

**WCK.**

WEST C  
CANCER

**MARKETING STRATEGY  
2024**

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# SUMMARY

The priority in 2024 is to ensure families know the support available to them through WCK, and understand how the programs can help them. As we variously start, develop, and rebrand programs, we want to provide:

- clear and simple messaging
- in the right places
- that reflects our personality
- with easy actions to take

Many families who have engaged with WCK programs are looking for ways to advocate, spread the word, and make a difference. We will focus on providing opportunities to involve themselves in our marketing aims.

As our brand affinity and credibility grows with new corporate partnerships and evidenced leadership in community spaces, we will provide resources to help our partners direct people to WCK.

# SUMMARY

## THE PURPOSE OF WCK MARKETING



Make support known to families



Build trust



Build credibility



Demonstrate a consistent brand voice



Build the community of support



Help WCK to grow in scale

## WE ARE MARKETING IN SO MANY WAYS!

social media

website

newsletters

impact & campaign emails

swag

events & in-person opportunities

posters & other printed literature

two-step marketing through advocates & partners

## NEWSLETTERS

Open rate: **55.3%**

Click rate: **5.3%**



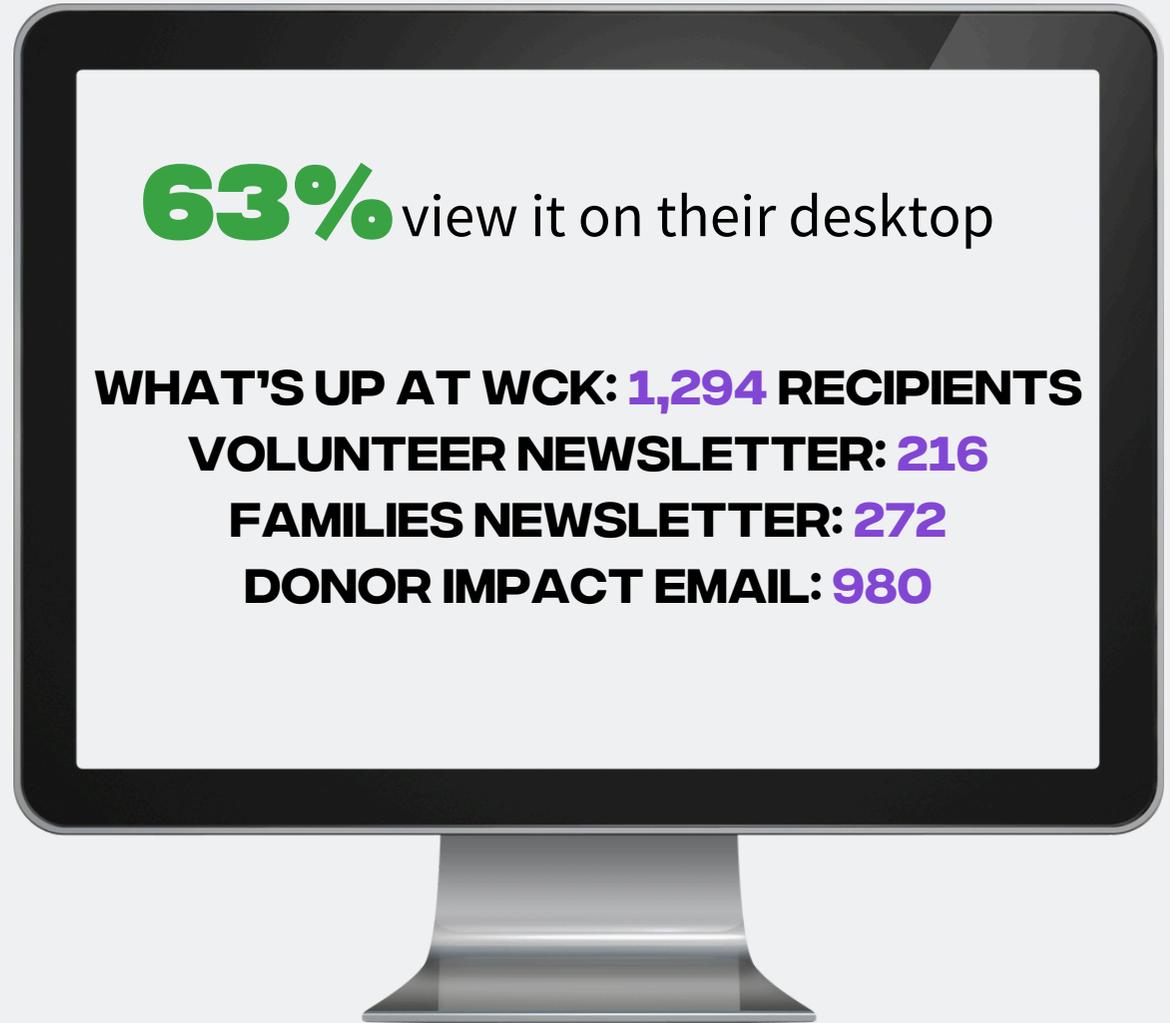
**63%** view it on their desktop

**WHAT'S UP AT WCK: 1,294 RECIPIENTS**

**VOLUNTEER NEWSLETTER: 216**

**FAMILIES NEWSLETTER: 272**

**DONOR IMPACT EMAIL: 980**



## SOCIAL MEDIA



New followers: 7 per month  
Best day to post: Wednesday  
Most popular posts: Links, videos  
Monthly post reach: 4,700  
Engagement rate: 14.07%  
Average impressions per month: 6,937



New followers: 11-12 per month  
Best day to post: Wednesday  
Most popular posts: Photo carousels  
Monthly post reach: 6,199  
Engagement rate: 11.4%  
Average impressions per month: 11,718



New followers: 12 per month  
Best day to post: Monday  
Most popular posts: Images  
Highest demographic: Business development  
Most popular posts: Photo carousels  
Engagement rate: 7.84%  
Average impressions per month: 1,503



Social media strategy is in place --> [here](#)

## WEBSITE

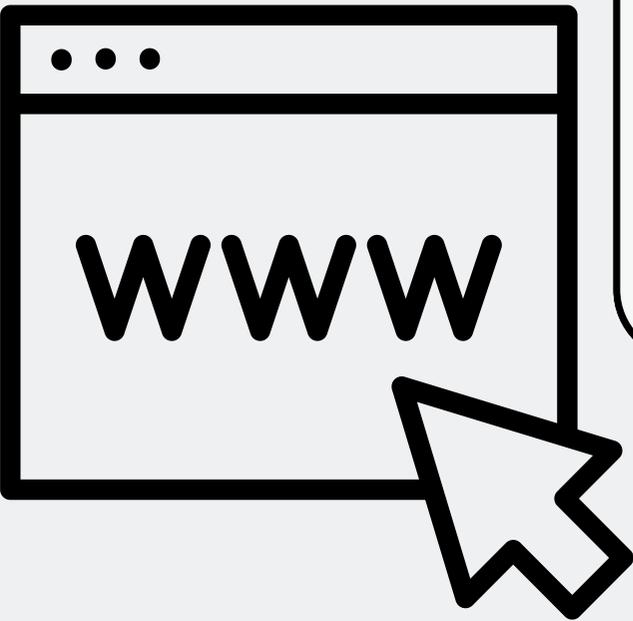


MONTHLY IMPRESSIONS FROM GOOGLE SEARCH: 27K  
MONTHLY CLICK-THROUGHS TO WEBSITE FROM  
GOOGLE: 148

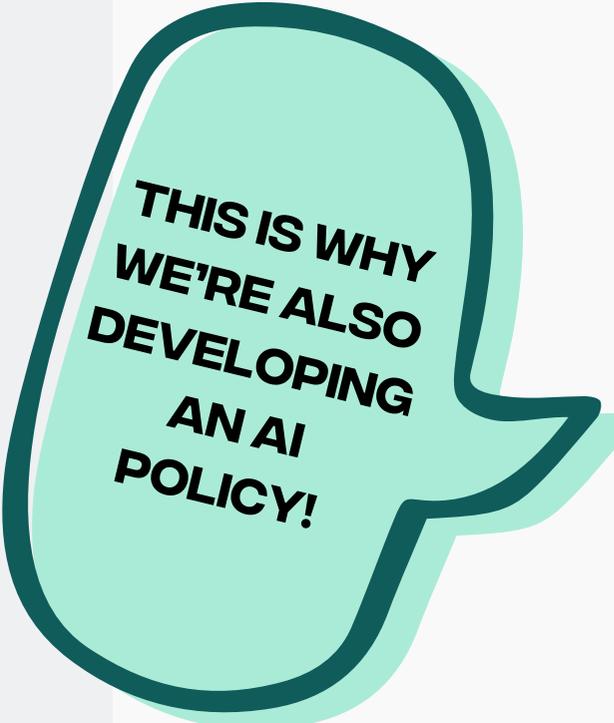
TOP QUERIES: WEST COAST KIDS CANCER  
FOUNDATION, WEST COAST KIDS CANCER, WCK  
FOUNDATION

TOP PAGES FOR CLICKS: HOME PAGE, PORT  
SHIRTS, OUR TEAM, VOLUNTEER

MOBILE DEVICES HAD MORE IMPRESSIONS BUT  
FEWER CLICKS THAN DESKTOP



## WEBSITE: AI-WRITTEN VERSION



**THIS IS WHY  
WE'RE ALSO  
DEVELOPING  
AN AI  
POLICY!**

Gaze upon the knowledge bestowed by the stars, for they reveal the tale of a realm's quest for enlightenment. In the cycles of seasons past, the kingdom witnessed a monthly abundance of 27,000 impressions from Google's search portals. The seekers of knowledge, lured by the enticement of the realm's treasures, honored 148 portals with their presence. The seekers' quests were guided by the enchanting whispers of the west coast kids cancer foundation, west coast kids cancer, and the wck foundation. Their paths led them to the portals of home, port shirts, our team, and volunteer, where they found the strands of knowledge they sought. The enchanted devices of the realm, while in their mobility, summoned greater impressions, but fewer seekers heeded their call to the portals of lore.

## STRENGTHS

- Strong, consistent brand personality and voice
- Positive relationships being built with other organizations
- Passionate and engaged audience
- Legitimate registered charity with multi-year track record of growing impact
- Growing recognition in credible supporters – Air Canada Foundation, SVP etc.
- High levels of transparency in our work and financials
- Ethical storytelling guidelines and practices in place
- Growing reach through communication channels
- Clear mission
- Clear referral routes
- Simple calls to action, more diverse than just donating
- Recently improved self referral rates through hospital signage
- Good website structure and content, now optimized for SEO

## WEAKNESSES

- Limited brand awareness/affinity
- Not as accessible as we could be – resources and messaging for non-English speakers, consistent use of web accessibility guidelines, designing messaging for cultural safety
- Limited by capacity – we can't over-market our programs
- Limited marketing budget and resources
- Lack of visual and tangible impact information across all relevant web pages

## OPPORTUNITIES

- Develop relationships with existing corporate partners and involve them in our messaging and outreach
- Develop more tangible example of where people's dollars are going
- Opportunity to be a leader in our field among a sea of organizations
- Further build understanding of our programs and who we support
- Our programs tap into the public consciousness e.g. food insecurity, mental health, support beyond the medical
- Socially, we resonate more with positive stories and joy over fear – feel-good content engages people who want to make a difference, truthful and authentic
- Earned media pitches

# AUDIT

## THREATS

## HOW TO MITIGATE

<p>Need for support could exceed our resources</p>	<p>Work with team members to appropriately market programs at the right times Wider strategic work reflected in strat plan</p>
<p>More established cancer charities</p>	<p>Clear and consistent sharing of key messages Regular impact stories and testimonials Put out original content Stick consistently to brand personality Thought leadership content</p>
<p>Current national economic landscape – less disposable income for donations</p>	<p>Continue with strategy of diverse funding streams Maintain growth of stewardship and long-term relationship building Build on the momentum from the buy-in of credible funders Clear messaging about the impact of every dollar</p>

# GOAL

**FAMILIES KNOW THAT WE'RE HERE,  
WHAT WE OFFER, AND HOW TO  
ACCESS SUPPORT.**

**BRAND AFFINITY GROWS, FIRST  
AND FOREMOST, THROUGH  
FAMILIES' EXPERIENCE.**



# OBJECTIVES IN WCK OPERATIONAL PLAN

Create a tracking mechanism for referrals and how new families found out about WCK

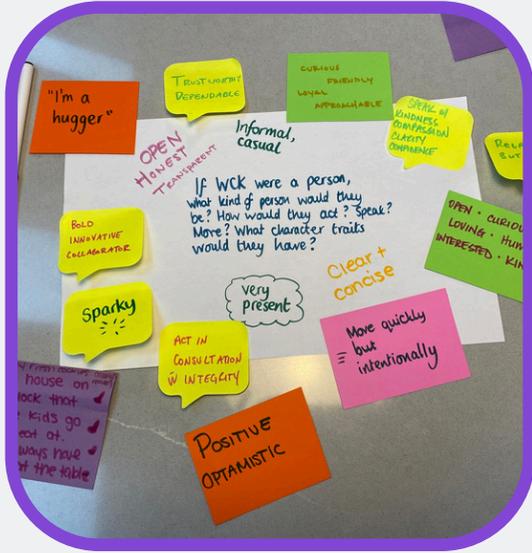
Implement a specific campaign for re-branded Hangouts program – set referral objective with Connections Program Coordinator

Embed an interactive WCK digital story on the website

# OUR KPIS

credit: Robertson Hunter Stewart

## KEEP PEOPLE INFORMED



## KEEP PEOPLE INVOLVED



## KEEP PEOPLE INTERESTED



## KEEP PEOPLE INSPIRED



# TARGET AUDIENCES

## Families

Caregivers of families who could be supported by WCK

## Supporters

Those who connect to our work and could become part of the community in various ways

## Volunteers

Motivated to advocate for WCK and spread the word

## Donors

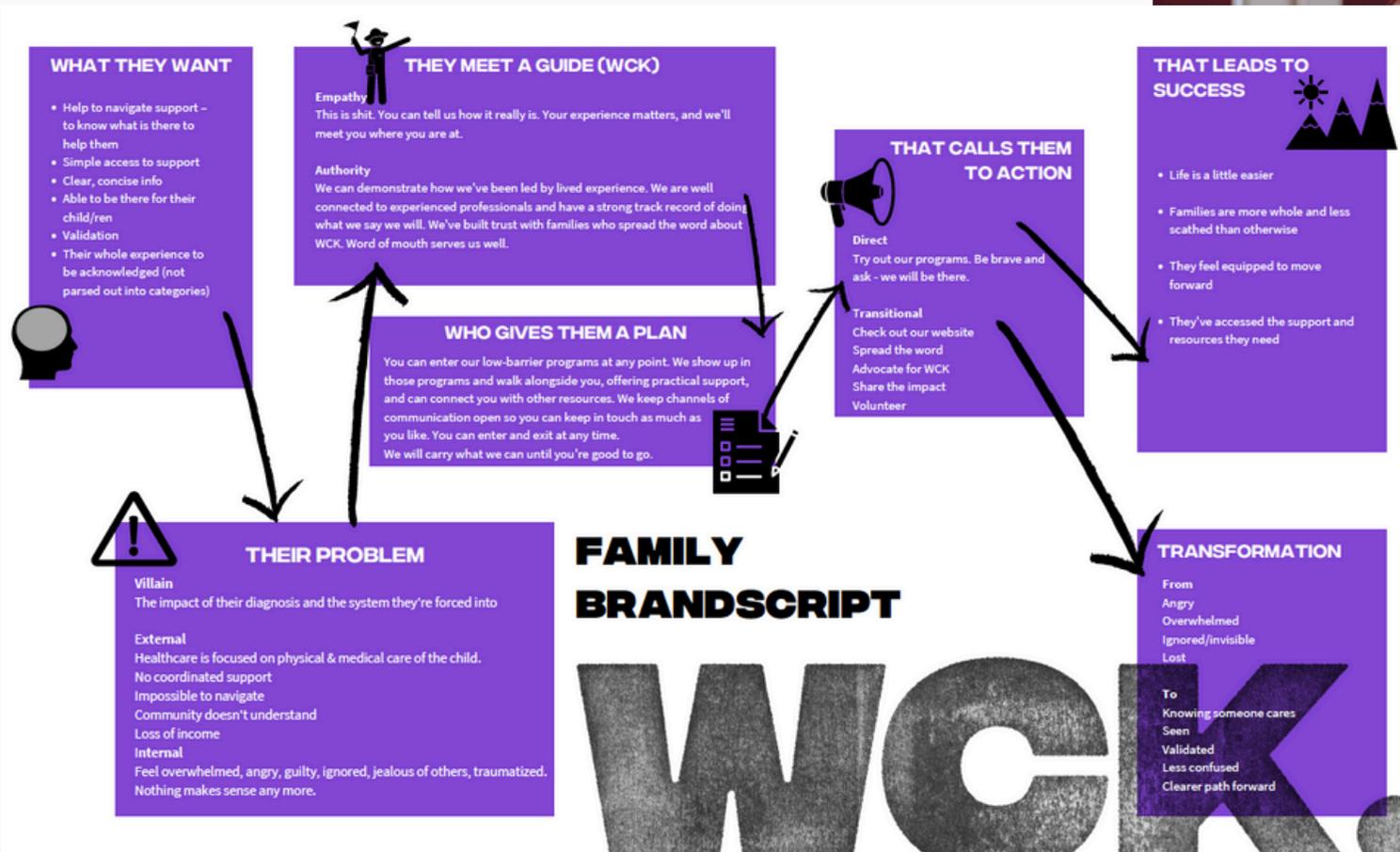
Want to see a significant social return on investment

## IMPACT-DRIVEN

- Interested in a long-term relationship with WCK/appreciate that WCK is with them for the long haul
- Want to understand the true, tangible difference the programs make
- Attracted to grass-roots nature of WCK and local community feel
- Looking for narrative storytelling balanced with hard facts

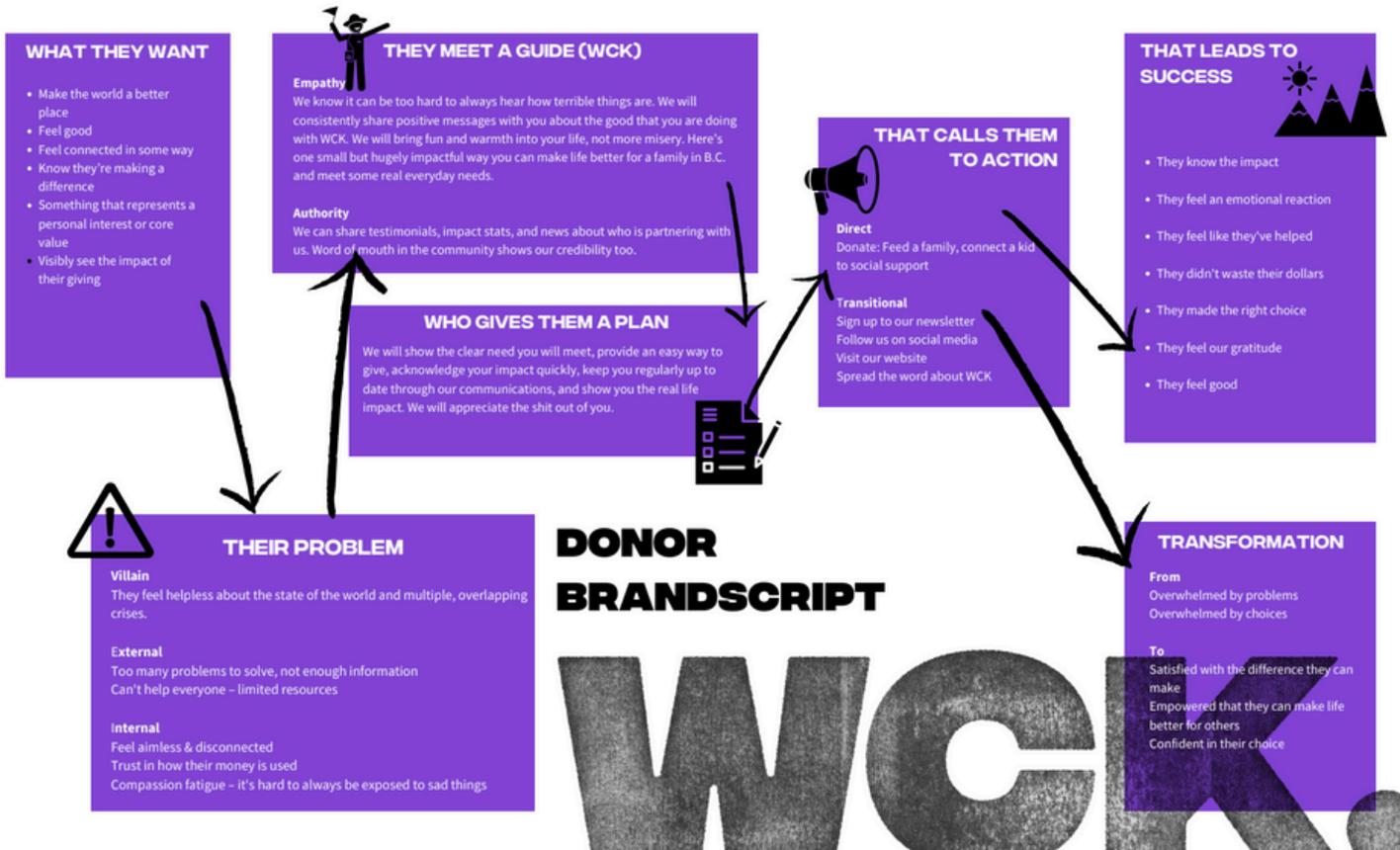
# FAMILY BRANDSCRIPT

Available [here](#)



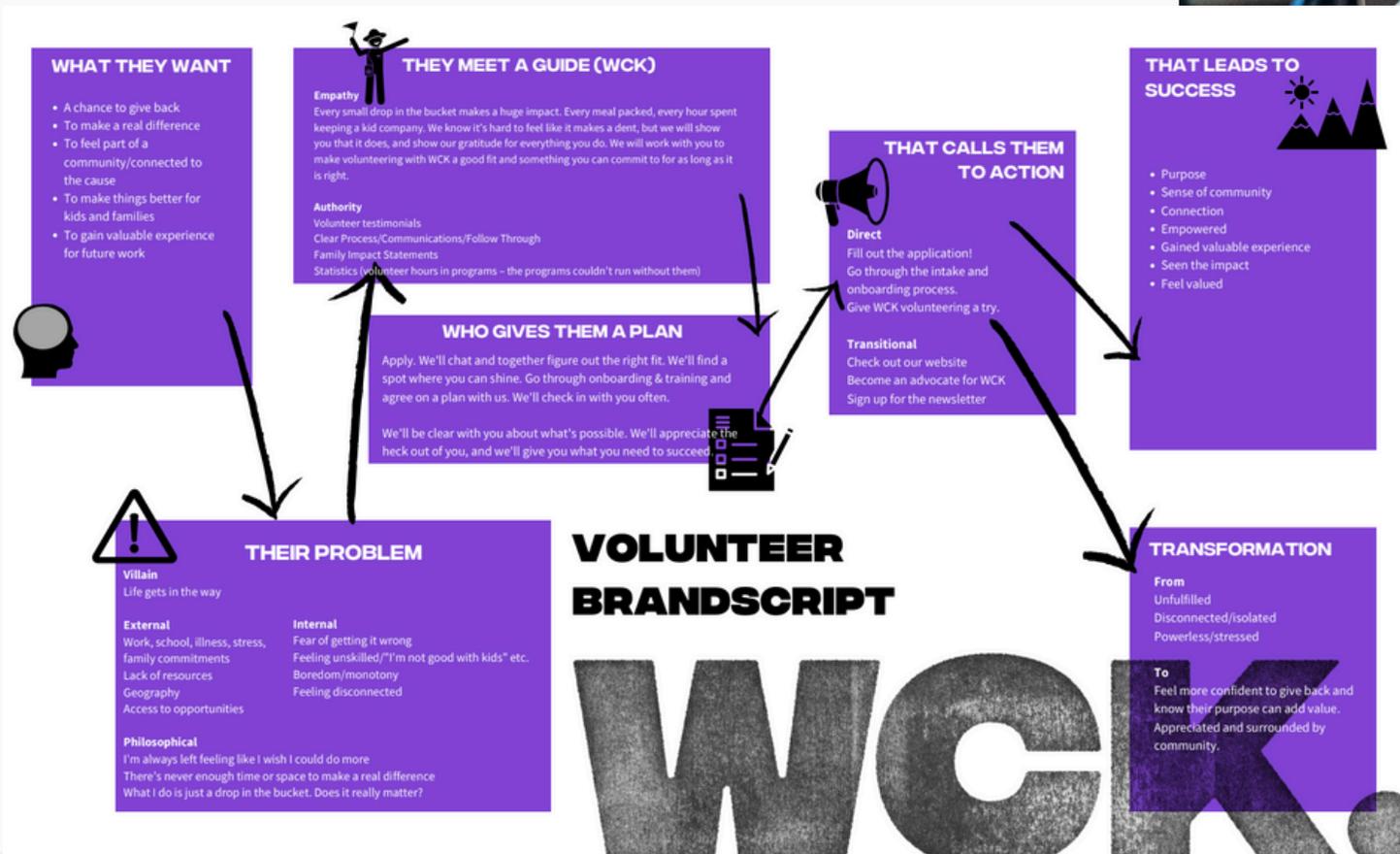
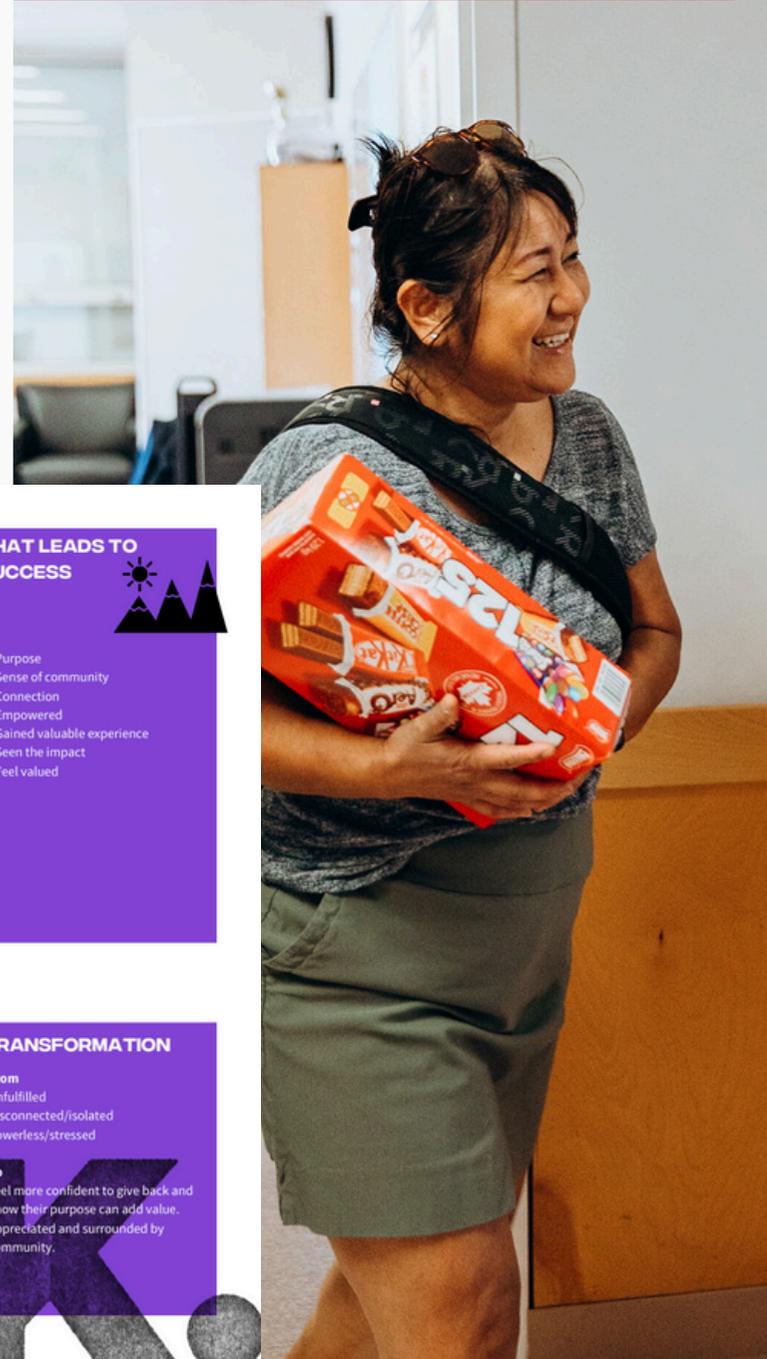
# DONOR BRANDSCRIPT

Available [here](#)



# VOLUNTEER BRANDSCRIPT

Available [here](#)



# AREAS OF FOCUS

WHAT	WHY	HOW
<p data-bbox="416 763 662 883"><b>Programs marketing</b></p>	<p data-bbox="819 591 1228 766">Programs are growing, starting, and changing focus (Smoothie Sundays, Hangouts, mental health)</p> <p data-bbox="819 833 1228 1056">We want to increase the depth of support for families and ensure they understand the potential benefits of the programs</p>	<ul data-bbox="1324 397 1719 1202" style="list-style-type: none"><li>• Through BCCH Child Life Specialists and other staff</li><li>• Literature in hospital environments</li><li>• Word of mouth, including other families</li><li>• In person opportunities</li><li>• Website</li><li>• Social media – clarity on what we promote &amp; when</li><li>• Focused messaging for events</li><li>• Recruit a family member to join and inform marketing committee</li></ul>

# AREAS OF FOCUS

WHAT	WHY	HOW
<b>Optimizing messaging</b>	<p>Ensure consistency in brand and in accurate info about WCK</p> <p>Connect people to the cause within their attention span</p> <p>Impact-specific resources</p> <p>Makes it easier to quantify impact in the moments people are asking about it</p> <p>Incorporates tangibility into overall communications</p>	<ul style="list-style-type: none"><li>• Structured process for Annual Report development</li><li>• Elevator pitches</li><li>• Fact sheet &amp; backgrounder</li><li>• Refresh key messages document</li><li>• Demonstrate impact with tangible numbers – stats and infographics across website, in social media comms &amp; newsletters, annual report</li><li>• Add working bar chart to donor impact emails</li></ul>

# AREAS OF FOCUS

WHAT	WHY	HOW
<p><b>WCK digital story</b></p>	<p>An interactive, engaging online resource with all you need to know about WCK. Easy to navigate to the areas you're interested in.</p> <p>Funnels people into our website</p> <p>Replaces an old school one-pager with something more dynamic</p>	<ul style="list-style-type: none"><li>• Work with web developer, iterative review by target audience users</li><li>• Update quarterly</li><li>• Share via QR code and url wherever appropriate</li></ul>

# AREAS OF FOCUS

WHAT	WHY	HOW
<p><b>Educate current community members to become advocates</b></p>	<p>Maintains high engagement, nurtures our word of mouth strengths</p> <p>Provides a meaningful opportunity to make a difference</p> <p>Fits with stewarding of relationships</p>	<ul style="list-style-type: none"><li>• Build into orientation</li><li>• Videos</li><li>• Newsletters</li><li>• Reach out to individuals</li></ul>

# AREAS OF FOCUS

WHAT	WHY	HOW
<p><b>Get into colleges and universities</b></p>	<p>Builds relationships with young adults who can become volunteers and long-term supporters</p>	<ul style="list-style-type: none"><li>• Focus on healthcare and child-related studies/departments</li><li>• Offer student internship with BCIT</li><li>• Nurture any student connections in other programs e.g. rec therapy interns</li><li>• QR posters?</li><li>• Two-step marketing through student unions/committees?</li></ul>

# AREAS OF FOCUS

WHAT	WHY	HOW
<b>Brand awareness building</b>	<p>Focuses on relationships that can be stewarded over time</p> <p>Leads to increase in support and funding</p>	<ul style="list-style-type: none"><li>• Develop a defined, click-oriented funnel for an identified campaign – starting with brand awareness through to more learning.</li><li>• Set a goal of reach with video assets</li><li>• Continuing social media strategy</li><li>• Paid ads: set a goal of reaching the right people with the video assets that we will have</li></ul>

# AREAS OF FOCUS

WHAT	WHY	HOW
<p><b>Brand awareness building (cont.)</b></p>		<ul style="list-style-type: none"><li>• Approach corporate/organizational partners to provide backlinks to WCK website</li><li>• Capture more video and photo assets to depict programming and family experience</li><li>• More educational/infographic content (this tends to get the best reach on social media)</li></ul>

# AREAS OF FOCUS

WHAT	WHY	HOW
<p data-bbox="349 766 727 959"><b>Marketing through healthcare staff</b></p>	<p data-bbox="833 609 1218 689">It's how many families will find out about us</p> <p data-bbox="833 756 1218 933">They can connect people into WCK without families having to take the initiative/first step</p> <p data-bbox="823 994 1228 1121">Builds trust that we support their work and make their lives easier</p>	<ul data-bbox="1324 609 1719 1125" style="list-style-type: none"><li data-bbox="1324 609 1719 786">• Continuing with outreach opportunities and relationship building</li><li data-bbox="1324 802 1719 979">• Maximize on-site opportunities like Smoothie Sundays, Port Shirt sewing</li><li data-bbox="1324 994 1719 1074">• Invites to lead caregiver sessions</li><li data-bbox="1324 1090 1453 1125">• Swag!</li></ul>

# AREAS OF FOCUS

WHAT	WHY	HOW
<p data-bbox="390 840 686 883"><b>Social media</b></p>	<p data-bbox="819 825 1238 902">Strategy in place until end of 2024</p>	<ul data-bbox="1324 756 1688 979" style="list-style-type: none"><li data-bbox="1324 756 1688 833">• Continue with existing strategy</li><li data-bbox="1324 848 1688 979">• Explore and try out small-scale influencer campaign</li></ul>

# HIGH-LEVEL TASKS: WHO & WHAT

## WIDER WCK TEAM

Provide impact stats

Update on  
program marketing needs

Build marketing education  
into volunteer opportunities

Familiarise with WCK  
fact sheet & how to talk about WCK

Contribute to thought leadership/  
educational pieces

Assist with DEI work

Nurture relationships with  
community partners

Set up tracking  
mechanisms for  
referrals

## MARCOMM MANAGER

Implement and review strategy

Provide educational resources

Provide assets as needed to team

Engage with schools

Manage interns, contract staff

Provide tangible impact stats

Ongoing maintenance of  
communications toolkit

Digital asset  
management review

## DEVELOPMENT MANAGER

Nurture corporate & donor  
relationships

Create impact stories

Assist with identifying  
impact metrics

Plan thought  
leadership content

Continue regular  
donor communications

Support & lead on  
marketing opportunities at events

Collaborate on developing  
website content & assets, pop ups,  
landing pages

## MARKETING COMMITTEE

Oversight of strategy  
implementation

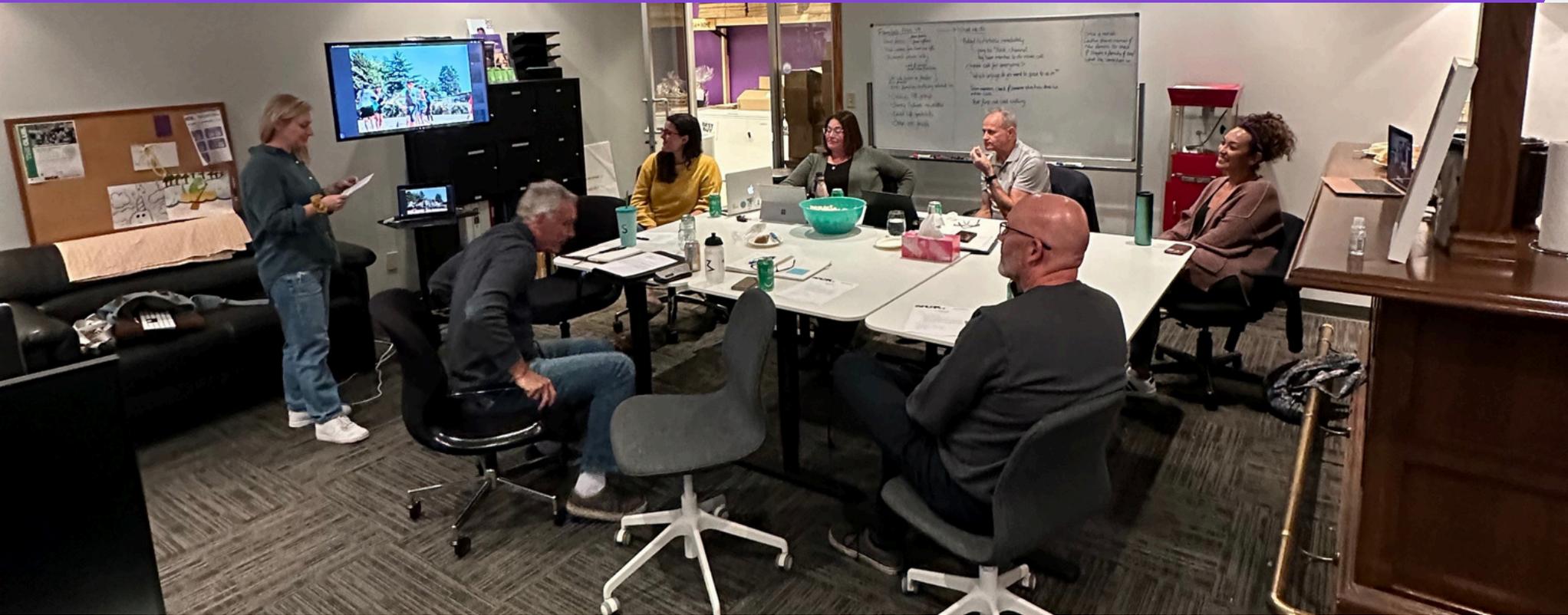
Build and utilize connections  
to support WCK

Assist with key messaging,  
campaign plans

Technical support e.g. paid ads

Provide monthly overviews  
of website analytics

# WCK MANAGEMENT & BOARD TASKS



- Develop and familiarize with WCK fact sheet & how to talk about WCK
- Review key messages
- Leverage own networks and contacts to increase WCK's profile and reach

# EVALUATION

## **WE WILL TRACK...**

- Social media metrics on Buffer analytics
- Click-through rates on Google analytics – utms show where people have come from
- Website analytics
- Click-throughs from Instagram (Linktree)
- Levels of positive/negative brand sentiment from engagement
- Newsletter engagement rates and clicks
- Donation data
- Uptick in any referrals that can be correlated to tactics (e.g. QR codes poster has led to new families signing up to programs)

## **We will have succeeded if:**

**We maintain a consistently positive brand sentiment**

**We see more family referrals from targeted marketing tactics**

**Reach, engagement, and click-throughs continue to grow**