

No Bite, No Malaria: Incorporating Multifunctional Promotional Methods to Yield New Results

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### **Abstract**

Nonprofit organizations often seek new methods of reaching target audiences and advocating a cause. When crafted correctly, messages communicated across several media can educate, persuade and urge individuals to take action. An educational cross-functional campaign, such as the implementation of an integrated marketing communication plan, can obtain positive promotional results. Project planners initiated a multifunctional campaign for the project No Bite, No Malaria–Mosquitero Project Peru that enabled one message to be communicated across several media. Persuasive messages were constructed to abide by the Elaboration Likelihood Model, resulting in target audience persuasion. Social media analytics, fundraising goals and surveys were measured to review the effectiveness of the multifunctional campaign. The authors presented results to demonstrate that strategically creating promotional methods that were not previously implemented can achieve substantial results. Results concluded in 44% of target audience reached, 291 new page followers on Facebook and \$4,335 raised via a two-day crowdfunding, social media and email campaign.

## **Introduction**

### **Problem**

Malaria is a life-threatening disease caused by parasites transmitted to people through the bite of an infected female mosquito (World Health Organization [WHO], 2015). Symptoms occur 10 to 15 days after an infected mosquito bites a person and are usually mild and difficult to recognize (WHO, 2015). If symptoms are not diagnosed or treated immediately, the disease may worsen and result in death. However, when the proper means of protection are implemented, malaria is both preventable and curable (WHO, 2015). Infants, children under five years of age and pregnant women are among those most at risk of contracting malaria (WHO 2014). In September 2015, the World Health Organization confirmed 214 million cases of malaria and 438,000 deaths worldwide. The most recent study of malaria in Peru was conducted in 2014 and reported 43,139 confirmed cases (WHO, 2014).

In 2015, the Rotary Club of Key Biscayne, FL took the initiative to create a project dedicated to helping those living in at risk regions of Peru. This project is an extension of the Rotary Club's first effort, the Mosquitero Project established in 2011, which distributed mosquitero nets in Venezuela to prevent malaria. Like its predecessor, No Bite, No Malaria–Mosquitero Project Peru relied on word-of-mouth promotional and fundraising methods with limited success. The Rotary Club soon realized that a new strategy was needed to reach a broader audience to help raise funds and shed light on this worthy cause.

### **Rationale**

Long-lasting insecticide nets (LLINs) act as a physical barrier, preventing mosquitoes from coming in contact with an individual and ultimately providing personal protection against malaria (WHO, n.d.). Indigenous people living in Amazon regions of Peru sleep in hammocks. No Bite, No Malaria distributes World Health Organization approved custom LLINs, known as mosquiteros. The free distribution of LLINs provided by No Bite, No Malaria to individuals in Iquitos, Department of Loreto, in Northern Peru should result in a decrease of malaria cases within the next few years. The Mosquitero Project produced moderately successful results in the past, having distributed about 7,500 mosquiteros to affected areas of Venezuela and showing an 80 percent decrease in new malaria cases (see Appendix A for information on Mosquitero Project).

Peru's government lacks the financial resources to fund a malaria prevention campaign, private nonprofits, such as No Bite, No Malaria, have stepped in to fill the gap. This project specifically focuses on the impact that a cross-functional campaign, more specifically, an integrated marketing communication campaign, will have on the target audiences by informing and educating them about the problem. Aside from raising awareness, No bite, No Malaria is designed to generate funds to provide those living in affected areas of Peru with preventative custom mosquitero nets. In the past, No Bite, No Malaria yielded successful but limited results. New promotional methods need to be implemented, such as creating advocacy for the cause to raise the crucial funds needed to educate people and save lives. To achieve this, project planners proposed an integrated marketing communications campaign that enabled multiple functions to support one overall message. Essentially, the overall message is that when large numbers of people unite to solve an issue like malaria in Peru, positive outcomes will occur. This work

specifically addresses the significance a cross-functional campaign has on collecting donations and generating awareness to provide the essential tools needed to prevent malaria.

### **Purpose**

The purpose of this project is to explore the effectiveness of an integrated marketing communications campaign aimed at educating, raising social awareness and generating donations to prevent malaria in Peru.

### **Underpinning**

Results of this project will be analyzed and obtained using the Elaboration Likelihood Model, specifically the central route of persuasion.

### **Research Question**

Can the use of a diverse integrated marketing communication plan be effective in educating the target audience, raising social awareness and generating monetary donations for the project No Bite, No Malaria–Mosquitero Project Peru?

### **Literature Review**

Project planners proposed the launch of a multifunctional educational campaign to raise awareness for malaria in Peru and generate funds for the distribution of free mosquitero nets in Iquitos, Department of Loreto. Key components for this campaign were derived from extensive research to yield successful results. Project planners analyzed and studied integrated marketing communications, target audiences, social media and fundraising to properly and efficiently advocate an educational campaign. The project was examined through the lens of the Elaboration Likelihood Model to evaluate results of the cross-functional campaign.

### **Integrated Marketing Communications**

Methods used to reach consumers are dynamic as technology and the market constantly change; however, integrated marketing communication (IMC) allows communicators to reach a diverse audience (Celebri, 2009). An IMC plan is, “an on-going, interactive, cross-functional process of brand communication planning, execution, and evaluation that integrates all parties in order to maximize mutual satisfaction of each other’s wants and needs” (Reid, Luxton, & Mavondo, 2005, p. 13). An IMC campaign seeks to communicate a consistent message across several media while engaging connectivity between targets and the brand.

A well-established integrated marketing communication campaign assists in carrying out proper brand orientation. Brand orientation is “an approach in which the processes of the organization revolve around the creation, development, and protection of brand identity in an ongoing interaction with target customers with the aim of achieving lasting competitive advantages” (Reid et al., 2005, p. 16). Brand orientation is significant for the No Bite, No Malaria campaign because it represents functions and strategies, ultimately assisting in the support of strong relationships between target audiences and the cause (Reid et al., 2005). The use of strategically consistent brand messages to communicate has been recognized as being one of the key determinants of brand success (Reid et al., 2005). Carrying out a diverse IMC campaign with consistent messages across different mediums will create a successful brand identity, more specifically a recognizable online identity, for No Bite, No Malaria. Looking strategically at a variety of disciplines in communication through the implementation of an IMC plan allows for communication between No Bite, No Malaria and its target audiences to go a step further (Celebri, 2009).

A diversified plan will allow No Bite, No Malaria to exceed communication potential by utilizing components that will accomplish a successful online identity through social media,

crowdfunding, direct email and a special event. “Integrated marketing communication is the process of managing all sources of information about a process/service to which a customer or prospect is exposed, which behaviorally moves the consumer toward a sale and maintains customer loyalty” (Thorson & Moore, 1996, p. 18). It is beneficial for the client to take advantage of marketing communication skills to encourage advocacy and maintain lasting relationships with current and future donors. Upholding the concept of IMC across several media allows No Bite, No Malaria to emphasize on the use of advocacy to raise awareness among target audience.

### **Target Audience: Baby Boomers**

No Bite, No Malaria contains an two target audiences. The first audiences are residents of Key Biscayne and Miami, Florida. The second audiences include users of social media and those reached via direct email who are prospective donors. Research was conducted to specify target audiences that were reached via the educational IMC campaign. Information was gathered to assist in molding social media and email communication for persuasive purposes.

The Baby Boomer generation includes individuals born between 1946 and 1964; it is America’s second largest generation after recently being surpassed by the Millennial generation (Colby & Ortman, 2014). A recent study focusing on the differences between each generation indicated that Baby Boomers are more likely than any other generation to donate to charities and help others (Twenge, Freeman, & Campbell, 2012).

Nonprofit organizations study and learn investor motivations, patterns and demographics allowing the creation of a campaign that is tailored to meet the needs of the donor (McGowan, n.d.). The values that influence the Baby Boomer generation include a strong sense of self, independence and change, resulting in choice and control being significant factors to them

(Williams, 2007). Project planners recognized that the Baby Boomer generation takes great pride in making choices that will create beneficial and long-lasting change. Therefore, communication via Facebook and email were tailored to encourage advocacy and persuade the target audience in the most appealing way. By crafting messages that specifically address the benefits of mosquito nets, No Bite, No Malaria sought to persuade them to become donors for this worthy cause. The IMC campaign, more specifically the messages communicated, was created in a way that fit the wants and needs of the Baby Boomer generation.

For new companies to become successful, marketers must recognize the role of the consumer as a co-creator of the brand, which ultimately means that they need to establish a strong relationship between the consumer and the brand (O'Reilly & Lancendorfer, 2013). It was necessary for planners to establish a meaningful relationship with the key target audience to carry out a successful cross-functional campaign that could generate donations. Baby Boomers view their contributions as an investment and find it extremely important to receive measurable updates indicating how their donations were used (Williams, 2007). After reviewing these studies, planners found it essential to educate and constantly update the target audience via social media and email assuring them that donations were utilized to make a positive change. Consistent updates featuring facts, statistics, pictures and amount of money raised strongly appealed to the donor characteristics of Baby Boomers. These findings suggest that the primary target audience for this project be both residents of Key Biscayne and Miami, Florida born between 1946 and 1964 and social media users born during the same time period.

### **Social Media**

Facebook is the number one social media site in the U.S., with 76.8 percent of Internet users having an account (Bennett, 2014a). It is also the most popular Internet website for Baby



Boomers (Bennett, 2014b). Social media sites give users the opportunity to share ideas, opinions, and information instantaneously and publicly online (Yu-Kang & Chun-Tuan, 2007). The creation of an online presence, specifically utilizing a Facebook page, would bring value to No Bite, No Malaria's cause by increasing exposure to potential donors. The creation of a Facebook page gives No Bite, No Malaria the potential to create a community of users who share similar interests in the cause, prompting responsiveness to the messages delivered (Waters & Feneley, 2013). The use of a Facebook page will also assist in utilizing member advocacy because "social media is best understood as an Internet marketing media that offers one-to-one methods for meeting and interacting" (O'Reilly & Lancendorfer, 2013).

Social media sites, such as Facebook, are diverse applications that use facts and communication technologies to allow users to engage with one another to share insights and experiences (Velasquez & LaRose, 2015). Social media as a tool, functions to allow users to enhance their understanding of attitudes and beliefs regarding a certain issue or cause. The creation of Facebook has allowed individuals "who would otherwise be unheard, to have a voice, and has allowed people to form connections and express themselves in ways that would have previously been impossible" (Vericat, 2010, p. 653). Strategically planned and executed messages via Facebook allow for information to instantly and efficiently be published.

Members of a nonprofit organizations' social media page, such as those created on Facebook, are drawn together by common causes and can develop positive outcomes for an organization (Quinton & Fennemore, 2013). Recent research cites Facebook as being the most commonly used form of social media for nonprofits (Campbell, Lambright, & Wells, 2014). An interview with the top charities in the U.S., completed by Professor Nora Barnes at Dartmouth University, stated that top charities find the use of social media crucial to having a successful

charity (Barnes, 2015). Drawing from these conclusions, research supports the tactic of creating a Facebook page. This also allows for the review of analytics concerning specific posts.

The use of social media as a tool to fundraise is still relatively new, however, it has “contributed to innovations in how nonprofit organizations approach fundraising, organizing, and advocacy” (Campbell et al., 2014, p. 655). The transition from word-of-mouth advocacy to the use of Facebook creates an opportunity for No Bite, No Malaria to change the attitudes of those interested in the cause. Facebook has the capability to heed a call to action as well because social media allows people to “not only donate money, but even more importantly, their reputation and identity. Each time someone clicks ‘like’ or joins a cause on Facebook, they are broadcasting that message to hundreds of their friends and aligning themselves with a particular issue” (Vericat, 2010, p. 177). The implementation of a diverse multi-functional campaign does not call for immediate donations, nonetheless, the awareness produced by hitting “like” can motivate other users to follow, essentially generating potential donors.

### **Fundraising**

The tools provided by Facebook, which allow for one-way communication are commonly used by nonprofit organizations to express key information with key constituents (Campbell et al., 2014). The use of proper marketing techniques can prove to be beneficial to attract benefactors for fundraising purposes (Saunders, 2013). According to the American Fundraising Professionals, fundraising is defined as the raising of assets and resources from various sources for the support of an organization or a specific project (The AFP Fundraising Dictionary Online, 2003). Fundraising consists of a variety of different structures, one being a marketing-oriented structure, which is successful among for-profit companies and commonly used by charities (Saunders, 2013). Fundraising that uses the marketing-oriented structure found that an awareness

of modern marketing principles, such as social media, could assist in gaining funds if the fundraiser sells a worthy cause (Saunders, 2013). To sell a worthy cause and generate advocacy among the audience, posts created by No Bite, No Malaria on Facebook were strategically created to sell the cause and persuade individuals to donate. Modern marketing techniques, using communication outlets like Facebook, give No Bite, No Malaria new fundraising capabilities unavailable a generation ago.

Word-of-mouth promotional methods proved to be moderately successful in raising funds for No Bite, No Malaria in the past, but social media now gives users the ability to create lasting friendships, instead of one-time donors. The creation of friends requires No Bite, No Malaria to practice relationship marketing and “view donors as partners in the achievement of the mission rather than as mere sources of funds” (Sargeant, West, & Jay, 2007). Fundraising is the foundation of No Bite, No Malaria and is an essential component of the project. Implementing another social practice, such as crowdfunding, brings the concept of fundraising into the twenty-first century— “crowdfunding is the practice of funding a project or business venture by raising small amounts of money from a large number of people” (McGowan, n.d., P. 1). Having a personalized presence on a crowdfunding website results in higher productivity for organizations (McGowan, n.d.). The amyotrophic lateral sclerosis (ALS) association created an online fundraising and awareness campaign using several different strategies to grab the audience attention and help promote ALS research. The ALS association started an awareness and fundraising campaign on Facebook called the “Ice Bucket Challenge” which went viral with over 17 million videos posted on Facebook and more than \$77 million in donations (Putting Your Ice Bucket Dollars to Work, 2015). Similarly, project planners created an online fundraising event in which prospective donors were invited and encouraged to donate to the project on a certain day

and at a certain time. Encouraging participants to donate on a specific day and time is effective because crowdfunding is time-based and reliant on setting a goal to execute rapidly. When it comes to fundraising online, having nonprofit status is beneficial on its own, however, projects with shorter timelines are more likely to receive donors, so No Bite, No Malaria had a clear fundraising advantage.

Crowdfunding enhanced with social media components like Facebook, gives No Bite, No Malaria the opportunity to reach a broader audience, allowing the pool of prospective donors to expand beyond the residents of Key Biscayne and Miami, Florida. Creating an event around this worthy cause with a set of stated goals and specific fundraising objectives will help ensure the success of the project (Sargeant, et al., 2007).

### **Elaboration Likelihood Model of Persuasion**

This project will be examined through the lens of the Elaboration Likelihood Model of persuasion. The Elaboration Likelihood Model (ELM) contains two routes: the central route and the peripheral route. Founders of the Elaboration Likelihood Model, Richard E. Petty and John Cacioppo, state that the success of a media campaign is based on two components: whether the messages released to the audience are effective in changing the attitudes of recipients in a desired direction and whether modified attitudes influence peoples behavior (Bryant & Zillmann, 2009).

Through research, project planners observed the attitudes of a target audience to assist in the creation of an educational campaign that functioned to formulate positive attitudes and perceptions toward the cause. The Elaboration Likelihood Model states that an individual's attitude toward something as a whole, such as a product or organization, will influence an overall decision (Shuk Ying & Bodoff, 2014). Messages constructed by No Bite, No Malaria sought to influence positive attitudes toward the cause to create supportive feedback and donations from

the target audience. The Elaboration Likelihood Model gives insight to the degree to which a user will cognitively process something, such as a message (Shuk Ying & Bodoff, 2014). However it does not provide the number of messages the user investigated and came across, which is often of interest to organizations (Shuk Ying & Bodoff, 2014).

A variety of factors are considered when observing how a person is cognitively affected and how much cognitive effort that individual will put into the particular message (Petty & Cacioppo, 1984). When the Elaboration Likelihood Model is in effect, there are two routes persuaders can take. The first persuaders can choose is the central route. The Elaboration Likelihood Model of persuasion argues that attitudes formed using the central route of persuasion produce stronger attitudes that are persistent, resistant and more predictive of behavior (Jaehwan & Nayakankuppam, 2015). A central routed message consists of facts and information used to persuade the audience. While more difficult this has a substantial long-term effect. “A person who processes a persuasive message via the central route is likely to evaluate and think critically about the arguments contained in the message” (Booth-Butterfield & Welbourne, 2002, p. 157). The second persuaders can choose is the peripheral route. The peripheral route commonly uses popular music or well-known spokes people to persuade the audience. A peripheral routed message is an easy way to persuade the audience, however the effects are short term (Dainton & Zelle, 2015).

The Elaboration Likelihood Model can contribute positive outcomes for a nonprofit organization through an IMC campaign by implementing the central route of persuasion. Project planners expect the messages to have a long-term effect on the audience, creating loyal donors. Project planners used Petty and Cacioppo’s structure to create a successful and educational IMC

campaign—meaning, they created messages to impact audience attitudes and in turn change audience behavior.

### **Timeline/ Methodology**

Project planners followed a week-by-week timeline to guarantee that all deadlines and tasks were met and on time. Planning began in August when the planners contacted members of the Rotary Club of Key Biscayne, FL, who are also members of the committee for No Bite, No Malaria. A meeting with the committee was held where project planners explained the benefits of the potential project with the committee. Committee members evaluated the benefits and communicated other desired outcomes. The committee gave the project planners plenty of flexibility and the responsibility to make executive decisions. Project planners carefully considered the committee members expectations for the project and chose to either agree or disagree with the recommendations. The project planners initiated the planning process by first conducting research of new methods that could be implemented to create advocacy, spread awareness and raise funds for No Bite, No Malaria. New methods included the use of tools and technologies, such as social media, email and crowdfunding, that had not been previously used to promote the No Bite, No Malaria project and educate the community on the ongoing issue of malaria in Peru.

Throughout week one, project planners conducted general research for the project, which included the most effective approach for advocating, educating and spreading awareness through social media. The usage of crowdfunding was another topic that project planners researched in a more general fashion. Project planners decided on a broad target audience, which would include residents of Key Biscayne and Miami, Florida, as well as individuals that use Facebook. During the week, further research was completed to render a more specific target audience in order to

better understand their attitudes and behavior for message shaping purposes. Planners chose the Baby Boomer generation to classify as the target audience. The research had indicated that Baby Boomers react positively to persuasion and are influenced by facts and information that are given to them by an organization. After conducting more general research, the planners conclude that Facebook would be a successful medium to approach the target audience. Planners found that the use of Facebook to create advocacy, educate target audiences and raise awareness would be ideal for this project. Next, planners determined that using a crowdfunding account, via [www.GoFundMe.com](http://www.GoFundMe.com) would be a venue for generating and collecting donations. Planners then considered two theories of persuasion that could be used to conduct the project: the Theory of Planned Behavior and the Elaboration Likelihood Model. Project planners found that using the Elaboration Likelihood Model as a guide would be the most likely to persuade the Baby Boomers to participate in the fundraiser.

The development of the integrated marketing communication plan (IMC) began in the second week (Appendix B for complete IMC plan). Producing the IMC plan consisted of project planners creating the following: a marketing plan, public relations and promotional plan, Internet and creative social media strategy/plan and a creative plan. The creation of this cross-functional plan served as a source for the client and project planners. The purpose of the multi-functional plan was to provide a detailed reference for carrying out an educational IMC campaign that successfully created advocacy and generated funds.

During week three, project planners continued researching relevant topics. They obtained primary research the Mosquitero Project had previously obtained from the first malaria project conducted by the Rotary Club helping those in Venezuela. The data provided included the number of nets distributed to affected areas of Venezuela between 2011 and 2014 (see Appendix

A for information on Mosquitero Project). The information provided was useful for project planners to clearly discerned the initial purpose of their campaign efforts: to inform, educate and collect donations. Next, secondary research was conducted using databases on the Burke Library website. Secondary research included scholarly articles focusing on broad keywords such as: charity, fundraising, crowdfunding, social media, integrated marketing communications, nonprofit organizations and event planning. The project planners also met with their secondary advisor, Sharee Broussard. Together they discussed the present issues with the project so far and the actions that needed to be taken, such as communicating with target audiences, planning accordingly, client assurance and the use of resources. After researching information and statistics on [www.census.gov](http://www.census.gov), project planners further established an event more specific target audience. Target audiences for No Bite, No Malaria included residents of Key Biscayne and Miami, Florida who are a part of the Baby Boomer generation (1946 to 1964), as well as Facebook users who fall into in the same generation. Finally, project planners continued to work on the integrated marketing communication plan.

Week four included project planners initiating a Skype meeting with the leading member of the No Bite, No Malaria committee. The head of the committee is Patricia Urban and the planners had already been in constant communication with her during the previous weeks. The project planners and Ms. Urban discussed plans, including, budgets, goals, fundraising strategies and obtained necessary information about the Rotary Club's previous malaria project. The planners and Urban reviewed initial actions taken by the previous project to raise donations. Planners also updated her on ideas they had for the IMC plan. Throughout the week, planners continued to expand upon the integrated marketing communication plan.



Week five consisted of continued work on the integrated marketing communication plan. As one of the creative components of the IMC plan, planners created a simple, eye-catching logo using Adobe Illustrator CS6 (see Appendix B for logo). To add a personal touch, the logo followed a red and white theme to incorporate the colors of the Peruvian flag. Preparation for the launch of the Facebook page included writing copies for the “About” section. Using Microsoft Word, project planners brainstormed ideas that would be memorable and informative for the “About” tab of the No Bite, No Malaria Facebook page (see Appendix C for Facebook page). Educational and unique status updates for the Facebook page were also decided upon and subsequently documented. Planners prepared for the launch of the GoFundMe donations page by choosing color schemes, descriptions and a profile picture to be used because the logo created failed to upload (see Appendix D for GoFundMe). Permission slips were created using Microsoft Word for the use of photographs others have taken and personal stories for promotional purposes on Facebook, GoFundMe and email (see Appendix E for signed waivers).

Throughout week six, the social media campaign was launched to the public via the Facebook page, [www.facebook.com/nobitenomalaria](http://www.facebook.com/nobitenomalaria). The planners’ Facebook friends were invited to “like” the page and were asked to promote it by hitting “like” or “share.” The GoFundMe page, [www.gofundme.com/nobitenomalaria](http://www.gofundme.com/nobitenomalaria), was not announced at this point. Planners also created an email account for No Bite, No Malaria, [nobitenomalaria@gmail.com](mailto:nobitenomalaria@gmail.com), to communicate with the public. In order to establish a recognizable brand image amongst followers, the logo was used as the Facebook page profile picture. During week six, the Facebook page consisted only of status updates with words and no pictures. Project planners contacted Peruvian photographer, Mauricio Gomez de Cordova, and were given permission to use pictures relevant to the campaign (see Appendix F for all emails). Professional pictures of

Iquitos, Department of Loreto in Peru were requested and used to add an obtained touch that was aesthetically pleasing to viewers (see Appendix G for pictures used for the campaign). Project planners received approval from the committee for a budget of \$250 to run Facebook Advertisements in order to reach the campaigns target audience. Through proper implementation of the budget, project planners were able to promote the Facebook and GoFundMe page by utilizing Facebook Advertisements and boosts, which resulted in reaching more users viewing No Bite, No Malaria's content. With a budget of \$250 to effectively carry out the social media campaign, project planners were able to generate advocacy for the No Bite, No Malaria page using Facebook Advertisements, as well as Facebook's post boosting feature. Boosting posts allows messages to have a higher chance of being viewed by audience in their news feed. This paid feature allowed page creators to strategically customize whom to target. Paid promotions were adjusted to specifically reach residents of Key Biscayne, FL and individuals 50 miles away between the ages of 50 to 65 plus (see Appendix C for paid target audiences). Facebook promotions ran from October 12<sup>th</sup>, 2015 to October 30<sup>th</sup>, 2015. The majority of individuals who "liked" No Bite, No Malaria on Facebook were primarily reached through paid advertisements. With a budget of five dollars daily to promote this website to the target audience, project planners advertised the website from October 12<sup>th</sup>, 2015 to October 30<sup>th</sup>, 2015.

The planners throughout week seven of the project monitored and assessed social media analytics for the first time (see Appendix C for analytics). Planners took screenshots of the social media analytics measured each week and documented them. Using Facebook Insights, a feature Facebook provides that allows page administrators to view analytic information, planners viewed page and post reaches, page views, engagement, etc. that the Facebook page received. Project planners also chose week seven to arrange a date for the nonevent event to take place. Using

Adobe Illustrator CS6, the planners created eye catching, visually pleasing invitations for the nonevent event, which were then sent out through email and Facebook posts during the three days prior to and on the day of the nonevent event (see Appendix B for deliverables). Attached to the email and Facebook posts was a website, [www.whoozin.com](http://www.whoozin.com), that allowed guests to RSVP and planners to send updates before the start of the event (see Appendix B for RSVP page). The invitations sent out through email and Facebook along with the RSVP page encouraged donors to visit the GoFundMe site during a specific timespan instead of attending an actual physical event. Emails and posts were constructed to persuade donors (see Appendix B for deliverables). The goal was to demonstrate the potential trade off between dressing up for an actual event and relaxing at home. The balance achieved between the two extremes was donation to a worthy cause consequently while saving money on what would have been an expensive night out. Project planners continued to research strategies to create a successful fundraising event on GoFundMe.

During week eight, promotional tools were used such as such as Facebook Advertisements and post boosting capabilities. The ability to promote the page further was also purchased. The Rotary Club sent project planners money via a Western Union in Key Biscayne, FL to a Western Union in Mobile, AL. Project planners deposited the funds into their personal bank accounts, allowing them to arrange Facebook payment methods. Planning for the nonevent event continued throughout the week. A meeting date was set for the planners to meet with the No Bite, No Malaria committee in Miami during fall break. At the meeting, project planners discussed progress thus far and reviewed the integrated marketing communication plan with the members (see Appendix H for meeting information). The promotional plans for the weeks to come were discussed and the planners answered the member's questions. Planners also had

questions for committee members, which were answered throughout the course of the meeting. The permission forms were then signed as was a Memo of Understanding (see Appendix E for permission slips and MOU). Also during the meeting, email addresses for invitations to the nonevent event were gathered from members. Project planners received several lists with email addresses of prospective donors. Project planners contacted GoFundMe through their personal email account to discuss what documents were needed to register as a Certified Charity (see Appendix F for emails with GoFundMe). The Rotary Club has established No Bite, No Malaria as a 501c3, which allows donors to receive a tax return. The tax identification number for the Rotary Club of Key Biscayne was received from [www.guidestar.com](http://www.guidestar.com) and the Letter of Determination was sent to project planners through email by a Ms. Urban (see Appendix I for charity information). Once the tax identification number and the Letter of Determination were sent to GoFundMe, the project No Bite, No Malaria was immediately registered as a certified charity on the GoFundMe profile.

During week nine, results from Facebook analytics were measured and adjustments were made to attempt to acquire a higher view percentage. Project planners met with Professor Stacey Wellborn at her office in Downtown Mobile to discuss more information and proper methods of analyzing social media analytics. Small changes were taken into consideration and it was decided that more pictures were to be posted to prompt audience engagement because the few pictures that had been previously posted reached more people than the posts that lacked photographic content. In order to add more depth to the fundraiser, the project planners emailed a doctor Dr. Alejandro Llanos Cuentas, a doctor in Peru. Dr. Llanos Cuentas has worked with No Bite, No Malaria committee members in the past (see Appendix F for emails with Dr. Llanos). Information was received from the doctor and was used to inform and educate Facebook users.

The crowdfunding donation page, [www.gofundme.com/nobitenomalaria](http://www.gofundme.com/nobitenomalaria), was posted to Facebook as a status update and followers were encouraged to explore the page. Surveys were then created using Google Forms for donors to complete after making a donation to the GoFundMe page (see Appendix J for survey). Questions were broken down into four categories, two questions related to the medium donors were contacted through (Q1, Q2), three related to how effective the campaign was at distributing information (Q3, Q4, Q5), and three questions concerning donor demographics (Q6, Q7, Q8). Questions were asked in two formats: scale and nominal. Scales have choices from “Strongly Agree” to “Strongly Disagree,” and present a clear and single topic, the scale questions consisted of Q3-Q5. Questions formatted as nominal are thought of as naming, and participants responded by selecting words, not numbers. Nominal questions consisted of Q1, Q2, Q6, Q7 and Q8 and asked about how donors were contacted, age, gender and household income. The date, time and goal for the nonevent event were also finalized. The goal for the project planners to achieve during the day of the event was \$5,000, which would provide 500 mosquitero nets to those in need. The committee’s overall goal was \$15,000 for the year to provide 1,500 mosquitero nets. An electronic flyer was posted to Facebook with a save the date notice in order to prepared users for the following weeks event.

The nonevent event took place during week ten on Thursday, October 29, 2015 between five in the afternoon and midnight. The entire week leading to donation day, status updates with the GoFundMe web address were created and boosted to assure prospective donors visit the page. The project planners set a goal to raise \$5,000 or 500 long-lasting insecticide mosquitero nets for the people of Iquitos, Department of Loreto during the online fundraising event. On Monday at nine in the morning, planners sent out invitations via email (see Appendix B for deliverables in IMC plan). The service [www.mailchimp.com](http://www.mailchimp.com), was used because it allowed

project planners to easily send out mass emails. Also later in the day on Monday, planners posted on Facebook inviting people to the nonevent event on Thursday. Both the email and the Facebook post had the RSVP link, in order for project planners to update those attending the online event. On Tuesday afternoon, an email and Facebook post were sent out reminding prospective donors that the nonevent event was approaching (see Appendix B for deliverables in IMC plan). On Wednesday, project planners realized that nobody RSVP'd for the nonevent event because people were confused about what exactly a nonevent entailed. An email clarification and a Facebook post were sent out to further explain the meaning and purpose of a nonevent event (see Appendix B for deliverables in IMC plan). Two days before the set donation day, on October 27<sup>th</sup> and 28<sup>th</sup>, 2015, \$990 was raised by a total of 12 donors. On Thursday morning, a persuasive and informative email was sent out reminding people that the donation day had arrived (see Appendix B for deliverables in IMC plan). A few hours before the nonevent event, a Facebook post was sent out again to remind users that the event was to take place at five that afternoon. To gain as much attention as possible Facebook posts were consistently posted throughout the day that consisted of pictures and facts. At five in the afternoon an email and Facebook post were sent out telling people that the event had started (see Appendix B for deliverables in IMC plan). Facebook posts updated every hour informing users on the amounts raised, providing facts concerning the effectiveness of the nets and expressing gratitude. On the day of the nonevent event a total of \$1,300 was raised by 27 donors. With only \$2,290 raised, the goal was not met during the nonevent event. Project planners decided to prolong the event until the set goal was reached. The day following the nonevent event, project planners sent both an email and posted on Facebook thanking people for their generous donations and informing them that the donation page was still open and donations would continue to be accepted (see Appendix

B for deliverables in IMC plan). After announcing the extension of fundraising efforts, \$1,915 dollars from 21 donors have been raised between October 30th, 2015 and November 7th, 2015.

During week 11, project planners continued receiving donations on GoFundMe.com. Project planners sent out surveys via email to all individuals who made donations (see Appendix B for deliverables in IMC plan). Once Facebook promotions ended, analytics on Facebook were reviewed. Insights from the data then were documented. Planners proceeded to then enter Facebook analytic information into a website designed to manage social media analytics known as, [www.sproutsocial.com](http://www.sproutsocial.com). The website provided helpful graphs and tools which gave them further insight into Facebook analytics. Project planners met with Dr. Christina Kotchemidova concerning the use of the Elaboration Likelihood Model to analyze results (see Appendix F for information from Dr. Kotchemidova).

On week 12, project planners analyzed objectives using surveys completed by donors, total donations and social media analytics. After all survey questions were answered, three tests were run using the Statistical Package for the Social Sciences, or SPSS (see Appendix K for SPSS results). The three tests included: Descriptives, Crosstabs and Cronbach's Alpha. Descriptives were run on scale items to assist in making sure research was not entered incorrectly. Standard deviation was run to measure the amount by which participant responses varied. Crosstabs allowed project planners to recognize how questions relate and how answers fall, such as if males and females answered the same question differently. Last, Cronbach's Alpha was run to test scale items, allowing project planners to determine similar questions that fall in the same category. Surveys were also analyzed using pie charts provided on Google Forums as well (see Appendix K for survey results). Social media analytics were assessed using

Facebook Insights and Sprout Social. The success of the project was evaluated and project planners were able to view the results. The final outcome of the fundraising was \$4,355.

### **Results**

Target audiences interests and attitudes were researched in order to fully understand their wants and needs. Informative posts and emails were created to raise advocacy about the cause and persuade audiences to become donors. The Elaboration Likelihood Model of persuasion, more specifically the application of centrally routed messages were incorporated in all communications throughout the project. Project planners achieved positive results in the form of awareness, target audiences and donations. Planners used the model of this theory to properly structure messages and obtain results supported by the theory. Social media analytics, fundraising goals and surveys were measured to review the effectiveness of the multifunctional campaign.

### **Social Media**

Analytics collected following the project reveal that audiences generally responded positively to the No Bite, No Malaria social media page. Using Facebook proved to be successful in engaging with target audiences, creating advocacy, generating funds and reaching a diverse audience. Social media analytics collected from the Facebook page can be found in (see Appendix L for Facebook analytics).

No Bite, No Malaria, which previously only utilized promotion through word-of-mouth messaging successfully implemented a Facebook campaign to obtain a total of 291 page “likes” between the weeks of September 28, 2015 and November 10, 2015 (see Appendix L for analytics). The most significant of the social media results may have been that paid advertisements generated over 30 times more followers, 60 per week, compared to the two to



three weekly organic followers (see Appendix L for analytics). This trend suggests that paid advertisements are useful in reaching a larger range of audiences.

The majority of Facebook page followers resided in the United States, however, to the project planners surprise advocacy was generated in several other countries, including: Peru, Italy, Ecuador, Mexico, Costa Rica and the Dominican Republic. More specifically, results reveal that the target audiences were successfully reached with a majority of the users following the page residing in Key Biscayne, FL and surrounding cities that make up Miami, FL. These two geo-targeted locations aggregated 149 followers (see Appendix L for analytics). The No Bite, No Malaria Facebook page was successful in reaching the Baby Boomer generation, the projects desired demographic, with 44 percent of followers falling between ages 45 to 65 plus (see Appendix L for analytics).

Based on location, the majority of impressions came from Key Biscayne and Miami, Florida. As for impressions by age and gender, target audiences were properly sought out, with the majority of individuals viewing the content being 55 years of age and older. On Facebook, impressions are described as the total number of times *any* Facebook users potentially view content associated with a given page in their news feed or by directly visiting a page. By observing the total number of impressions gathered on Facebook, it was concluded that the No Bite, No Malaria page established a positive number of interactions. The No Bite, No Malaria Facebook page generated 46,859 impressions from the launch of the campaign to November 10, 2015 (see Appendix L for analytics). This number indicates how well content was delivered to non-followers and followers of the page.

Messages posted on Facebook were crafted using the Elaboration Likelihood Model central route of persuasion. Research demonstrated that the target audiences reacted positively to

the educational messages, urging them to “like,” follow or share the page. Due to the persuasive content of the messages, the No Bite, No Malaria Facebook page obtained impressive results, reaching as high as 1,300 users views for one post (see Appendix L for analytics).

After reviewing final social media analytics report -- the successful number of page “likes,” reaches and impressions obtained by No Bite, No Malaria proved that Facebook is an effective tool for creating advocacy among the Baby Boomer generation. As backed up by the Elaboration Likelihood Model, the use of persuasive messages were beneficial in seeking new “likes,” especially when used with paid posting.

### **Fundraising**

Total donations collected following the project revealed that donors reacted positively to the educational IMC campaign. To obtain the utmost number of donors, messages were sent through Facebook and email urging individuals to make a contribution by visiting the No Bite, No Malaria GoFundMe page. Using the Elaboration Likelihood Model to review results, it was revealed that messages were successful in persuading and generating interest among individuals.

The most significant results obtained from fundraising were the monetary donations collected from the target audiences. Results obtained showed that 43 donors resided in Key Biscayne and Miami, Florida (see Appendix D for donors). This signifies that the project was successful in reaching its pre-established target audiences.

This trend suggests that an educational IMC campaign is an effective method to urge targets to take action, with 70 percent of donors being the intended target audiences. No Bite, No Malaria received donations from 60 donors via GoFundMe and were able to generate \$4,205 online with an additional \$150 check donated personally by one individual. All together, a total

of \$4,355, or 435 long-lasting mosquito nets were raised by No Bite, No Malaria (see Appendix D for fundraising site).

### **Surveys**

Quantitative research was collected from surveys distributed to donors following the IMC campaign reveal that campaign messages were successful in educating donors through Facebook and email. A brief, eight question survey was distributed to 60 donors via GoFundMe and consisted of general questions about the IMC campaign and donor demographics as well. Of the 60 donors, 22 completed the survey.

A substantial result may have been that of the 22 surveys completed, when asked if the Facebook posts and emails sent out did a good job informing the donor about malaria in Peru, 95.4 percent agreed (see Appendix K for survey results). Results concluded that the majority of donors were age 49 or older, making up 63.6 percent of donors that fall into the intended target audience (see Appendix K for survey results). Of the donors who participated, those with an income of \$151,000 or more a year were predominately more generous—making up 31.8 percent of donors (see Appendix K for survey results). The respondents fit into similar demographics, ultimately leading their answers to be similar. This trend suggests that the use of Facebook and email is successful in creating advocacy and educating target audiences.

Using Facebook and email to contact donors proved to be effective amongst the 22 out of 60 donors who participated in the survey. When asked how they were contacted to make a donation 40.9 percent of donors said they were contacted through both Facebook and email (see Appendix K for survey results).

The descriptive analysis tests were run on three scale questions that demonstrated minimum results of strongly disagree and maximum results of strongly agree. Out of the three

questions, two were agreed with and one was divided in half between agree and disagree. The standard deviation for all the scale questions ranged between .395 and 1.430 (see Appendix K for SPSS results). Crosstabs were run using questions pertaining to how donors learned about No Bite, No Malaria and their age. One question dealing with the donors age was crossed with another question dealing with the method used to educate the donor. This crosstab resulted in no mathematical connection and had a Pearson's Chi Square line of .473. To determine the relationship between all scale, but ran an all questions flow. Cronbach's Alpha was run, the results generated a .415 alpha coefficient. This alpha coefficient demonstrated that all scale questions were not reliable in measuring donor demographics and their feelings toward the initial cross-functional campaign. Though the survey showed to be unreliable, the results gathered through social media analytics and monetary donations were much more reliable because of greater participation.

### **Conclusion**

Malaria is a disease that affects thousands of Northern Peru's citizens each year. However through the implementation of mosquiteros malaria is preventable. The mission of No Bite, No Malaria is to distribute custom mosquitero nets to those living in the malaria infected regions of Peru. Nonprofit organizations across the board are continuously looking for new and innovative methods of raising awareness and generating funds among their target audiences. This project's target audiences had notably limited knowledge about No Bite, No Malaria possibly due to the fact that the proper tools to communicate had not been previously utilized. The audience's unfamiliarity with this particular nonprofit, led to difficulty generating advocacy and procuring long-term donors. According to the Elaboration Likelihood Model central route of persuasion, the crafting of informative and educational messages have the ability to positively

influence the target audiences and create long-term effects. Secondary research and this project both indicate that implementing a multifunctional campaign can generate advocacy among target audiences and impact fundraising outcomes. This is consistent with the Elaboration Likelihood Model because the messages communicated through the campaign were effective in persuading target audiences. The results of the study suggest that the Elaboration Likelihood Model remains a valuable tool and highlights upon the importance of crafting effective persuasive messages.

At the beginning of the project, planners asked, “Can the use of a diverse integrated marketing communication plan be effective in raising social awareness and generating monetary donations for the project No Bite, No Malaria–Mosquitero Project Peru?” The achieved results of the project demonstrated that the use of a diverse integrated marketing communication plan could be a successful way to raise social awareness and generate monetary donations.

Fundraising expectations were successful with the majority of donors residing in the geo-targeted locations. Communication efforts were successful as well, with impressive analytics depicting positive engagement amongst social media users. In this case, the answer to the research question is yes, utilizing an IMC campaign can create awareness and generate donations for No Bite, No Malaria. Throughout the project, the Elaboration Likelihood Model central route of persuasion method was used when constructing messages for the public. The messages were informative and educational with the intention of influencing positive attitudes among target audiences. The Elaboration Likelihood Model was applied to create a single cumulative message across distinctive mediums. The use of this theory was continuously applicable across the various mediums used to reach target audiences. This project further established that the Elaboration Likelihood Model is an effective theory for crafting persuasive messages and executing a cross-functional campaign.

This pilot project allowed, No Bite, No Malaria to effectively educate and inform a much larger audience about the epidemic of malaria in Peru. This would not have been possible without this project's creative campaign. Furthermore, the cause would not have obtained the benefits that arise with the application of an online identity. The malaria-infected regions of Peru would not have received the much-needed custom mosquito nets to prevent further spread of malaria. This campaign was successful for this project; however, this does not necessarily imply that it will also be as successful for other similar projects. A project that lacks, the support of an already recognized organization such as the Rotary Club and an email list provided to project planners would find it more difficult to reach such high participation. Project planners found that people showed more interest when specific malaria causation information and facts were posted. Despite the positive feedback, it was challenging to convince individuals to take action and contribute to the cause. Regardless, the use of Facebook was a successful strategy to create awareness for the project. However, the planners still found it difficult to convince people with no previous connections to the cause to donate. Planners initially made a goal to reach \$5,000 during the nonevent event. This goal was not reached during the online fundraising event, but the amount raised was not far from the goal. Failing to reach the monetary goal does not affect the effectiveness of the campaign. Project planners discovered that although the monetary goal was not met, people were still engaged and educated on the cause with the majority of users and donors matching the intended target audience.

### **Reflection**

At the start of the semester we had big plans for this project. We had high expectations of carrying out more than what was possible for two months of work. Almost immediately we learned that we had a large project on our hands for such a short amount of time. After creating

clear goals and expectations we saw the project as reasonable, yet challenging. We were prepared to get started and show off everything we had learned from previous Communication Arts classes. Knowing we were working for a worthy cause that we formed a connection to made us put forth maximum effort. This project strengthened our skills, shed light to our weaknesses and ultimately prepared us for what is to come after graduation.

When we took on this project, we learned that we were the first to form relations and create messages for our clients from scratch. With the exception of a few requests, our clients gave us flexibility to communicate with donors on their behalf in any way we pleased. At the beginning of the semester we were extremely flustered and confused about what steps to take next. When we decided it was best to start by creating an integrated marketing communication plan to use as a reference for the project everything began to fall into place. This turned out to be extremely helpful for us because it created a plan with direction early on that we could use to help guide us. The creation of the social media site was not only entertaining and educational for us, but interesting to observe how positive it was in helping No Bite, No Malaria grow.

There are several things we would have done differently because we faced several challenges as the semester progressed. We should have immediately constructed invitations in the simplest way possible. Although we believed the concept of a nonevent event was clear and invitations delivered were to the point, it did not turn out that way. It could have been possible to generate more donations if individuals immediately understood what we were talking about. We found it extremely difficult to persuade people to make donations when it came time for the nonevent event. People were very interested and engaged when we would post on the Facebook page, but when donations were mentioned people that were previously engaged disappeared. We did not know these people personally and had no connection with them, so it was difficult to

personally communicate that their donation would go a long way. Even though we did not reach our goal of \$5,000, we came very close to it and we are overall proud of our accomplishments. The \$4,355 we did raise will protect many people and save many lives.

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