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Executive Summary

This PR proposal is for the Epilepsy Foundation, a non-profit organization based in Bowie, Maryland. This report is directed towards the entire full time staff of the Epilepsy Foundation, but with a strong focus towards Jeff Parent, the Chair President, and General Manager. This is mainly a public awareness campaign but I feel it also serves as a social awareness campaign as well. It mainly functions as a public awareness campaign because there is a lack of awareness surrounding epilepsy in the community and media. The social awareness campaign comes in when it correlates to schools – there is little to none “seizure first aid” education and presence in the media. Because kids and teens nowadays rely on social media to learn about essentially everything, it is essential for this Foundation to create a larger online presence.

PR Campaign: Background Research

Campaign Client: the Epilepsy Foundation, a non-profit organization headquartered in Maryland – but they have other centers in other cities across the country. (There are 56 in total.)

Contact Person / Title / Contact Information: Epilepsy Foundation’s the Chair President, and General Manager: Jeff Parent, (301)-459-3700

Mission Statement: *“to lead the fight to overcome the challenges of living with Epilepsy and to accelerate therapies to stop seizures, find cures, and save lives.”*

Vision Statement: The Epilepsy Foundation has 5 key pillars that they have chosen to uphold and live by:

- 1.) Leading the Conversation
- 2.) Shape the Future
- 3.) Harness the Power
- 4.) Expand Revenue Sources
- 5.) Become a Best in Class Organization

These pillars, they believe, are the way they will “create positive impact in the world for people with the epilepsies in pursuit of our vision and mission over the next five years.” *link

Value Statement: The value statement is similar to the one above. The Foundation has chosen to harness the five pillars as such to value their publics in the best way over the next five years. They stand by as an ally for people living with epilepsy. This life threatening condition has those diagnosed facing countless barriers including expensive therapies and treatments, a lack of

understanding and education of seizures, which has ultimately led to a public fear surrounding them.

Campaign goal: The Epilepsy Foundation states on their website a goal that they have created from 2020-2025. This not only includes the Five pillars, which were identified back in 2018-2019 by their board of directors, but their ultimate goal in ending epilepsy together. In this campaign, we hope to achieve a goal of broadening awareness through multiple outlets – social media platforms, Epilepsy Awareness Ambassadors, and utilizing the existing partnership with the Centers for Disease Control.

Company Objectives: This will be done by 1) reaching a goal of 100K followers on their Instagram platform. This can be achieved by content interaction, reshares, and promoting the account. 2) Increase visitors to the Epilepsy Foundations website by at least 10%, 3) Increase donations and fundraising presence to fund Epilepsy research starting at 10%.

Immediate Needs of Company: One of the immediate needs of the company is to create more awareness surrounding the foundation and chronic illness. There are other Foundations and organizations out in the public eye with similar goals in mind that have garnered more support from people simply because they have come at it from a whole different angle. Secondly, the idea of them wanting to “end epilepsy” is a broad and largely aggressive plan, which in turn sets up hope and is difficult to achieve in a timeline in two years from now. Lastly, the Epilepsy Foundation is a non-profit which is dependent on donations in order to receive the money it needs to stay on its feet. By creating a larger social media, fundraising, educational awareness and potentially by adding a spokesperson, the needs of this Foundation could be easily met.

Publics: The publics that the Epilepsy Foundation serves include patients, families, friends, caregivers, and supporters of those living with epilepsy. The publics that we are hoping to reach include the general American public, through awareness and education both online and in our schools.

Needs of Publics: The families who are living with epilepsy are relying on the Foundation to provide resources, education, support, and treatment options to better care for their loved ones living with this life-threatening condition. The American public needs to be educated on types of epilepsy, Seizure First Aid Certification, and to demystify the stigma associated with epilepsy that has been portrayed in the media.

SWOT Analysis -

★ Strengths

- Biggest strength is that they have the Epilepsy Foundation name. They are the sole resource for patients, families, and friends, and caregivers who have had their lives changed by this diagnosis.

- They also have a partnership with the Centers for Disease Control (CDC) to promote awareness and raise funding that is designed to improve the lives of those living with epilepsy.

★ Weaknesses

- There are many weaknesses the Epilepsy Foundation needs to address. They are not up to date on their social media presence.
- They lack a consistent demographic and professionalism in their online presence. It is heavily out of touch with today's trends and the younger generation which are the ones who will spread the awareness – specifically on platforms like TikTok and Instagram.

★ Opportunities

- The Epilepsy Foundation has a very powerful partnership with the Centers for Disease Control that not many other Foundations can say they have. By taking advantage of this, the CDC can enforce mandatory (or even encourage) Seizure First Aid training in schools nationwide.
- With more social media presence, they can expand their Epilepsy Awareness Ambassador and Kid's Crew to expand their education and awareness.

★ Threats

- The Cameron Boyce Foundation is a foundation started by Libby and Victor Boyce after their son, Cameron Boyce, passed away from Sudden Unexpected Death in Epilepsy (SUDEP). They are a competitor to the Epilepsy Foundation in which Cameron Boyce was a successful child actor, which has led them to garner large household names like Adam Sandler and Salma Hayek as spokespeople on their Advisory Board.
- The Epilepsy Foundation lacks the public figure presence of celebrity spokespeople.

SWOT Recommendations: The Epilepsy Foundation lacks in many areas, however, therein lies a potential to grow. Their social media presence can be changed with a few simple changes. It won't be an overnight transformation, but it will change their overall appearance and professionalism. By becoming verified, creating a larger following base and learning how the algorithm works across platforms, they will begin to see an improvement. Secondly, they already have a partnership with the CDC. By taking advantage and reinforcing this 20+ year long relationship, they have the opportunity to become a powerful agent of change and enact a large Seizure First Aid Training impact in schools nationwide. Lastly, they need to remember they are **The Epilepsy Foundation**. By harnessing the effects of their name and the resources they produce, they should shoot for the goal of signing a celebrity spokesperson – ideally who has Epilepsy or suffered with it as a child. This way they have a public figure and relatability.

PR Campaign Proposal:

Section 1

- A. *Introduction* – This is primarily a social media based campaign since that is the Epilepsy Foundation’s main area of focus – but also a campaign that reinforces the partnership with the CDC. These two strategies go hand in hand by making the Epilepsy Foundation be the best it can be. By broadening their presence on social media and overall shifting towards a more professional approach, the CDC is more likely to take this into account when the Foundation pitches for Seizure First Aid training in schools nationwide.
- B. *Foreseeable complications* – The main concern is the Cameron Boyce Foundation. While the Epilepsy Foundation may view them as just another non-profit supporter in the mix, they are imminent competition. They continue to gain traction and a following, of which the Epilepsy Foundation has half of and they have been around for longer. Secondly, the CDC could decide to partner or are in talks with partnering with other non-profits like the Cameron Boyce Foundation, simply because they are more professional and up to date in today’s social media culture and today’s means of communication.

Section 2

- A. *Discussion* – To build a larger and effective social media presence that will allow them to continue their partnership with the CDC – leading to an encouragement of Seizure First Aid training in schools nationwide.
- 1. *Requirements* – The first requirement is taking advantage of the Epilepsy Ambassadors that the Foundation already has and, by using their knowledge of social media platforms, appeal to younger generations and spread awareness.
 - 2. *Detailed Analysis* – First, the hiring of a Social Media Coordinator and Content Creator will boost the Epilepsy Foundation’s content and presence. By working to create a more consistent theme and professional approach, this will lead to a verification on the Instagram platform. After this goal is achieved, the Foundation can then begin to reach out to public figures to secure a spokesperson to represent them on a more A list level. Simultaneously, they will also be searching for an influencer or Representative Ambassador who will be a present figure on the page. This presence will act as a “familiar face” for all the followers to see as a reminder of events, upcoming challenges, and to promote merchandise and showcase trends. The budget, which will mainly fall under soft cost, would have to be determined throughout this entire process and dependent upon the hiring of the content creators, social media coordinators, and eventual spokespeople and influencers to represent the Foundation.
 - 3. *Approach* – Focusing on the task of garnering support on social media is the main task at hand. This will not only attract the attention of potential spokespeople but

also highlight themselves in a better light. By shifting towards the younger demographic and trying to appeal to the side of media that houses TikTok trends, hashtags, Instagram Reels, and Facebook Live Streams, this will allow them to be more “on-trend” and eventually more on-brand. In looking at the CDC partnership, the Epilepsy Foundation needs to have completed the background work of updating their social media platforms, promotional videos, and overall theme in order to be able to reinforce their standing partnership. By refacing their entire appearance, it has the opportunity of looking appealing to the CDC, therefore allowing for a higher chance of them taking it seriously and with more conviction moving forward.

4. Strategies – The main strategies would include creating a long-term outline for the Foundation that not only follows the Five Pillars, but also creates a strong baseline for their social media trajectory. This can be done by maintaining the models discussed in the Five Pillars and making sure this is a consistent theme in their social media presence. By doing this and keeping a consistent theme within the brand, it will allow the Foundation to be professional and well prepared from all sides. In terms of the CDC, it is all about building the brand so when they can ask them for a nationwide impact, it is appealing. With the support of the CDC, it boils down to reaching out to public schools, campuses, and universities so they can grow the impact in student lives. Not only will this broaden awareness, but it will also create a well rounded and educated younger generation by becoming Seizure First Aid Certified.
5. Tactics – It is possible for the Epilepsy Foundation to achieve both of these goals. However, they need to follow a specific plan in order to get there. For example, in order to grow their social media following and presence, I propose that they hire a social media and/or content coordinator. This way, they can push them on the right track and secure them a verification on their platforms, create more eye-catching and relevant content, and bring in support from the generation who relies on social media. Another tactic is to collaborate with the Cameron Boyce Foundation. While this play does seem out of pocket, there are potential positives that come with it. If the Foundation were to collaborate with them on a shared project or fundraiser, it can bring in a new crowd of support from the Boyce Foundation and give more credibility to the Epilepsy Foundation.

Section 3

A. A Draft Outline of Proposed Project:

APRIL & MAY	JUNE & JULY	AUGUST & SEPT	OCT & NOV	DEC & JAN
HIRE SOCIAL MEDIA COORDINATOR	WORK TO REFACE IG AND GET VERIFIED	SOFT LAUNCH OF NEW SOCIAL MEDIA PLATFORMS	SOFT LAUNCH OF NEW SOCIAL MEDIA PLATFORMS	CONTINUE TO POST CONSISTENT CONTENT
HIRE CONTENT CREATOR	WORK TO REFILM EDUCATION VIDEOS	>>>>>	FORMATIVE EVALUATION MEETING	CONTINUE TO POST CONSISTENT CONTENT
HIRE SPOKESPERSON	COLLABORATIVE POSTS TO INCREASE ANALYTICS	>>>>>	CAMPAIGN FOR EPILEPSY AWARENESS MONTH!	BEGIN DISCUSSING VISITING SCHOOLS FOR SFA TRAINING
HIRE INFLUENCER	WORK WITH AMBASSADORS AND KIDS CREW	TIK TOK CHALLENGES FOR BACK TO SCHOOL	NATIONAL EPILEPSY AWARENESS MONTH!	>>>>>
CDC PARTNERSHIP	>>>>>	ROLL OUT OF SEIZURE FIRST AID TRAINING N SCHOOLS NATIONWIDE	>>>>>	SUMMATIVE EVALUATION MEETING

Section 4

A. Summative & Formative Evaluation –

Formative Evaluation - The Formative Evaluation will take place in October after the refaced social media has soft launched and the campaign rolls out in August during Back-to-School. This meeting will focus on the interaction on posts measured by likes/shares/follows, which will determine how the Social Media Coordinator and Content Creator have done with the campaign and what needs to be adjusted. Secondly, we will evaluate how the CDC has initiated the Seizure First Aid Training programs in schools, as well as discussing potential new strategies and tactics for our spokesperson. This may involve collaborative posts on shared social media platforms or representing the Foundation in select schools.

Summative Evaluation - The Summative Evaluation would take place in January to determine Foundation's effects in public awareness surrounding donations and fundraisers, and whether or not there was a successful increase in followings and traction on social media platforms and the website.

EPILEPSY FOUNDATION'S SOCO WORKSHEET (APPENDIX)

Key Message: Data that has been interpreted to provide meaning and context

The Epilepsy Foundation is a sole resource for patients, families, and friends, and caregivers who have had their lives changed by this diagnosis. They also have a partnership with the Centers for Disease Control (CDC) to promote awareness and raise funding that is designed to improve the lives of those living with epilepsy. In this campaign, we hope to achieve a goal of broadening awareness through multiple outlets – social media platforms, Epilepsy Awareness Ambassadors, and utilizing the existing partnership with the Centers for Disease Control.

Key Facts: The smallest units of description—may be words, numbers or other symbols

1. 1 in 26 people live with epilepsy.
2. 1 in 10 people will have a seizure in their lifetime.
3. STAY. SAFE. SIDE. These are the three words one should remember when helping someone with a seizure.

Target Audience:

Primary: Patients and families living with epilepsy.

Secondary: The General American population.

Communication Objective:

The main things these should take away from this campaign is that Epilepsy is a life-threatening condition and one that needs to have more awareness. The Epilepsy Foundation is the sole resource for those recently diagnosed or continuing to seek care.

Primary Contact: Spokesperson

Name: Jeff Parent

Title: Epilepsy Foundation's the Chair President, and General Manager

Phone: (301)-459-3700

Email: n/a

Day and time available:

Monday through Friday, 9a-5p