



*Pat Summitt*TM
FOUNDATION

Seeing Clearly Campaign

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Our Team



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Who is the *Pat Summitt*[™] Foundation?

- **Who:** Founded by Pat Summitt & her son, Tyler Summitt
PSF is a non-profit dedicated to Alzheimer's advocacy and support.
- **Why:** Pat was diagnosed. Friends & family wanted to continue Pat Summitt's legacy and address the growing impact of Alzheimer's disease.
- **Focus:** Research, patient and caregiver support, funding and education.
- **Mission:** Advance Alzheimer's awareness and support.
 - Pats Gameplan
 - The Pat Summitt Clinic at the University of Tennessee Medical Center
 - Grant Funding



Theoretical Framework

Social Identity Theory

- Individuals connect with organizations that reflect their values
- Shared identity → stronger trust & engagement
- Understanding increases likelihood of action

Application to PSF:

- Awareness → recognition
- Understanding → identification
- Identification → engagement





Brief Literature Review

Alzheimer's Context

- Growing public health issue with major caregiver & societal burden
- Low awareness of early symptoms → need for education

Nonprofit Success

- Built on trust, transparency, and relationships
- Brand clarity & mission understanding drive engagement
- Stewardship + communication improve donor retention

Communication Strategies

- Educational, mission-focused content increases impact
- Digital & interactive formats strengthen engagement
- Branding + social identity build stronger connections

Case Insight: The V Foundation

- Transparency + storytelling build trust
- Media, events, and partnerships expand reach
- Strong model for stakeholder engagement

Key Takeaway

- Clear mission + educational communication = stronger awareness & engagement

Research Questions & Hypothesis

Research Question 1: What is the current level of brand awareness and brand confusion surrounding PSF among target audiences?

Research Question 2: Which educational communication strategies are most likely to increase understanding of PSF's mission and intentions to engage new and current audiences (e.g., newsletter signup, donating, sharing)?

- H1: PSF Awareness & understanding → stronger engagement
- H2: Perceived brand clarity → stronger engagement & trust in PSF
- H3: Educational content themes → likelihood of engagement than general messaging
- H4: Communication channels with direct interaction → stronger engagement

Methods

Study Targets: Relevant publics (students/general audience)

Survey Design: Online Survey via Qualtrics

Sampling: Convenience Sampling (210 participants)

Data Analysis

- SPSS
 - Descriptive Statistics (counts & percentages).
 - **Chi-square tests** were used to examine relationships between communication strategies (content types & formats) and outcomes like perceived impact and engagement intentions.
 - **Linear regression** was used to identify how awareness and knowledge predict brand perceptions (clarity, distinctiveness, and national presence).

Variables

- 1** RQ1: Brand clarity, Distinctiveness, National presence.
- 2** RQ2: Perceived impact, Engagement intentions.
- 3** Demographics: Gender, age, geographical location, & donation status (have they ever donated to PSF).

Sample

Sample Demographics

- N = 210 participants

Majority Female	Age (skewed older)
79.9%	Largest group: 65-74
Majority non-donors	Geographical
63.2%	<ul style="list-style-type: none">• Tennessee (63.36%, n = 123)• Florida (4.95%, n = 10)• Virginia (2.97%, n = 6)





RQ1 Findings

Awareness of PSF significantly impacts:

- National presence (b = .45, p < .001)
- Distinctiveness (b = .37, p < .001)
- Brand clarity (b = .31, p = .006)

Knowledge of PSF mission significantly impacts:

- National Presence (b = 1.26, p < .001)
- Distinctiveness (b = 0.423, p = .023)
- Brand Clarity (b= 0.458, p = .003)

Insight: Awareness + knowledge drive perception & engagement

Hypotheses Supported: H1 & H2



RQ2 Findings – Perceived Impact

Participants Perceived Impact of PSF:

- **Content:** Research updates ($p < .001$)

Educational initiative preferences:

- Educational Videos ($p = .019$)
- PSAs ($p = .031$)

Insight: Informational, research-based content builds credibility

Hypotheses Supported: H3 (partially)



RQ2 Findings – Engagement Intentions

What Drives Engagement:

- Research updates (p < .001)
- Patient & caregiver stories (p = .025)
- Pat Summitt legacy stories (p = .049)
- Upcoming events (p = .004)
- Ways to get involved (p = .004)

Educational initiative preferences:

- Educational Videos (p = .004)
- PSAs (p = .002)
- Educational collabs (p = .028)
- Webinars (p = .04)
- Online Educational Resources (p = .021)

Insight: Engagement is highest when strong content (research + emotional/action driven) is paired with interactive & engaging formats.

Hypotheses Supported: H3 & H4



Key Takeaways

- Awareness is the biggest barrier, even within the local area.
- Clarity strengthens engagement.
- Message + channel both matter.

PSF must be seen and understood for audiences to want to care and engage with PSF and its content.

Campaign Plan



Through reinforcing PSF's role in advancing research, supporting caregivers and equipping the public with educational resources, this campaign bridges cognitive awareness with brand clarity.

Target Publics

1 Young Adults (18–30)

Highly active on social media but low awareness of PSF.

2 Individuals Affected by Alzheimer's

Individuals including (but not limited to) patients, caregivers, families and friends who may be seeking support, education, and community resources.

3 Sports Fans & Athletic Communities

Sports enthusiasts who feel connected or resonate with Pat Summitt's legacy.

4 Professional Athletes & Athletic Organizations

Collegiate & professional sports partners who amplify PSF messaging to expand national reach.

Strategy

Strategy 1 | Goal 1

Mission Centered Messaging

Prioritize creating and publishing consistent and clear messaging that reflects PSF mission and purpose across all communication channels.

Strategy 2 | Goal 1

Educational Storytelling Through Public Service Announcement (PSA) Framing

Frame structured, informative, emotional storytelling as public service messaging to facilitate deeper emotional connections to Alzheimer's and the PSF mission.

Strategy 3 | Goal 2

National Positioning Through Strategic Partnerships

Build strategic partnerships with athletes, sports organizations, and leagues to expand PSF's national visibility, awareness and credibility.



Goals & Objectives

Goal 1: Improve and strengthen the brand clarity of PSF

Objective 1.1:

Increase the amount of original digital educational Alzheimer's-related content & messaging posted on PSF social media platforms by **25% within 4 months**.

Objective 1.2:

Increase engagement rates with PSF Alzheimer's-focused and mission-driven educational content by **30% within 4 months**, as measured through combined social media metrics (likes, shares, comments, & views).

Tactics for Strategy 1

- Launch weekly "What is PSF?" content series on Instagram Reels, Facebook, & Youtube.
- Integrate Pat Summitt legacy & Alzheimer's journey across all digital messaging.
- Conduct a social media audit to identify strengths, gaps, & opportunities for growth.

Tactics for Strategy 2

- Produce 30-second PSF TV & radio PSA that are informative, emotional, & inspiring.
- Create "fact vs. fiction" digital posts tied to PSF's mission & initiatives.
- Develop accessible, downloadable educational resources (factsheets & toolkits) on the PSF website.

Goals & Objectives

Goal 2: Increase national presence of PSF | Strategy 3:

Objective 2.1:

Establish **at least 5 formal partnership** agreements with collegiate, professional, or retired athlete ambassadors within **6 months** to increase national media mentions & earned impressions.

Tactics for Strategy 3

- Distribute press materials & partnership proposals to **recruit athlete ambassadors** across major sports leagues who have been affected by Alzheimer's.
- Develop co-branded social media content with athletes & sports figures.
- Partner with high school & collegiate programs to host awareness nights & in-game PSF events.

Objective 2.2:

Increase participation and attendance at PSF events by **30% within 6 months**, as measured through event registrations & on-site engagement.

Tactics for Strategy 4

- Launch PSF-branded participation campaigns (walks, challenges, awareness days).
- Partner with universities to create recurring student internship programs.
- Collaborate with local organizations to co-host Alzheimer's awareness events.
- **Host an annual pre-season NCAA Women's Basketball PSF Tournament, with a portion of proceeds supporting PSF.**

Deliverables

Increase awareness, engagement, & national reach.

Strategic Alignment.



Deliverable 1: "The Memories We Hold Onto"

30 SECOND RADIO PSA

<p>SPX: Soft, gentle instrumental music plays.</p> <p>DOLLY (V.O.): Pat Summitt and I came from the same Tennessee hills... and I always admired the way she led with strength and heart.[brief pause]. Sometimes memories are the only things we have to hold on to people.</p> <p>VOICE 1 (soft): My mom.</p> <p>VOICE 2 (quite): My coach.</p> <p>VOICE 3 (emotional): My husband.</p> <p>VOICE 4 (gentle): My best friend.</p> <p>SPX: slight pause, music continues.</p> <p>DOLLY (V.O.): Alzheimer's changes those memories... and the moments we hold onto. But together, we make the mission memorable.</p> <p>Dolly (V.O.): The Pat Summitt Foundation is leading the way through education, support, and research.</p> <p>ANNOUNCER TAG: Visit patsummitt.org to learn more.</p> <p>SFX: Music fades out.</p>
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Optional/Recommended:

- Release Spring/Summer 2028 before the 2028 LA Olympic Games
- Feature USA Women's Basketball coach & former Lady Vol under Pat, **Kara Lawson**
- Partner with USA Women's Basketball

30 SECOND TV PSA

AUDIO	VISUAL
<p>SPX: Soft instrumental music plays</p> <p>Narrator: Dolly (V.O.): "Pat Summitt and I came from the same Tennessee hills... and I always admired the way she led with strength and heart."</p> <p>Dolly (V.O.): "Sometimes memories are the only things that we have to hold onto people."</p> <p>SFX: soft instrumental music continues.</p> <p>SFX: Brief pause. Ambient sound lowers</p> <p>DOLLY (V.O.): "Alzheimer's changes those memories... and the moments we hold onto, but together, we make the mission memorable."</p> <p>DOLLY: "The Pat Summitt Foundation provides education, support, and hope for families facing Alzheimer's."</p> <p>SPX: Soft music continues, and slowly music fades out.</p>	<p>Black screen: "I've learned sometimes all a person needs is a hand to hold and a heart to understand" - Pat Summitt</p> <p>Fade-In: Individuals walk into the frame one by one. Neutral expressions. Interview-style.</p> <p>Close-up of first person. On-screen text: "My mom."</p> <p>Second person. On-screen text: "My coach."</p> <p>Third person. On-screen text: "My husband."</p> <p>Fourth person. On-screen text: "My best friend."</p> <p>Close-up / Hold on faces: minimal movement</p> <p>Cut to archival photo/video of Pat Summitt coaching. Quick cut to caregivers, families, and supportive moments.</p> <p>Cut to: Dolly sitting on a chair facing the camera</p> <p>End screen fade in: "Seeing Clearly" / "Make the Mission Memorable" / PSF logo</p>

Deliverable 2

Athlete Ambassador Outreach Kit

Distribution Date: June 3, 2026

This outreach kit is designed to meet Goal 2 of the “Seeing Clearly” campaign, which is to increase the national presence of PSF. Aligning with Objective 2.1 of establishing at least 5 formal partnership agreements with collegiate, professional, or retired athlete ambassadors within 6 months, we aim to position PSF nationally through strategic athlete ambassador partnerships. These partnerships aim to increase national media mentions and earned impressions, raise visibility and build credibility.

Key Deliverables Timeline

Task	Deadline	Owner
Finalize outreach contact list (leagues, teams, agents)	May 1, 2026	Person 1
Design press materials (media kit, proposals, visuals)	May 2, 2026	Person 2
Draft and finalize press releases	May 4, 2026	Person 3
Develop partnership proposal templates	May 5, 2026	Person 1 & 2
Create outreach messaging (email templates & scripts)	May 7, 2026	Person 3 & 1
Compile media kit & supporting materials	May 8, 2026	Person 2
Build sports calendar (league events & key dates)	May 8, 2026	Person 3
Distribute full outreach kit	May 11, 2026	Person 1, 2, 3

Deliverable 2

Athlete Ambassador Outreach Kit

Components

1. Primary Press Release

Title: Pat Summitt Foundation Athlete Ambassadors

- Announce campaign launch
- Position athletes as advocates for Alzheimer's awareness
- Highlight the emotional and inspirational connection between athletes & PSF mission to encourage ambassador partnerships
- Deadline: May 4

1. Secondary Press Release

Title: Athletes Share Personal Stories in the Fight Against Alzheimer's

- Focuses on storytelling + lived experiences of athletes
- Establish PSF credibility, highlighting contributions to the fight against Alzheimer's
- Deadline: May 4

3. Partnership Proposal Deck

- Overview of PSF mission and impact
- Benefits of partnership (visibility, purpose-driven branding), emphasizing why athletes should join
- Ambassador roles, goals and expectations
- Customizable for individuals, teams, coaches and leagues
- Deadline: May 5-6

4. Athlete Outreach Messaging Kit

- Personalized email pitch template
- Social media DM scripts
- Agent/manager outreach template
- Deadline: May 7

5. Media Kit

- Organization background + mission clarity
- Statistics on Alzheimer's, current state of Alzheimer's research & urgency
- Ambassador initiative overview
- Brand voice guidelines
- Deadline: May 8

6. Target League & Event Calendar

- Major/key league moments (tournaments, drafts, playoffs, awareness months)
- Highlight significant outreach opportunities
- Alignment with Alzheimer's awareness initiatives
- Deadline: May 8

Deliverable 2

Athlete Ambassador Outreach Kit

Distribution Date: June 3, 2026

Distribution Strategy

League communication & partnership coordinators

Team PR and community relations departments

Athlete foundations and agents

Collegiate athletic & NIL programs

Goal:

Secure athlete ambassadors who have a personal connection to Alzheimer's disease and can authentically amplify the Foundation's mission.

Deliverable 3

Alzheimer's Awareness Month Social Media Calendar



Day of the week	Theme	Content	Platform	Athlete Ambassador Role
Monday	Mission Monday's	"What is PSF?" mission explanation reel	PSF Instagram & Facebook	Ambassador introduces PSF mission
Wednesday	Why PSF Wednesday	Educational graphic or short video	PSF Instagram & Facebook, Ambassador Personal Instagram	Ambassador shares why PSF matters
Friday	Fact vs Fiction Fridays	Alzheimer's myth vs. fact post	PSF Instagram & Facebook	Ambassador shares educational message
Every other Saturday	Story Saturdays	Caregiver/patient testimonial story	PSF Instagram & Facebook, Ambassador Personal Instagram	Ambassador introduces or reposts story

Adaptability

Across Platforms

- Social media, email, website, and PSA content
- Consistent messaging across channels

Across Audiences

- Tailored messaging for caregivers, donors, and younger supporters

Across Markets

- Expand beyond Tennessee to national audiences
- Localize stories while maintaining core messaging

Easy Implementation

- Builds on existing PSF efforts → the *"Breaking Glass: The Pat Summitt Story"*
- Easy to disperse and reuse



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Together, let's make PSF the **clear choice** for Alzheimer's awareness, education and funding.

