest in where the research is going.

Strategies, Themes, Campaigns –

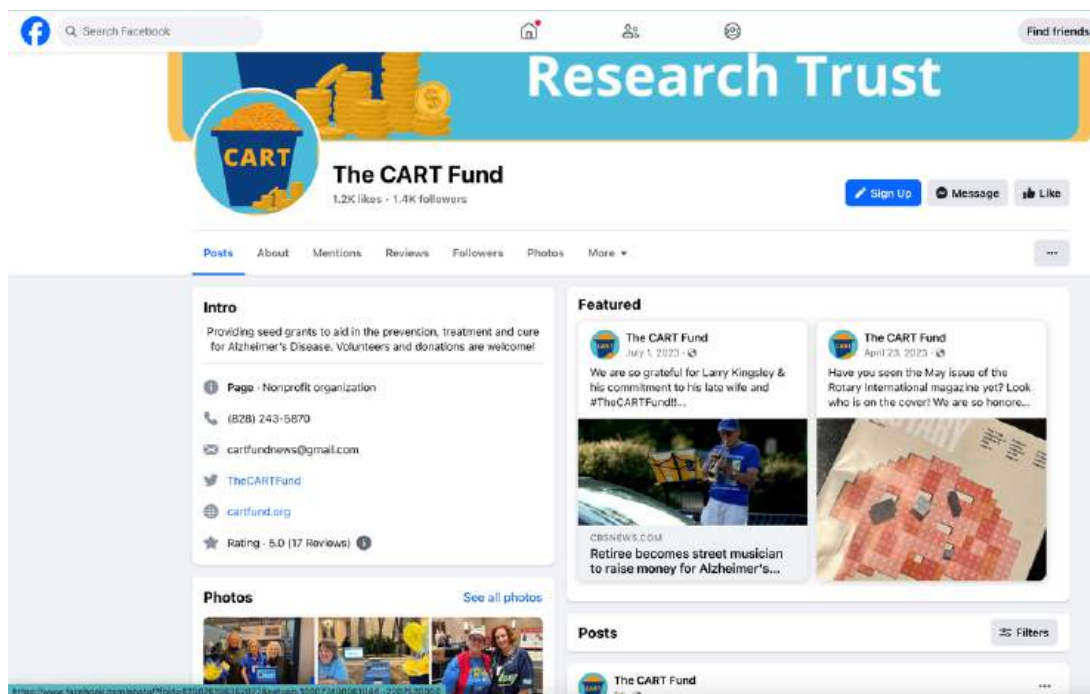
CART Fund from old to new online branding campaign.



The CART Fund has a website along with a monthly newsletter that people can subscribe to. Other platforms they use include Facebook, Twitter, and YouTube.



Facebook is a platform used to reach the older generation who can relate more to Alzheimer's by being caregivers to their parents.



YouTube is a platform used to provide lunch and learns with researchers on their progress thus far in what they have learned and how the funds have helped them. It also provides training platforms to volunteers.

The screenshot shows the YouTube channel page for 'CART Fund'. At the top, the YouTube logo is on the left, and a search bar contains the text 'cart fund'. To the right of the search bar are icons for a close button, a search icon, a microphone, a share icon, and a notification bell with '9+'.

The channel's profile picture is a blue bucket filled with gold coins, with the word 'CART' written in yellow on the front. To the right of the profile picture, the channel name 'CART Fund' is displayed in large black font. Below the name, it says '@cartfund · 306 subscribers · 67 videos'. A short bio reads 'A non-profit dedicated to funding cutting-edge research to find a cur...' followed by a right-pointing arrow. Below the bio is the website 'cartfund.org' and a black 'Subscribe' button.

The navigation menu includes 'Home', 'Videos', 'Live', 'Playlists', and 'Community', with 'Videos' being the active tab. Below the navigation are three filter buttons: 'Latest' (selected), 'Popular', and 'Oldest'.

Four video thumbnails are shown in a 2x2 grid:

- Top Left:** A woman in a white lab coat speaking in front of a bookshelf. Video title: 'Display Training Feb 2024'. Duration: 30:04. Views: 9 views · 6 days ago.
- Top Right:** The same woman in a blue top speaking in front of a bookshelf. Video title: 'Feb 2024 CART Conversations'. Duration: 45:25. Views: 4 views · 7 days ago.
- Bottom Left:** A promotional graphic for 'LUNCH A la CART' featuring Dr. Kurt Brunden from Pennsylvania State University. The graphic includes the CART logo and a quote: 'The development of microtubule-normaking agents as therapeutic candidates for Alzheimer's disease'. Video title: 'Dr Kurt Brunden (Univ of Penn) - Lunch a la CART'. Duration: 48:06. Views: 25 views · 2 weeks ago.
- Bottom Right:** A promotional graphic for 'LUNCH A la CART' featuring Dr. Gary Small from University of California, Los Angeles. The graphic includes the CART logo and a quote: 'Tuesday January 30 (9:00am-1pm, EST) via zoom'. Video title: 'Dr. Gary Small (Hackensack Univ Medical Center) Lunch A La CART'. Duration: 28:50. Views: 27 views · 3 weeks ago.

Twitter has helped with targeting millennials and baby boomers. They spread campaign messages and encouraging quotes.

TheCARTFund
323 posts

CART
Coins for Alzheimer's Research Trust

TheCARTFund
@CartFund

A grassroots nonprofit created by Rotarians to find a cure for Alzheimer's Disease. 100% of donations go to cutting edge research. Exec Director @tiffanyervin

cartfund.org Joined November 2018

108 Following 101 Followers

Not followed by anyone you're following

Posts Replies Media Likes

Pinned
TheCARTFund @CartFund · Apr 23, 2023
We are so honored to be on the cover of this month's issue of the @Rotary magazine! Don't miss the amazing article featuring our efforts to #ENDALZ @TiffanyErvin @TVAmy @patrickeakes @hramchandani @DavidDStovall @KarlHerrup

Media Used – he CART Fund using Website banners, YouTube videos, Facebook posts, and Twitter updates serve as powerful tools to spread key messages, share inspiring stories, and highlight the impact of the CART Fund's work. These digital channels provide an interactive and accessible platform for supporters to learn more about the organization, get involved, and contribute to its mission.

Appeals, Positioning – Through a combination of innovative digital marketing strategies and a steadfast commitment to its mission, the CART Fund is poised to make a meaningful impact in the fight against Alzheimer's disease, offering hope and support to those affected by this devastating condition. They do this by establishing strong trust with donors by always giving 100 percent of donations to research specialists.

Expenditures – By investing in strategic online advertising initiatives, the CART Fund aims to increase visibility, drive website traffic, and ultimately, inspire action and donations from individuals passionate about making a difference in the fight against Alzheimer's disease. They are willing to allocate a budget of \$50,000 to help reach their goals.

4. Opportunities/Threats Related To Communications

A. Opportunities –

1. Digital Expansion: With the increasing usage of online platforms and social media, there's an opportunity to expand digital communication efforts. This includes reaching wider audiences through targeted advertising, engaging followers through interactive content, and building online communities to support the cause.
2. Collaboration With Influencers: Partnering with influential individuals in the healthcare or philanthropic space can amplify the organization's message and increase visibility. Collaborating with influencers who have a personal connection to Alzheimer's disease, or a large following can help drive awareness and fundraising efforts.
3. Testimonials: Sharing compelling stories of individuals impacted by Alzheimer's disease can evoke empathy and inspire action. By highlighting real-life experiences, the organization can connect emotionally with supporters and demonstrate the importance of its mission.

B. Threats –

1. Misinformation: Inaccurate or misleading information about Alzheimer's disease can undermine the organization's efforts and erode trust with supporters. Combatting misinformation through fact-based communication and education is crucial to maintaining credibility.
2. Competition for Attention: With countless charitable causes competing for attention, there's a risk of getting lost in the noise. The organization must differentiate itself by effectively communicating its unique value proposition and the impact of its work in the fight against Alzheimer's disease.

3. **Budget Constraints:** Limited resources may constrain the organization's ability to invest in communication strategies and reach its target audience effectively. Balancing the need for impactful communication with budgetary constraints requires careful planning and prioritization.

Environmental Factors

1. **Economy** – The economic climate on the west coast of the United States directly influences the fundraising endeavors of the organization. During periods of economic prosperity, there tends to be an uptick in charitable contributions, whereas economic downturns may lead to a decrease in donations. By closely monitoring the business outlook and economic forecasts specific to the region, the organization can strategically plan its fundraising initiatives to align with prevailing economic conditions and optimize donor engagement.
2. **Political Situation** – National or local politics can have significant implications for the organization's operations. Changes in tax laws or regulations related to charitable organizations may affect donation patterns and fundraising strategies. Additionally, shifts in political priorities or public policy initiatives could impact funding for Alzheimer's research and advocacy efforts.
3. **Societal Concerns** – Societal issues such as healthcare access, aging populations, and public awareness of Alzheimer's disease can influence the organization's fundraising and communication strategies. Addressing societal concerns and raising awareness about the impact of Alzheimer's disease on individuals and families may be integral to the organization's mission.
4. **Technological Influences** – advances in technology could both enhance and disrupt the organization's fundraising efforts. Emerging digital platforms and tools offer new opportunities for online fundraising, outreach, and donor engagement. However, technological changes may also necessitate investments in cybersecurity measures and digital infrastructure to protect sensitive donor information and ensure the organization's operations remain secure and efficient. Additionally, breakthroughs in medical technology and research could significantly impact the organization's approach to funding Alzheimer's research and supporting scientific advancements in the field.

Corporate Objectives And Strategies

1. **Profitability** – the organization sets objectives for revenue growth, cost reduction, and return on investment (ROI), while also aiming to secure corporate grants as part of its financial strategy. This may involve diversifying revenue streams through innovative fundraising initiatives, optimizing operational efficiency to reduce costs, and strategically leveraging corporate partnerships to access grant funding opportunities.
2. **Community Image** – The organization aspires to be perceived as a trusted partner and leader in the community's efforts to combat Alzheimer's disease. By emphasizing transparency, integrity, and accountability in its operations, the organization seeks to build a strong reputation as a reliable steward of donor funds and a dedicated advocate for Alzheimer's research and support services.
3. **New Product Development** – The organization's goals regarding new product development may include expanding its portfolio of fundraising initiatives, developing innovative programs or services to support individuals affected by Alzheimer's disease, and exploring new ways to engage donors and supporters in its mission.
4. **Mergers/Partnerships/Acquisitions** – While there may not be immediate plans for mergers or acquisitions, the organization remains open to strategic partnerships with other companies, nonprofit organizations, or research institutions to enhance its impact and further its mission. Collaborative efforts may include joint fundraising campaigns, research collaborations, or strategic alliances to pool resources and expertise in the fight against Alzheimer's disease.
5. **Overall Corporate Mission** – The mission of the organization is to fund groundbreaking research, provide support services, and advocate for those affected by Alzheimer's disease. Through its efforts, the organization seeks to accelerate the discovery of effective treatments and ultimately find a cure for Alzheimer's, while also offering support and resources to individuals and families impacted by the disease.

Potential Marketing Problems

1. Competition: Intense competition within the Alzheimer's research and advocacy space could pose challenges for the organization in differentiating its brand and message from other nonprofits and research institutions.
2. Limited awareness: Lack of awareness about Alzheimer's disease and the organization's efforts to combat it may hinder marketing efforts and donor engagement.
3. Regulatory constraints: Compliance with regulations governing charitable organizations and healthcare-related communications may restrict the organization's ability to execute certain marketing strategies or campaigns.
4. Resource constraints: Limited budget and human resources may constrain the organization's ability to implement comprehensive marketing initiatives and reach its target audience effectively.
5. Negative public perception: Any negative publicity or misconceptions about the organization's operations, finances, or mission could damage its reputation and impact donor trust and support.

Potential marketing opportunities

1. Growing demand: Increasing public awareness and concern about Alzheimer's disease presents an opportunity for the organization to capitalize on heightened interest and engage new supporters.
2. Partnerships: Collaborating with corporate partners, healthcare institutions, and research organizations can provide access to new audiences, resources, and funding opportunities for marketing initiatives.
3. Digital expansion: Leveraging digital marketing channels such as social media, email campaigns, and online fundraising platforms can help the organization reach a wider audience, engage with supporters, and drive donations.
4. Testimonials: Sharing compelling stories of individuals affected by Alzheimer's disease and highlighting the impact of the organization's work can resonate with donors and inspire action.
5. Events and campaigns: Hosting events, campaigns, and community outreach initiatives can raise awareness, foster engagement, and cultivate a sense of belonging among supporters, ultimately driving fundraising success and furthering the organization's mission.

III. Marketing Objectives

1. Complete Website Redesign By May 21st, 2024. As a result, It Will Help Donors With Feeling More Secure With Their Donations And It Will Also Help To Advance Social Media Campaigns.
2. Reach 2.5 Million Dollars In Donations By June 30th, 2025.
3. Receive 2 Corporate Partnerships, Sponsorships, Or Grants By August 12th, 2024.
4. Increase The Number Of Attendances On YouTube Live Lunch N Learn And Posting More Engaging, Short Clips By 15% By September 1st, 2024.
5. Increase The Number Of Donors In The Recurring Donor Program By 10% By June 30th, 2025.

IV. Marketing Strategy Recommendations

1. General Marketing Strategy

The marketing strategy that the CART Fund Should Utilize Is Both Engagement and Creating Awareness to increase the number of donors and donations. Word of mouth marketing is one of the most effective forms of marketing. Traditional marketing can be effective as well with offering over 30 regional magazines. Events like fundraising dinners, charity auctions, leadership seminars, and fellowship gatherings. Items or services related to community development, networking opportunities, philanthropy, and social events. Engagement on social media will create awareness and help grow following to attract potential clients and donors.

A. Positioning Strategy

The CART Fund should strategize by using personal connections to encourage donors and supporters to share their personal connections to Alzheimer's disease. Position The CART Fund as a platform for individuals to make a meaningful difference in the lives of those affected by the disease, creating a sense of belonging and purpose within the community. By implementing this positioning strategy, The CART Fund can effectively communicate its mission, values, and impact, thereby engaging sponsors, attracting donors, and advancing its goal of finding a cure for Alzheimer's disease.

Positioning The CART Fund as an advocate for Alzheimer's education and awareness. Offer resources, information, and events to educate the public about the disease, its impact, and the importance of research.

Positioning Statement

"For those impacted by Alzheimer's disease, The CART Fund stands as a beacon of hope and progress, driving innovative research towards a cure. With transparency, trust, and a commitment to the community, we unite researchers, caregivers, patients, and donors in a shared mission. As advocates for education and awareness, we empower individuals to make a tangible difference in the fight against Alzheimer's. Together, we envision a future free from the grasp of this devastating disease."

B. Product Differentiation Strategy

There are several Alzheimer's non-profit organizations but not many are based in South Carolina. The CART Fund has been adopted by 23 Rotary districts in the United States. The organization's singular focus on Alzheimer's distinguishes it from more generalized medical research charities. The CART Fund's rigorous grant selection process prioritizes projects with the potential for significant impact in advancing our understanding of Alzheimer's disease or developing novel treatments. Emphasize the tangible outcomes and real-world applications of research funded by The CART Fund, demonstrating its effectiveness in driving progress towards a cure.

C. Price/Quality Differentiation Strategy

As a nonprofit organization, The CART Fund is primarily supported by generous donations from Rotary clubs mainly on the East Coast. However, they welcome donations from anyone who shares our commitment to advancing Alzheimer's research. Providing donors with measurable metrics that illustrate the impact of their donations on Alzheimer's research. This could include statistics on the number of researchers supported, publications produced, patents filed, or clinical trials initiated because of The CART Fund's funding. By quantifying the impact of donations, The CART Fund reinforces the value donors receive in terms of the quality of research funded. Providing special recognition or benefits to top donors, such as acknowledgment in research publications or invitations to exclusive events.

2. Specific Market Strategies

Product

The CART Fund should create educational materials and resources about Alzheimer's disease, its impact, and the importance of research funding published in their regional published magazines. These

materials can be distributed to donors, Rotary clubs, community organizations, and healthcare providers to raise awareness and support for The CART Fund's mission.

Price

Due to The CART Fund nonprofit status donors, Rotarians, and non-Rotarians in their program are not required to donate. However, partnering with corporate sponsors to offer matching grants doubles the impact of donor contributions and higher donation levels. Additionally, ensuring transparency in how donations are allocated to research projects, demonstrating the value donors receive in terms of impact and outcomes.

Promotion

Through personal selling, digital and social media, and public relations The CART Fund's website has a user-friendly donation platform, making it easy for donors to contribute online securely. Providing options for one-time donations, recurring donations, and dedications in honor or memory of loved ones.

Position

The CART Fund can Organize fundraising events, community outreach programs, and awareness campaigns to engage local communities and raise funds for The CART Fund. Partnerships with Rotary clubs, healthcare organizations, and community leaders to maximize outreach and participation. Utilizing Social media platforms like Facebook, Twitter, and YouTube to raise awareness, Share compelling stories, and research updates for those individuals impacted by Alzheimer's.

Target Market A

This target market focuses on Rotarians/Rotary club members Typically are White Caucasians, ranging from younger to older middle-aged (35-64 years old). The membership predominantly comprises men with upper-class status.

A. Product

A donor program for recovering donations and a website with merchandise.

B. Price

Offer donations vary depending on the capacity of Rotarians at different levels and specific areas.

C. Distribution (Place)

23 Rotary districts, South Carolina included.

D. Communication (Promotion)

● Personal Selling

Engaging in our donor programs and purchasing merchandise not only supports Alzheimer's research but also plays a vital role in spreading awareness about the cause. Every donation made to The CART Fund goes directly towards funding innovative research and is aimed at understanding and finding a cure for Alzheimer's disease. By participating in our donor programs and purchasing merchandise, you not only contribute to groundbreaking research but also help raise awareness about the urgent need in the fight against Alzheimer's.

● Advertising

Advertise magazines related to health and aging to target individuals interested in Alzheimer's research and charitable giving. Sponsors should participate in community events, health fairs, and fundraisers to raise awareness about Alzheimer's disease and The CART Fund's mission.

● Direct Marketing

Collecting coins for Alzheimer's, sending targeted fundraising appeals, newsletters, and updates about The CART Fund's research initiatives via direct mail to donors, supporters, and potential donors.

- **Sales Promotion**

Launching social media challenges or campaigns to raise awareness and funds for The CART Fund. Encourage supporters to share their stories, photos, or videos related to Alzheimer's disease and tag The CART Fund, leveraging social media platforms' reach and engagement.

- **Public Relations**

Publishing articles, blog posts, and op-eds authored by The CART Fund's leadership team or research partners on topics related to Alzheimer's research, caregiving, and advocacy. Share these pieces with relevant media outlets and online platforms to establish thought leadership and raise awareness about The CART Fund's initiatives.

- **Digital And Social Media**

On Facebook and YouTube many posts are made dedicated to Rotarians who make large contributions to this organization. Sharing content and promoting their merchandise supporting Alzheimer's research through fundraising efforts.

Target Market B

This market targets business sponsorships and corporate companies for Alzheimer's research including those with close connections to individuals affected by the disease. Companies are owned or managed by Caucasian males aged 35 to 54.

A. Product

Businesses like McDonald's, Starbucks, and Chick-fil-A, airlines like Delta, and hotel companies. These businesses may be driven by a sense of corporate social responsibility, a desire to support causes that resonate with their customer base, and a commitment to making a positive impact.

B. Price

Business sponsorship and corporate companies' donations can vary.

C. Distribution (Place)

East Coast organizations

D. Communication (Promotion)

- **Personal Selling**

Partner with corporations or organizations to run matching gift campaigns. For every dollar donated by individuals, the partner organization matches the donation, effectively doubling the impact of each contribution.

- **Advertising**

Utilizing magazines and newspaper ads related to similar nonprofit organizations to reach our mission or target audience. Additionally, publications that cater to specific interests or industries relevant to Alzheimer's research.

- **Direct Marketing**

Personalize letters and donation appeals based on donors' past giving history, interests, and demographics. Targeted direct mail campaigns to reach current and potential donors.

- **Sales Promotion**

Organizing donations drives partnerships with workplaces or community organizations. Having donation collection boxes, fundraising kits, and promotional materials to facilitate participation and encourage donations.

- **Public Relations**

Strategic partnerships and collaborations with other nonprofits and corporations that share similar goals or the same audiences. Collaborative efforts can amplify the reach and impact of PR campaigns and initiatives.

- **Digital and Social Media**

Through social media posts in the area can see partnerships between The CART fund and other organizations. Facebook and Twitter provide compelling highlights that show people supporting Alzheimer's research through fundraising efforts.

V. Action Programs

A. Communication Plans

1. Sales Plan

An exclusive membership program would be a great way to increase donations. This can be done by having an account with recurring donations that grants you exclusive access to research discoveries and events. Giving the donor a more inclined reason to donate to Cart Fund, and with

the recurring payment criteria we can keep donations from our customers more consistent.

Volunteers can be sought out through online platforms as well as at community events, volunteers should also be able to sign up on the website and get in touch about possibly volunteering for Cart Fund.

2. **Advertising Plan**

Finding a certain place to advertise to hit the key demographic is an essential focus point. Social media should be critical to advertising, digital platforms such as Facebook and Instagram are where you can find a lot of our target demographic audience. Posting on these platforms should be regular and keep our audience up to date about how to donate and other important information. Newspapers and Radio Broadcasting are two important techniques that Cart Fund can utilize to improve our outreach. YouTube is another digital media platform that Cart Fund can improve upon, these videos should be designed to be seen by a viewer who has not heard about Cart Fund. Including things such as the Cart Fund logo, your mission, and a depiction of dealing with a loved one who has been diagnosed with Alzheimer's disease. It is a necessity that all sources of advertising can point the consumer in the direction of where they can donate to the cause. Magazines, prints, and billboards are also great ways that Cart Fund can expand its audience.

3. **Direct Marketing Plan**

Rotary clubs and Cart Fund already have a strong connection with one another. Finding more rotary clubs in other areas should be the next step for the organization. While I do believe that having a Cart Fund employee present to speak and inform at these meetings is crucial, it's possible that these Rotary Clubs can raise money before meeting with them. Sending the recognizable Cart Fund blue bucket or sharing a link with the emails of the Rotary club members can expand our direct marketing to an audience that has already proven to work. We can also reach directly out to big corporations through networking for grants, recurring donations, and sponsorships. For example, large companies such as Coca-Cola, Denny's, and Milliken.

4. **Sales Promotion Plan**

Sales for in-person and online merch with all proceeds going to the Cart Fund. New baseball jerseys are being sold by the Four Seasons Rotary Club as a campaign. Traditional campaigns of selling different merchandise have progressed from wristbands and pens to an online merch store that features t-shirts, and multiple other merchandise.

5. **Public Relations Plan**

For new ideas for the sales plan of Cart Fund, I think that many local artist or talented individuals can use their talents to help contribute to Cart Fund. Getting in contact with someone who has a career such as that and who has also experienced someone having Alzheimer's can be a great way for Cart Fund to have more blue buckets with the help of volunteers. Because of their talents and connection with the disease, they can speak about donating and experiences with the disease that can contribute to more donations for the company. Establishing a relationship with journalists and media outlets that cover healthcare is another way for Cart Fund to establish a stronger public relationship.

6. **Digital And Social Media Plan**

The official Cart Fund website should feature a strong and established brand image. Implementing a color scheme and showing Cart Fund's mission, values, and personality all on a simple and clean website can give our audience a better connection with the organization. These techniques should be used throughout the entire website with high-quality images as well. Posting on social media for Facebook and Instagram should be focused on the organization itself and the impact that Cart Fund is making and provide information on how a potential customer can donate online. When trying to reach potential customers using advertisements on digital platforms, they need to be created in a way that resonates with the viewer. Visuals should invoke an emotional message as well as a clear communication of how Cart Fund is trying to make a difference in Alzheimer's Research. The advertisement also needs a call to action, an element that prompts or inspires the viewer to donate to the cause. Any advertising should point the viewer in the direction of the website and where they can donate. Banner ads are another route to go about advertising on the internet. If possible, purchase banner ads for websites that can help spread awareness of the Cart Fund.

VI. Creative Strategy Breakout

Media Objectives

1. **Reach** – The main goal is to secure funding and contribute to the discovery of a cure for Alzheimer's disease. I plan to achieve this by advocating for increased investment in research,

fostering collaborations among scientists and organizations, and promoting awareness to garner support from individuals and institutions dedicated to combating this condition.

2. **Frequency** – Our plan involves actively advocating for increased research funding, fostering collaborations among scientists and organizations, and raising awareness to gain support from individuals and institutions committed to finding a cure for Alzheimer's disease. Through consistent effort and strategic engagement, I aim to amplify our collective impact on advancing research and treatment options for those affected by this condition.
3. **Pulsing** – For Alzheimer's, I would use the "pulsing" strategy. This approach involves alternating periods of intense advocacy and awareness-raising activities with periods of relative rest, allowing for sustained engagement and momentum over time. By pulsing our efforts, we can maximize impact, maintain stakeholder interest, and adapt our strategies based on evolving needs and opportunities in the fight against Alzheimer's disease.

Media Reach Your Target Audiences Best

1. Traditional Mass Media

- A. **Radio** – For reaching target audiences in the context of Alzheimer's, radio can be a potent medium due to its wide reach and accessibility, especially among older demographics who may be affected by or interested in the disease. Additionally, radio ads can be relatively affordable compared to other forms of media advertising, making it a viable option for organizations with limited budgets. Moreover, radio allows for targeted placement during programs or time slots that attract listeners who are most likely to be interested in Alzheimer's-related content or support services. Therefore, leveraging radio advertisements and guest appearances on relevant talk shows can effectively engage with target audiences and raise awareness about Alzheimer's disease and available resources for support and research.
- B. **Television** – When considering media options for reaching target audiences in the context of Alzheimer's, television can be a powerful tool due to its widespread reach and ability to convey emotional stories effectively. Television advertisements, sponsored segments, or documentaries can capture the attention of diverse demographics, including both those affected by Alzheimer's and their caregivers. However, television advertising can be costly, especially for prime-time slots or national campaigns. Therefore, it's essential to weigh the potential reach against the budget available. Alternatively, organizations can explore more affordable options such as local cable channels, community access programs, or partnerships with television stations for pro

bono airtime. Additionally, leveraging digital platforms like streaming services or YouTube can extend the reach of television content to a broader audience at a lower cost. Overall, while television offers significant reach and impact, careful consideration of budget constraints and alternative options is necessary to maximize effectiveness in Alzheimer's outreach campaigns.

- C. **Magazines** – When evaluating media options to reach target audiences for Alzheimer's, magazines can be an effective choice, particularly for reaching older demographics who may be more engaged with print media. Magazines catering to health, caregiving, and senior lifestyle topics are likely to attract individuals affected by Alzheimer's and their caregivers. Additionally, these publications often feature articles and advertisements related to Alzheimer's research, support services, and caregiving tips, providing a relevant context for outreach efforts. While magazine advertising can be more affordable than television or radio, costs can vary depending on factors such as circulation, readership demographics, and placement within the publication. It's essential to research and select magazines that align with the target audience's interests and demographics while also considering budget constraints. Additionally, organizations can explore opportunities for editorial coverage or sponsored content, which may provide a more integrated and impactful approach to reaching audiences through magazines. Overall, leveraging magazines as part of a multi-channel media strategy can help effectively engage target audiences in Alzheimer's awareness and support initiatives.
- D. **Outdoor** – When determining which media channels best reach target audiences for Alzheimer's initiatives, outdoor advertising can be a valuable option, especially for raising awareness within local communities and reaching a broad audience. Outdoor advertising includes billboards, transit ads (like buses and trains), and posters in high-traffic areas such as bus stops or shopping centers. For Alzheimer's awareness campaigns, strategically placing outdoor ads in locations frequented by older adults and caregivers, such as senior centers, healthcare facilities, or areas with high foot traffic, can effectively reach the target demographic. Outdoor advertising allows for large-format visuals and concise messaging, making it suitable for conveying key information about Alzheimer's symptoms, resources, and support services. While outdoor advertising can be impactful, costs vary depending on factors such as location, size, and duration of the campaign. Organizations should carefully evaluate their budget and consider options that offer the most visibility and exposure within their financial constraints. Additionally, partnering with local businesses or community organizations may provide opportunities for cost-sharing or discounted rates on outdoor advertising placements. Overall, incorporating outdoor advertising as part of a comprehensive media

strategy can help maximize reach and engagement with target audiences for Alzheimer's awareness and support efforts.

2. **Interactive Media**

- A. **Social media** – social media is an effective and affordable option for reaching target audiences for Alzheimer's initiatives. Platforms like Facebook, Twitter, and Instagram allow organizations to share educational content, promote events, and engage with diverse audiences, including those affected by Alzheimer's and caregivers. With its robust targeting capabilities and interactive features, social media offers a versatile platform for raising awareness and fostering community dialogue.
- B. **Digital media** – When determining the most effective media channels to reach your target audience for Alzheimer's initiatives, consider using digital media. Platforms such as websites, social media, email newsletters, and online forums offer broad reach and interactive features, making them effective for engaging individuals affected by Alzheimer's and caregivers. Additionally, digital media can be cost-effective compared to traditional advertising methods, allowing you to maximize your outreach within your budget constraints.

3. **Support Media**

- A. **Publicity/PR** – When deciding on the most effective media channels to reach your target audience for Alzheimer's initiatives, consider utilizing publicity and public relations (PR) strategies. These approaches involve securing media coverage through press releases, media pitches, interviews, and feature stories in newspapers, magazines, TV, radio, and online platforms. Publicity and PR efforts can effectively reach diverse audiences and provide credible information about Alzheimer's research, support services, and awareness campaigns. While costs vary depending on the scope of the campaign and whether you engage a PR agency, these strategies can often provide significant exposure at a relatively low cost compared to paid advertising. Additionally, leveraging partnerships with influencers, advocacy groups, and healthcare organizations can amplify your message and increase engagement with your target audience.
- B. **Sponsorship** – When determining the most effective media channels to reach your target audience for Alzheimer's initiatives, consider sponsorship opportunities. Sponsorship involves partnering with events, organizations, or initiatives related to Alzheimer's research, caregiving, or awareness. By sponsoring relevant events such as conferences, fundraisers, or support group meetings, you can reach your target audience directly while also demonstrating your

commitment to the cause. Sponsorship opportunities may vary in cost, so it's essential to evaluate options based on your budget and the potential reach and impact on your target audience. Additionally, leveraging sponsorships can provide visibility and credibility for your organization within the Alzheimer's community, fostering goodwill and support for your initiatives.

4. **Other Marketing**

- A. **Flyers** – When considering the most effective media channels to reach your target audience for Alzheimer's initiatives, flyers can be a valuable option for localized outreach efforts. Distributing flyers in community centers, healthcare facilities, senior living residences, and other relevant locations can effectively reach individuals affected by Alzheimer's and their caregivers. Flyers allow you to provide concise information about Alzheimer's resources, support services, and upcoming events in a tangible format that can be easily shared and retained. While printing and distributing flyers incur costs, they are generally affordable compared to other forms of media advertising. Additionally, flyers offer flexibility in design and messaging, allowing you to tailor content to the specific needs and interests of your target audience. Overall, incorporating flyers as part of a multi-channel media strategy can help maximize visibility and engagement with your target audience for Alzheimer's awareness and support initiatives.
- B. **Posters** – When determining the most effective media channels to reach your target audience for Alzheimer's initiatives, consider utilizing posters for localized outreach efforts. Posting posters in community centers, healthcare facilities, senior living residences, and other relevant locations can effectively reach individuals affected by Alzheimer's and their caregivers. Posters provide a visual and tangible way to convey information about Alzheimer's resources, support services, and upcoming events. While there may be costs associated with designing and printing posters, they are generally affordable compared to other forms of media advertising. Additionally, posters offer flexibility in design and messaging, allowing you to tailor content to the specific needs and interests of your target audience. Overall, incorporating posters as part of a multi-channel media strategy can help maximize visibility and engagement with your target audience for Alzheimer's awareness and support initiatives.
- C. **T-Shirts** – When deciding on the most effective media channels to reach your target audience for Alzheimer's initiatives, consider using promotional items like t-shirts. Distributing t-shirts with Alzheimer's awareness messages or logos at events, fundraisers, or support group meetings can help raise awareness among individuals affected by Alzheimer's and their caregivers. T-

shirts offer a wearable and visible way to show support for the cause and can spark conversations about Alzheimer's in the community. While there are costs associated with producing and distributing t-shirts, they can be relatively affordable compared to other forms of media advertising. Additionally, t-shirts provide a tangible reminder of your organization's commitment to Alzheimer's awareness and support, fostering a sense of community and solidarity among those impacted by the disease. Overall, incorporating t-shirts as part of your media strategy can help increase visibility and engagement with your target audience for Alzheimer's initiatives.

Message Of The Campaign

1. **Copy Elements** – For Alzheimer's, the copy elements would focus on conveying empathy, understanding, and support while also highlighting the importance of awareness, research, and community involvement. Appeals would center around emotional connection, urging readers to join the fight against Alzheimer's and make a difference in the lives of those affected by the disease. Consumer benefits would emphasize the opportunity to contribute to a meaningful cause and be part of a supportive community dedicated to finding a cure and improving care for individuals with Alzheimer's. The personality of the copy would be compassionate, informative, and empowering, aiming to inspire action and raise awareness without causing undue distress. It would convey a sense of hope and determination while acknowledging the challenges associated with Alzheimer's. The image accompanying the copy could feature individuals affected by Alzheimer's, caregivers providing support, or researchers working towards a cure, evoking empathy and reinforcing the message of unity and resilience in the face of adversity. Overall, the copy elements would aim to educate, engage, and mobilize readers to become advocates for Alzheimer's awareness and support.
2. **Advertising Appeal** – For Alzheimer's, the advertising appeal would primarily focus on eliciting emotions such as empathy, compassion, and hope. It would aim to tug at the heartstrings of the audience by sharing poignant stories of individuals affected by Alzheimer's and their caregivers, highlighting the challenges they face and the resilience they demonstrate. While the subject matter is serious and sensitive, the advertising appeal would strike a balance by infusing moments of warmth, connection, and even hopefulness amidst the difficult journey. Humor, if used, would be employed delicately and with utmost sensitivity, ensuring that it does not trivialize the severity of the disease or diminish the experiences of those affected. Instead, it might be used sparingly to

lighten the mood or offer moments of relief amidst the emotional weight of the topic. Overall, the advertising appeal for Alzheimer's would prioritize authenticity, empathy, and respect for the lived experiences of individuals impacted by the disease.

Art Elements

A. Visual Appeals

For Alzheimer's, visual appeals in advertising would include images or illustrations that evoke empathy, understanding, and connection. These might feature:

- 1) Depictions of Relationships: Visuals showing tender moments between individuals with Alzheimer's and their caregivers, emphasizing the importance of love and support in coping with the disease.
- 2) Symbolism: Utilizing symbols such as puzzle pieces to represent the complexity of Alzheimer's or forget-me-not flowers as a poignant reminder of memory loss.
- 3) Community and Support: Images of diverse groups coming together in support of those affected by Alzheimer's, showcasing the strength of community and solidarity in the face of adversity.
- 4) Progress and Hope: Visuals portraying advancements in Alzheimer's research or individuals participating in activities that promote brain health and overall well-being, conveying a message of hope for the future.
- 5) Realistic Portrayals: Authentic depictions of the everyday struggles and triumphs of individuals living with Alzheimer's and their caregivers, reflecting the reality of the disease with dignity and respect.

Overall, the visual appeals would aim to capture the emotional nuances of Alzheimer's while highlighting the resilience, compassion, and humanity of those impacted by the disease.

B. Production/Mechanical Elements

For Alzheimer's, the production and mechanical elements of advertising would be carefully chosen to convey empathy, clarity, and accessibility:

- 1) Color: Soft, soothing colors like pastel blues, greens, and purples may be used to create a calming and comforting atmosphere. Brighter hues can be sparingly incorporated to draw attention to key elements or calls to action.
- 2) Size and Style: Advertisements may feature clear, easy-to-read text in a legible font to ensure accessibility for all audiences. The style may be understated and elegant, with clean lines and minimalistic design to avoid overwhelming viewers.
- 3) Photography: Images would focus on capturing authentic moments and

emotions, using natural light and candid compositions to convey the real-life experiences of individuals affected by Alzheimer's and their caregivers. 4) Printing and Paper: High-quality printing on durable paper stock may be chosen to ensure that materials are long-lasting and visually appealing. Glossy finishes can add a polished look, while matte finishes may provide a softer aesthetic. 5) Electronic Effects: In digital formats, subtle animations or transitions may be used to enhance engagement without detracting from the message. Interactive elements, such as clickable links or buttons, can provide additional information or opportunities for action. 6) Sound and Music: Gentle, soothing music or ambient sounds may be incorporated in multimedia presentations to evoke emotions and create a supportive atmosphere. However, these elements should be used sparingly and thoughtfully to avoid overwhelming or distracting viewers. 7) Film: Video content may feature authentic storytelling, interviews with individuals impacted by Alzheimer's, or educational segments highlighting the importance of research and support services. The tone would be respectful and empathetic, with a focus on fostering understanding and empathy. Overall, the production and mechanical elements would be chosen to create a cohesive and engaging experience that effectively communicates the message of Alzheimer's awareness and support.

4. **Size** – The size of each Alzheimer's ad would vary depending on the specific platform and context:
Print Ads: For magazine or newspaper advertisements, the size might range from a quarter-page (4.25 x 5.5 inches) to a full-page (8.5 x 11 inches), with dimensions tailored to fit standard publication formats and layouts. Outdoor Ads: Billboards could vary in size, but a common dimension might be around 14 x 48 feet for standard roadside billboards. Posters placed in community centers or healthcare facilities might be standard poster sizes like 18 x 24 inches or 24 x 36 inches. Digital Ads: Banner ads for websites might have dimensions like 728 x 90 pixels for a leaderboard or 300 x 250 pixels for a medium rectangle. Social media posts could be tailored to fit the specific platform's recommended dimensions for optimal visibility and engagement. Video Ads: Video ads could range in length from short clips of 15-30 seconds for social media platforms to longer-form content of 60-90 seconds for online video platforms or television commercials. Overall, the size of each Alzheimer's ad would be carefully chosen to maximize visibility and impact within the constraints of the chosen media platform and format.
5. **Sample Ads** – The following pages show sample advertisements for social media platforms, new slogan campaign, and print poster advertisements.

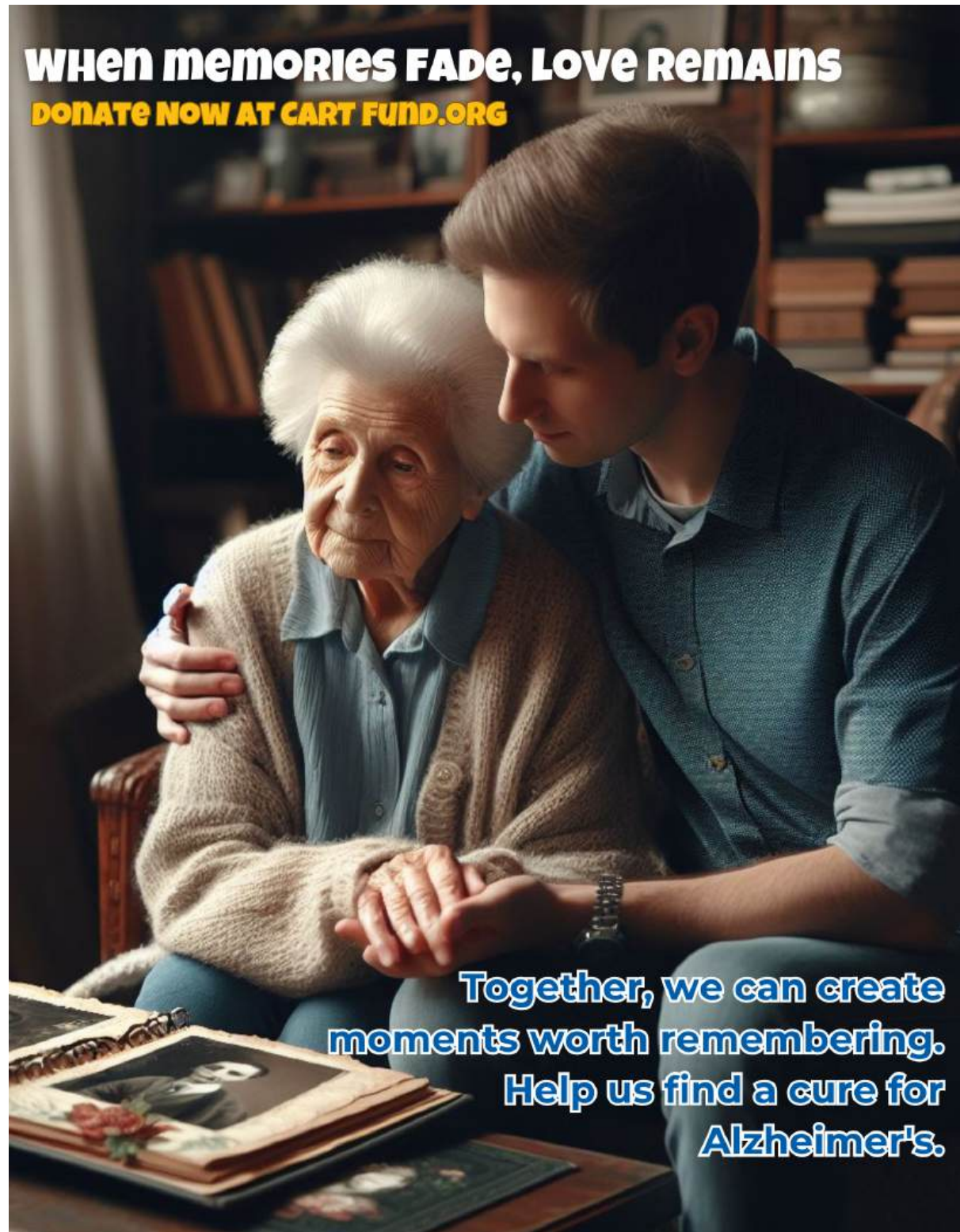
"Digital Ad (Social Media Post): #EndAlz #AlzheimersAwareness"



"Slogan (New Campaign): Forget-me-not Flowers to plant a seed of hope



Print Advertisement:



WHEN MEMORIES FADE, LOVE REMAINS
DONATE NOW AT [CART FUND.ORG](https://www.cartfund.org)

Together, we can create moments worth remembering. Help us find a cure for Alzheimer's.

Total Marketing Budget

With a total marketing budget of \$50,000 allocated for the Cart Fund, they have a significant opportunity to expand their reach and impact within the community. Every dollar has been carefully designated to ensure it contributes to advancing their mission and increasing awareness about their cause.

By drawing on insights from past campaigns and industry trends, they can strategically allocate their resources across various channels and initiatives. Whether it's through targeted digital advertisements, compelling social media content, or innovative grassroots efforts, their marketing strategy is designed to resonate with their audience and drive meaningful engagement.

As creators of this budget, they are committed to transparency and accountability. By closely monitoring performance metrics and continually refining their approach, they can ensure that every marketing dollar is effectively utilized to achieve their objectives. Together, with their shared vision and dedication, they have the power to propel the Cart Fund forward and create lasting change in the lives of those they serve.

A. Amount to be Spent on Each Media

Creating a comprehensive campaign for Alzheimer's involves a careful balance between various types of media and outreach efforts. Here's a breakdown of the recommended budget allocation for each type of item: Print Ads: Magazine Advertisements: \$6,000, Newspaper Advertisements: \$6,000, Printing Flyers: \$3,000, Outdoor Ads: Billboard Advertising: \$6,000, Poster Printing: \$3,000, Digital Ads: Social Media Advertising: \$18,000, Banner Ads on Websites: \$8,000, Total Budget Recommendation: \$50,000.

This budget recommendation ensures a balanced approach across various media channels while allowing flexibility for unforeseen expenses and adjustments. It prioritizes reaching target audiences effectively through a mix of print, outdoor, and digital advertising, as well as the creation of compelling sample ads to drive engagement and awareness for Alzheimer's initiatives.

B. Amount to be Spent on Each Month after Fiscal Year

- i This timeline ensures consistent allocation of resources across various media channels throughout the campaign period, maximizing reach and impact over the course of the year.

Month	Magazine	Social Media	Printing	Buildboard	Banner Ads	Newspaper	Total
June	\$1,000	\$2,000	\$1,000				\$4,000
July		\$1,000		\$2,000	\$1,000	\$1,000	\$5,000
August	\$1,000	\$2,000	\$1,000				\$4,000
September		\$1,000			\$2,000	\$1,000	\$4,000
October	\$1,000	\$2,000	\$1,000				\$4,000
November		\$1,000		\$2,000	\$1,000	\$1,000	\$5,000
December	\$1,000	\$2,000	\$1,000				\$4,000
January		\$1,000			\$1,500	\$1,000	\$3,500
February	\$1,000	\$2,000	\$1,000				\$4,000
March		\$1,000		\$2,000	\$1,000	\$1,000	\$5,000
April	\$1,000	\$2,000	\$1,000				\$4,000
May		\$1,000			\$1,500	\$1,000	\$3,500
Totals	\$6,000	\$18,000	\$6,000	\$6,000	\$8,000	\$6,000	\$50,000

2. **Budget including the #, quantity, sizes, frequency, etc.**

For Example: \$6,000 of the budget will be spent in Spartanburg Magazine. We will purchase four full-page, full color bleed ads to run, one per quarter, at a cost of \$1,500 each. \$2,000 will be allocated to website and app advertising where we will purchase the home page banner ad (\$100/each) the first Tuesday of every month (8x total) and the home page ad on the app (\$75/each) on the same days. We also can print a new brochure for the company. It will be 6 pages, using 8.5x11” card stock paper and will cost \$500 to print 200 copies at Bomar Printing.

Here's a breakdown of how the budget will be allocated for the Alzheimer's campaign: Magazine Advertisements: \$6,000 will be spent on magazine advertisements. We will purchase six full-page, full-color bleed ads to run, one per month, at a cost of \$1,000 each. Newspaper Advertisements: \$4,000 will be allocated to newspaper advertisements. We will purchase four half-page ads to run, one per quarter, at a cost of \$1,000 each. Billboard Advertising: \$6,000 will be spent on billboard advertising. We will purchase three billboard placements, each running for six months at a cost of \$2,000 per placement. Social Media Advertising: \$6,000 will be allocated to social media advertising. We will run targeted Facebook and Instagram ads, spending \$500 per month for 12 months. Banner Ads on Websites: \$4,000 will be spent on banner ads on websites. We will purchase banner ads on two relevant websites, each costing \$200 per month for 12 months. Sample Ads Creation: \$3,000 will be allocated to design and production costs for sample ads. This will cover the creation of three sample ads for print, digital, and outdoor media. Print Advertisements: \$2,000 will be spent on printing flyers, posters, and brochures. We will print 200 flyers on standard letter-size paper.

This allocation ensures a balanced approach across various media channels, maximizing reach and impact within the allocated budget for the Alzheimer's campaign. To determine the budget for the Alzheimer's campaign and allocate it effectively, several factors were considered. For goals and objectives, the budget was aligned with the campaign's goals and objectives, such as raising awareness, increasing engagement, and driving action related to Alzheimer's awareness and support. For target audience, we analyzed the demographics and preferences of the target audience to identify the most effective media channels and outreach efforts for reaching them. For media costs, we researched the costs associated with various media channels, including print, outdoor, digital, and social media advertising, to determine the most cost-effective options within the allocated budget. For creative production, we estimated the costs of creating compelling sample ads for different types of media, ensuring that the creative elements effectively communicate the campaign's message and resonate with the target audience. For frequency and duration, we considered the frequency and duration of advertising placements to ensure consistent visibility and engagement throughout the campaign period. Overall, the budget allocation was determined based on a comprehensive analysis of the campaign's goals, target audience, media costs, and creative production needs, to maximize impact and effectiveness within the available resources.

VII. Measurement, Review, and Control

A. Methodology for Review and Evaluation –

Establishing clear marketing objectives is a fundamental step before assessing marketing plans. These objectives should adhere to the SMART criteria, ensuring they are specific, measurable, achievable, relevant, and time bound. Aligned with overarching business goals, these objectives provide a roadmap for marketing activities, guiding them toward success. Selecting appropriate Key Performance Indicators is essential for evaluating marketing effectiveness. KPIs should directly reflect the achievement of marketing objectives and commonly include metrics such as sales revenue, market share, customer acquisition and retention rates, website traffic, social media engagement, conversion rates, and return on investment. Identifying these KPIs lays the foundation for measuring marketing success accurately.

The methodology for assessing marketing effectiveness contains several key steps. These include determining data collection methods and sources, establishing the frequency of data collection, analyzing and interpreting collected data, and implementing an iterative improvement process. By systematically following this approach, Cart Fund can ensure data-driven decision-making, continuous improvement, and alignment with marketing objectives.

B. Interactivity monitoring –

Defining success metrics is the initial step in assessing the effectiveness of interactive programs. Key Performance Indicators (KPIs) must be carefully chosen to align with the specific goals of these programs. These metrics encompass various aspects such as engagement, reach, conversion, and customer satisfaction. Engagement metrics like likes, shares, and comments gauge audience interaction, while reach metrics such as impressions and followers measure program visibility. Conversion metrics like clicks and sign-ups indicate the effectiveness of converting engagement into desired actions. Additionally, customer satisfaction metrics like feedback ratings and sentiment analysis provide insights into audience perception and satisfaction levels. Once success metrics are defined, selecting appropriate monitoring tools becomes crucial for effective evaluation. Various tools, including social media management platforms, web analytics tools, email marketing software, and CRM systems, can be employed to track these metrics across different interactive channels. Real-time monitoring systems can also be set up to track program performance as it unfolds, facilitating immediate detection of issues or optimization opportunities. Tools offering

real-time dashboards provide up-to-date insights into key metrics and performance trends, enabling agile decision-making and intervention strategies.

Regular data collection and analysis are vital components of evaluating interactive programs. Establishing a schedule for data collection and analysis, whether daily, weekly, or monthly, depending on program frequency and scale, ensures continuous monitoring of performance. Methods such as social media analytics, web analytics, and email marketing analytics help track engagement, website traffic, and user behavior resulting from interactional programs. Additionally, implementing campaign-specific tracking parameters enables accurate measurement of each program's impact on overall outcomes. Audience feedback and sentiment analysis further improve the evaluation process by providing insights into user responses and helping identify areas for improvement or further engagement. Finally, compiling collected data and insights into comprehensive reports facilitates data-driven decision-making and continuous improvement efforts, fostering the optimization of interactive programs.

VIII. Appendices

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