

Social Media Campaign: “Smile-A-Mile’s Scholarship Program

Description:

During August, we held a social media campaign to promote our SAM Scholarship Program. We chose August to play on the ‘Back to School’ month and recognize our scholars as they were beginning a new school year.

A battle with pediatric cancer is often financially devastating to a family. With this reality in mind, Smile-A-Mile created a scholarship program in 1999 to assist families in sending their child to college, university, or trade school. Scholarship recipients must show academic progress as well as continue to give back to the organization by volunteering at fundraising events. Since 1999, Smile-A-Mile has provided more than \$1,000,000 in scholarships!

For the campaign, we asked each of our Smile-A-Mile scholarship recipients to answer one of the following questions:

- 1) What does Smile-A-Mile mean to you?
- 2) What impact has Smile-A-Mile had on your life?

We then featured them during August in a post with their quote, along with information about our Scholarship Program. Our goal was to spread awareness about the program in hopes of encouraging more Smile-A-Mile kids to apply for the scholarship. All patients actively involved in our programming are eligible to apply for our scholarships on an annual basis. Whether they have decided to attend a university, community college or trade school, Smile-A-Mile wants to help and encourage them to further their education.