

Situational Analysis

Consumer

- Demographics
 - Affluent individuals
 - Membership to CCFA is \$30
 - Most events hold a high entrance fee:
 - Casino For a Cause: \$75 individual rate and \$1,000 package deal
 - Take Steps For Fashion: \$45 individual rate and \$425 package
 - Denim & Diamonds Dinner & Auction: sponsorships range from \$1,000- \$7,5000
 - A Fete of Food & Wine: Held at the Four Seasons, individual rate is \$400.00 and Young Professionals price is \$250.00
 - Individuals must be able to afford to attend such fundraising events, therefore have steady income
 - Families
 - Events held solely for educational purposes, free of charge
 - Vermont Pediatric IBD Lecture
 - Pediatric IBD Lecture in Worcester, MA
 - Nutrition and IBD Lecture in Providence, RI
 - All ages are targeted by CCFA, although some areas of its programs focus on youth, young adults and families
 - Touch of Football event allows teams in two divisions. Youth division is ages 8-14 and adult division is 18+
 - The New England Chapter covers the following geographical areas: Maine, Massachusetts, New Hampshire, Rhode Island and Vermont
- Psychographics
 - Those impacted by Crohn's/Colitis either personally or who have friends/family who have been affected
 - Those in need of a mentor to deal with Crohn's/ Colitis symptoms
 - Those looking for educational tools in regards to Crohn's/Colitis
 - Those who participate in an active lifestyle or who are seasoned athletes, as well as those interested in professional sports
- Seasonality and Donation Cycle
 - Events are held across the country throughout the year, so CCFA can work to attract new and returning participants in virtually any month
 - New England Chapter in particular is holding quite a few events this upcoming fall (2015)
 - Take Steps Rhode Island (9/19/15)
 - Western Massachusetts Take Steps (10/17/15)
 - A Touch of Football 2015 (10/4/15)

SWOT Analysis

Weaknesses

- Poor access to media outlets
 - Newspapers and magazines do not show interest in posting articles about CCFA events
 - CCFA does not know what media outlets to turn to for support in posting articles on a semi-regular basis
- Lack of public awareness and knowledge about Crohn's/Colitis
- Uncomfortable or difficult topic to talk about in comparison to other chronic diseases
 - Hard for people even with the disease to speak out about their experience
 - Feelings of embarrassment and frustration
- Crohn's/ Colitis affects less people than other, just as serious diseases in the U.S.
 - Crohn's affects about 1.6 million Americans
 - Ulcerative Colitis affects about 700,000 Americans
 - About 14.5 million people in America had cancer in 2014
 - About 60,000 people die of heart disease each year (1 in 4 individuals)

Sources

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Take Steps for Crohn's & Colitis. (n.d.). Retrieved September 22, 2015, from http://online.ccfa.org/site/PageServer?pagename=TS_homepage