



camp kesem.

MEJO 379 FINAL PRESENTATION

Blaine Moss, Emily Pirozzolo, Lara Koontz,
Isabella Gonzalez and Ashlea Milligan

Introduction

**Research
Question**

Insight #1

Insight #2

AGENDA

Insight #3

Conclusion

Implications

Reflection



LOVE KIDS?
HATE CANCER?
JOIN KESEM!

A child's friend through and beyond cancer



RESEARCH QUESTION:

How can Camp Kesem increase the college students' involvement throughout the country, specifically at the UNC-Chapel Hill chapter?



WHAT RESEARCH METHODS?



INSIGHT 1: LACK OF TIME AND FEAR OF FUNDRAISING



Students have
limited free time



Fear of
solicitation for
fundraising

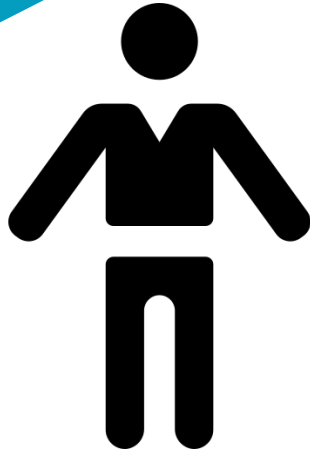


Hesitation to
fundraise
individually



INSIGHT 2: MOTIVATIONS FOR VOLUNTEERING

Personal
connections



Self-centered
motivations



INSIGHT 3: IMPORTANCE OF SOCIAL MEDIA



Most popular social
media platform

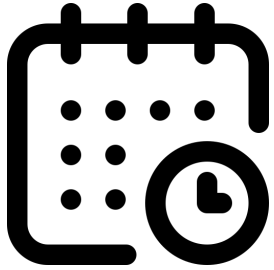


Students are more
likely to use Facebook
to find events

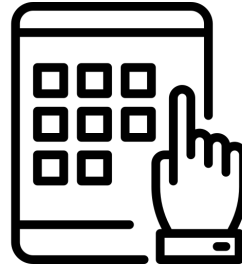
Students look at an organization's social media
before becoming involved



CONCLUSION



Students' time is valuable, they want to contribute to something they care about



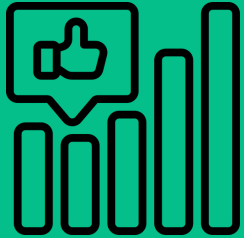
Students want to see a tangible impact from the organization



Students want to have a community within the organization



IMPLICATIONS



Increase
social media
presence



Increase
visibility
on campus



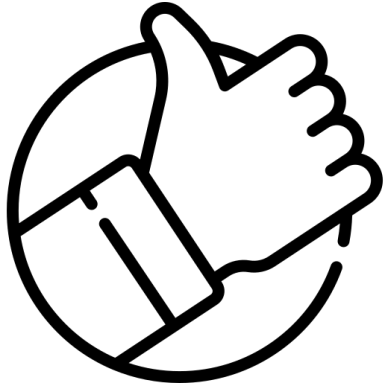
Capitalize off
of
self-centered
motivations



Decrease
fear of
solicitation



REFLECTION



Participants
provided
quality
insights



Limits in
sampling
methods



QUESTIONS?

