LIVESTRONG Foundation

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# The LIVESTRONG Foundation is an organization that offers free cancer support services to help people cope with the monetary, emotional and everyday issues that accompany a diagnosis of the disease. Created in 1997 by cancer survivor, philanthropist, and bicycle racing athlete; Lance Armstrong, the Foundation is known for its prevailing brand LIVESTRONG and for its advocacy on behalf of survivors and their families. According to the LIVESTRONG website, since its inception, “the Foundation has raised nearly $500 million to support cancer survivors and served 2.5 million people affected by the disease” (www.livestrong.org). In the beginning, the foundation started as a small group trying to raise money in efforts to help fight this disease. As cancer has unobtrusively become one of the world’s leading causes of dying, the charity’s work has expanded and now reaches every corner of the globe through a multitude of programs and countries. With its iconic yellow LIVESTRONG wristband, the Foundation has become a representation of optimism and encouragement around the world.

As many people now know, the organizations founder Lance Armstrong has recently weathered a steroid-using scandal that culminated with a highly anticipated special interview with Oprah Winfrey. The allegations that were ultimately deemed true by Armstrong who claimed that he knowingly used illegal and contraband substances while professionally competing in some of bicycling’s most prestigious races and more frighteningly, Armstrong spent the past decade lying about it. In light of this recent controversy, much of the public has wondered how Armstrong’s foundation will weather the negative PR storm. In its first public press release, the LIVESTRONG Foundation states, “We at the LIVESTRONG Foundation are disappointed by the news that Lance Armstrong misled people during and after his cycling career, including us," the statement posted to the LIVESTRONG website began. "We accepted his apology in order to move on and chart a strong, independent course," LIVESTRONG continued. "We look forward to devoting our full energy to our mission of helping people not only fight and survive cancer, but also thrive in life after cancer” (www.livestrong.org). Armstrong removed himself as chairman of LIVESTRONG in October of 2012 on the same day Nike, Armstrong's longtime sponsor, disconnected ties with him. He was released from LIVESTRONG’s board of directors last November of 2012.

In terms of communication the Foundation uses an extensive internet website and blog as a means of directly communicating with its public. As stated before, cancer has quietly become the world’s leading cause of death, the charity’s work has expanded and now reaches every corner of the globe through a multitude of programs and countries. Anyone fighting cancer, a survivor of cancer or even knowing someone who had cancer would be interested in the LIVESTRONG Foundation. The organization provides free and accurate health information as well as information on coping skills and tactics needed to well, live strongly. The idea behind the success is one of health consciousness and promotion of well-being. The conditions that make a campaign desirable or necessary are to provide something useful and desirable to your ‘buyer personas’. The ultimate self-preservation interest is the topic of health and longevity. Acquiring the skills and strategies to promote a healthy and long life serves in the interest and desire of almost everyone. At this point, the LIVESTRONG Foundation really needs to detach itself from the demise of Lance Armstrong and re-promote itself as an entity separate from his personal scandals.

Three measurable campaign objectives -- these are goals that can be achieved through an interactive campaign are simple to identify:

1. Increase website traffic 2% each month from the last.

2. Promote 10% more charitable events in the community.

3. Increase visibility by 5% each business quarter.

# References

# www.livestrong.org