



# THE JIMMY FUND

## Competitive Analysis Report

## INTRODUCTION & COMPETITORS 3

The Jimmy Fund	3
Analysis Overview	3
Direct Competitor	3
Indirect Competitor	3
Aspirational Competitor	3

## COMPETITOR CONTENT ANALYSIS 4 - 7

<b>Content Types</b>	<b>4 - 5</b>
Blog Posts	4
Reports & Case Studies	4
Videos	4
Podcasts	4
Infographics	5
<b>Content Topics</b>	<b>5</b>
Main Themes	5
Keyword Focus & Industry Trends	5
<b>Content Quality</b>	<b>6 - 7</b>
Depth of Information	6
Writing Style	6
Visual Appeal	6
Uniqueness	7
<b>Content Frequency</b>	<b>7</b>
Posting Schedule & Consistency	7

## CONTENT DISTRIBUTION CHANNELS 8

Websites	8
Social Media Platforms	8

## SEO STRATEGY 9 - 10

<b>Target Keywords</b>	<b>9</b>
Keyword Ranking Distribution	9
Keyword Overlap	9
<b>On-Page Optimization</b>	<b>10</b>
<b>Backlink Profile</b>	<b>10</b>
Backlink Analytics	10

## AUDIENCE ENGAGEMENT 11

<b>Social Media Engagement</b>	<b>11</b>
Follower Count	11
Likes	11
Comments	11

## CONTENT PERFORMANCE METRICS 12

<b>Traffic</b>	<b>12</b>
Website Visits	12
Unique Visitors	12

## CONTENT GAPS 13

<b>SU2C</b>	<b>13</b>
<b>St. Jude</b>	<b>13</b>
<b>ACS</b>	<b>13</b>

## BRAND VOICE & MESSAGING 14

<b>Tone &amp; Style</b>	<b>14</b>
<b>Unique Selling Propositions</b>	<b>14</b>
<b>Brand Values Communicated</b>	<b>14</b>

## COMPETITIVE INTELLIGENCE 15 - 17

<b>SWOT Analyses</b>	<b>15 - 17</b>
Stand Up To Cancer	15
St. Jude Children's Research Hospital	16
American Cancer Society	17

## **The Jimmy Fund**

the Jimmy Fund supports Dana-Farber Cancer Institute through a wide range of community-driven fundraising events and initiatives. These efforts directly contribute to Dana-Farber's mission of providing compassionate care and advanced cancer research for both children and adults.

## **Analysis Overview**

A competitive analysis was conducted to support the Jimmy Fund's content strategy by identifying strengths, weaknesses, and opportunities within the landscape of cancer-related organizations. Three main competitors were chosen for a comprehensive content audit to gain insights into successful content types and messaging styles. This analysis highlights areas where the Jimmy Fund can fill content gaps, optimize its reach, and differentiate itself from the rest of the field. Understanding competitor strategies allows the Jimmy Fund to develop a more compelling, user-focused approach to content.

## **Direct Competitor: Stand Up To Cancer (SU2C)**

Stand Up To Cancer is a non-profit organization that raises funds for groundbreaking cancer research and treatments. It focuses on bringing scientists together to collaborate on finding new and effective ways to fight all types of cancer. They often use high-profile celebrities and inspirational stories to raise awareness and encourage donations that support innovative cancer research.

## **Indirect Competitor: St. Jude Children's Research Hospital (St. Jude)**

St. Jude is a leading hospital and research center that focuses on treating and finding cures for pediatric cancers and other serious childhood diseases. They provide care to children at no cost to families and conduct cutting-edge research to improve treatments. St. Jude relies heavily on donations to continue its mission of ensuring no child is denied treatment due to a family's inability to pay.

## **Aspirational Competitor: American Cancer Society (ACS)**

The American Cancer Society is a nationwide non-profit organization dedicated to eliminating cancer through research, education, advocacy, and patient support. It provides valuable information on cancer prevention, early detection, and treatment options, while also funding research and offering resources for patients and families affected by cancer.

## Content Types

### *Blog Posts*

**SU2C** hasn't updated their blog since 2022, but the posts mostly consist of inspirational patient stories, scientific breakthroughs, and research updates. In the past, they have recycled these blog posts from their website to social media where they received lots of attention thanks to clear calls-to-action and good use of search-friendly keywords.

**St. Jude's** most recent blog post was published in 2023. Their blog shares patient and family stories, research updates, and ways people can get involved. This content showcases the hospital's leadership in children's cancer care and highlights how donations make a difference, using clear calls-to-action. The posts can be found on their website.

The **ACS** blog mainly focuses on cancer patient stories and prevention tips while also highlighting cancer survivors' journeys. Their blog hasn't been updated since 2020, but they use keywords effectively to reach a wider audience.

### *Reports & Case Studies*

**SU2C** promotes research and collaborative projects through reports, focusing on breakthroughs, clinical trials, and successful patient stories.

**St. Jude** offers downloadable scientific reports in PDF format, which are regularly updated with new research on pediatric cancer and childhood diseases.

**ACS** publishes research studies and annual reports that emphasize cancer prevention, treatment results, and survivorship statistics, providing useful insights into their work.

### *Videos*

**SU2C** creates videos that tell powerful stories using celebrity endorsements, patient experiences, and research breakthroughs. The content highlights scientists working together and uses an inspiring tone to encourage donations.

**St. Jude's** videos feature emotional patient stories that focus on hope and resilience. They showcase personal experiences of current patients, survivors, and volunteers, as well as celebrity collaborators. These efforts are intended to build community engagement.

**ACS's** videos cover a range of topics from cancer prevention tips to survivor stories. They combine health advice with personal experiences to encourage early detection and awareness.

### *Podcasts*

**SU2C** offers a 10-part podcast series featuring interviews with scientists, doctors, and patients. The episodes cover various cancer topics, focusing mainly on the future of treatments. The podcasts are available on their website and platforms like Spotify and Apple.

**St. Jude** has several podcast series. One series connects people with ties to the hospital, another highlights patient and family stories, and another shares what patients go on to achieve after remission. These podcasts can be found on their website.

**ACS** offers podcasts as part of their research highlights, focusing on topics like cancer research and health equity, which are available on their website.

## Content Types Continued

### Infographics

**SU2C** uses infographics to simplify complex medical and research information, highlighting the success of clinical trials and the speed of innovation.

**St. Jude** creates infographics focused on research and treatment outcomes, often reflecting their global impact and collaborations like those with the World Health Organization and CureAll. They emphasize their progress in increasing childhood cancer survival rates and leadership in research.

**ACS** produces a wide range of educational infographics about cancer prevention, early detection, and treatment progress, also showcasing their research funding and advocacy efforts.

## Content Topics

### Main Themes

**SU2C** focuses on sharing inspiring stories of patients, highlighting scientific breakthroughs, research updates, and clinical trials. They also use celebrity endorsements to boost engagement and donations as well as send motivational messages that center on hope and progress.

**St. Jude** features stories of patients and their families to show the impact of their work. They emphasize research and advancements in treating pediatric cancer, promote ways for the community to get involved, and highlight the transformative effects of donations.

**ACS** provides health tips on cancer prevention and early detection, shares stories of cancer survivors to give hope, and offers insights into treatment outcomes and survivorship statistics. Their educational content includes infographics and videos that cover various aspects of cancer care.

### Keyword Focus & Industry Trends

SU2C	St. Jude	ACS
Stand Up for Cancer	Cancer Research Month	Cancer Fundraisers
Cancer Research Charities	Pediatric Cancer Research	Cancer Runs
Top Cancer Charities	Pediatric Cancer Center	Fundraisers for Cancer
Cancer Card	Cancer Survivors Fund	Cancer Walk

## **Content Quality**

### ***Depth of Information***

#### **SU2C:** Moderate

They excel at telling impactful, motivational stories and use patient stories and celebrity endorsements effectively. However, their blogs and reports don't always go into the technical details of research and clinical trials. They often focus more on emotional appeal than scientific depth.

#### **St. Jude:** High

Their information is detailed. St. Jude provides comprehensive content about pediatric cancer research and treatment, with reports and infographics that are full of useful information. While their emotional stories are powerful, they may not always include all the scientific details, like SU2C.

#### **ACS:** Moderate

Their information is also moderate. ACS offers detailed content on cancer prevention, treatment, and survivorship, but their blog and videos often focus on general health tips rather than deep, research-focused details. They sometimes prioritize simplicity over thorough explanations.

### ***Writing Style***

**SU2C's** writing style varies. It's compelling and engaging, especially in stories and motivational content, but the focus on storytelling and celebrity involvement sometimes leads to a lack of technical detail. They often prioritize emotional impact over precise language.

**St. Jude's** writing style is strong, clear, and well-structured, balancing technical information with readability. While they focus on emotionally powerful stories, they occasionally gloss over more complex research details, though this is well-managed.

**ACS's** writing style is strong but can sometimes be generalized. It's informative and easy to understand, focusing on cancer prevention, treatment, and survivorship. It sometimes prioritizes understandability over technicality.

### ***Visual Appeal***

**SU2C's** content is visually engaging, using high-quality photos and videos to attract viewers. Their infographics simplify complex information effectively, but their focus on celebrity visuals can sometimes overshadow the scientific content.

**St. Jude** uses powerful imagery, featuring patients, families, and volunteers. Their videos and infographics are well-produced, balancing storytelling and information. The emotional focus sometimes takes priority over visually informative content like research or clinical data.

**ACS** visuals are practical and educational, mainly focusing on infographics about cancer prevention, survivor statistics, and treatment information. They lack the emotional appeal seen in SU2C and St. Jude's content, and their emphasis on simplicity can make their content less engaging.

## Content Quality Continued

### *Uniqueness*

**SU2C's** content is unique for its integration of celebrity endorsements with cancer research and patient stories, though this focus can sometimes overshadow the scientific content.

**St. Jude's** content stands out by focusing on pediatric cancer and childhood diseases, using strong emotional storytelling. It can sometimes feel repetitive in its emotional tone.

**ACS's** content covers a wide range of topics related to cancer prevention and treatment across all ages. While thorough, it sometimes lacks the emotional impact or distinct angle present in SU2C and St. Jude's content.

## Content Frequency

### *Posting Schedule & Consistency*

**SU2C** posts content irregularly, with long gaps between updates. Their blog hasn't been updated since 2022, which could hurt audience engagement and make it harder for them to stay visible in the rapidly evolving cancer research field.

**St. Jude** posts new content regularly on their blog, social media, and other platforms. This keeps their audience informed and engaged. While consistent, there is a that their content may become predictable over time which might reduce its impact.

**ACS** updates its content regularly, but not as often as more active organizations like St. Jude. Their blog hasn't been updated since 2020, and this moderate posting frequency could make it harder to keep audience interest and stay current in the conversation.

## Websites

**SU2C**'s website is visually appealing and does a great job of featuring powerful stories and celebrity content. It sometimes focuses more on marketing than on user experience, which can make it hard to find detailed information. The layout isn't always easy to navigate, which might affect how users engage with the site.

**St. Jude**'s website is well-organized and easy to use, with clear sections for different types of content. It combines emotional storytelling with useful information effectively, but because it focuses so much on emotion, finding certain content can be a bit challenging.

The **ACS** website is practical but feels outdated and less engaging compared to the others. While it covers a wide range of topics, the site design isn't very intuitive, which can make it hard to find specific information.

## Social Media Platforms

**SU2C** uses social media effectively, leveraging celebrity endorsements to get attention. Their posts often include high-quality visuals and emotional stories, but they can sometimes overemphasize celebrity involvement instead of balancing it with research updates and patient stories.

**St. Jude**'s social media is updated regularly with patient stories and calls to action. The content is engaging and helps build a sense of community using emotional storytelling and compelling visuals. The focus on emotions can sometimes overshadow information about research and other updates.

**ACS** has a solid social media presence, with regular posts about cancer prevention, treatment, and survivor stories. While informative, their content sometimes lacks the engaging visuals or interactive elements found in other organizations and can come off as repetitive.



## Target Keywords

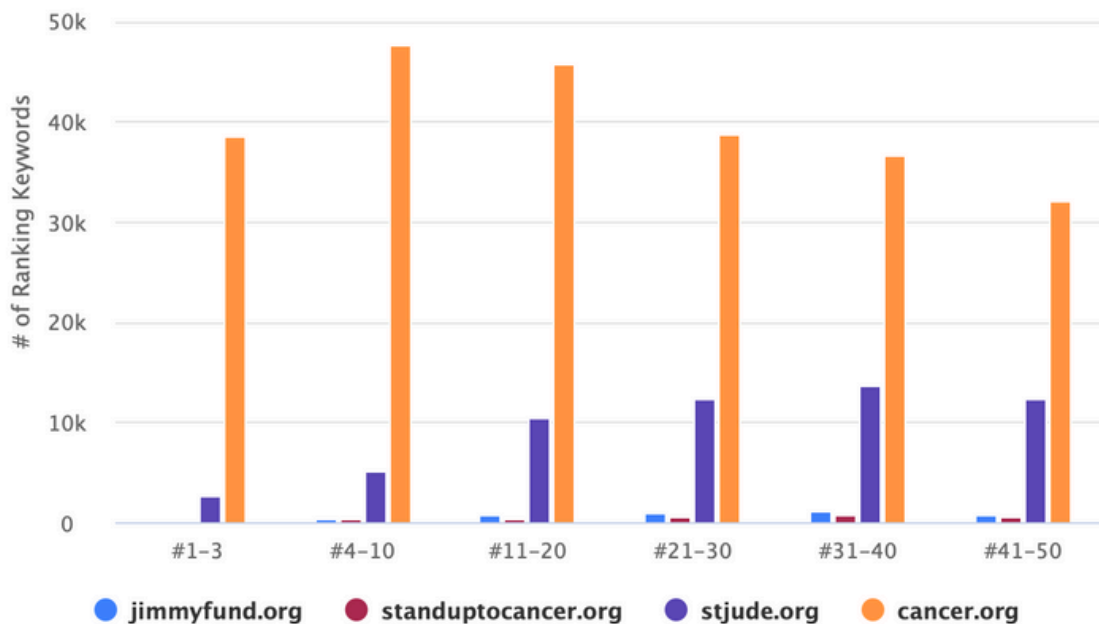
**SU2C:** Has limited visibility because it doesn't cover a wide range of keywords.

**St. Jude:** Uses a strong but very focused set of keywords, mainly around pediatric cancer and patient stories.

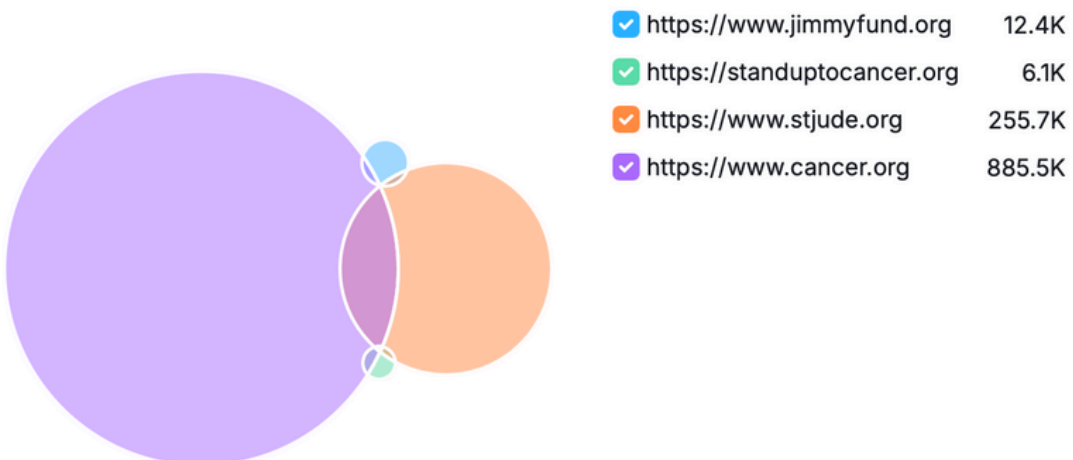
**ACS:** Has the best keyword coverage of the three, with a large and diverse set of keywords.

The charts below, generated by Moz and Semrush, illustrate ACS's dominance in relevant keywords and the overlap between sites.

## Keyword Ranking Distribution



## Keyword Overlap



## On-Page Optimization

**SU2C** lacks on-page SEO. They focus more on emotional content and less on using technical or research-specific keywords in their text and headings.

**St. Jude** does a good job with on-page SEO, optimized headlines, and meta descriptions, especially for pediatric cancer and patient stories. Their focus on emotionally driven keywords can sometimes mean less emphasis on research-specific ones.

**ACS** uses on-page SEO effectively, including relevant keywords in titles, meta descriptions, and headers.

## Backlink Profile

**SU2C** has a lower authority score due to fewer referring domains and backlinks. They need to work on getting more high-quality backlinks from a variety of sources to boost their authority.

**St. Jude** has a solid authority score, supported by a good number of referring domains and backlinks.

**ACS** has a high authority score thanks to its large number of referring domains and a vast backlink profile.

The chart below, generated by Semrush, illustrates ACS's superiority in authority score, referring domains, and backlinks.

## Backlink Analytics

Domain/URL	Authority Score	Referring Domains	Backlinks	Referring IPs	Monthly Visits	Organic Traffic
jimmyfund.org	39	5.8K	270K	5.2K	668K	24.5K ▾
standuptocancer.org	43	6.9K	164K	6.1K	39.8K	27.8K ▾
stjude.org	70	49K	1.9M	36.2K	3.6M	2.9M ▾
cancer.org	79	201K	38.9M	118K	4.3M	10.2M ▾

## Social Media Engagement

### *Follower Count*

	SU2C	St. Jude	ACS
Instagram	153K	584K	204K
Facebook	1.2M	3M	1.5M
X	286.2K	421.9K	1M
YouTube	19.8K	109K	31.5K

### *Likes*

	SU2C	St. Jude	ACS
Instagram	500 – 35K	500 – 50K	100 – 13K
Facebook	10 – 400	200 – 6K	50 – 3K
X	Performs like Instagram	Performs like Facebook	Performs like Facebook
YouTube	Lowest performer	Lowest performer	Lowest performer

### *Comments*

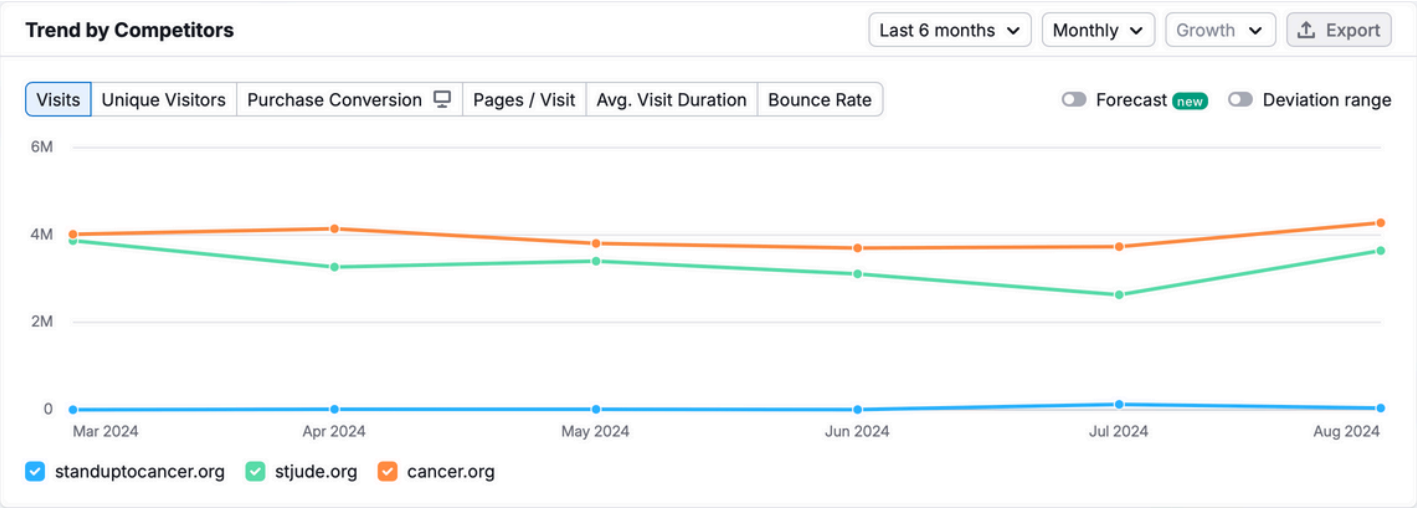
	SU2C	St. Jude	ACS
Instagram	0 – 100	0 – 100	0 – 200
Facebook	< 10	0 – 200	0 – 700
X	Performs like Instagram	Performs like Facebook	Performs like Facebook
YouTube	Lowest performer	Lowest performer	Lowest performer

\*Comments are turned off on blog posts for each organization

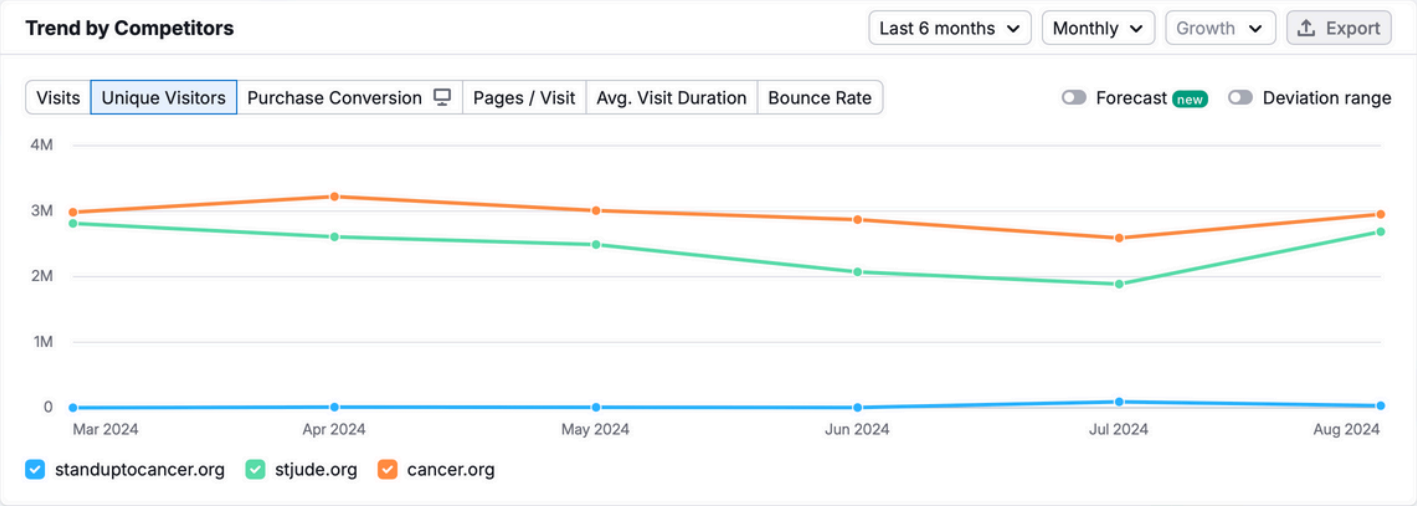
## Traffic

The charts below, generated by Semrush, show that **ACS** has the most website visits and unique visitors, averaging about 4 million visits and 3.5 million unique visitors each month over the past six months. **St. Jude** comes next, with visits ranging between 2.5 to 3 million. In contrast, **SU2C** has much lower traffic, with both visits and unique visitors staying relatively flat and under 1 million. This suggests that ACS and St. Jude have a stronger online presence and better audience engagement, while SU2C trails behind.

### Website Visits



### Unique Visitors



## **SU2C**

SU2C's content is engaging and emotional, but there are noticeable gaps. Their blog hasn't been updated since 2022, which leaves a missed opportunity to provide regular research updates and keep their audience informed. They rely heavily on inspirational stories and celebrity endorsements, which can overshadow more detailed scientific information. Additionally, their SEO strategy is lacking with a limited range of keywords and minimal on-page optimization. SU2C should focus on updating their blog with current research, include more technical keywords in their content, and work on building a stronger backlink profile. Enhancing the website's user experience by making detailed information easier to find could also boost engagement.

## **St. Jude**

St. Jude provides high-quality, comprehensive content, but there is room for improvement. While their blog is regularly updated and shares impactful stories, it could include more detailed information on research to balance the emotional focus. Their keyword strategy is strong but somewhat narrow, centering mainly on pediatric cancer. St. Jude's website and social media are well-organized and engaging, although the heavy emphasis on patient stories can sometimes overshadow updates on scientific progress, like SU2C. To fill content gaps, they could diversify their keywords to cover a broader range of topics and introduce more research-focused updates in both their blog and social media content.

## **ACS**

ACS has a broad content focus, offering lots of information on cancer prevention, treatment, and survivorship, but their blog has not been updated since 2020. This gap makes it harder for them to stay current and maintain audience interest. Their visuals are informative but can lack the emotional impact of patient stories seen in SU2C and St. Jude's content. While ACS uses on-page SEO effectively and has a strong keyword strategy, their content sometimes prioritizes simplicity over depth. To address these gaps, ACS should consider revitalizing their blog with fresh content, use more engaging visuals, and balance general health tips with more in-depth research information to appeal to a wider audience.

## Tone & Style

**SU2C**'s tone is inspirational and uplifting. They use a mix of patient stories and celebrity endorsements to motivate support and donations. Their style is emotionally driven, focusing on personal narratives and scientific breakthroughs in a way that feels empowering and urgent. The language they use is often positive, though it sometimes lacks technical details.

**St. Jude**'s tone is warm, compassionate, and hopeful. They center their style around emotional storytelling, highlighting patient and family experiences to show the impact of their work. The language is clear and emphasizes the hospital's dedication to pediatric cancer care and research. While they use more complex medical terms, they keep the information easy to understand.

**ACS** has an informative and straightforward tone, aiming to educate the public about cancer prevention and treatment. Their style is more practical and focused on delivering clear, helpful advice rather than emotional storytelling. The language they use is simple and accessible which makes complex topics easy to understand.

## Unique Selling Propositions

**SU2C**'s unique selling proposition is its focus on cutting-edge cancer research and collaboration, highlighted through powerful stories and celebrity involvement. They use high-profile endorsements to draw attention to their cause, making their message both inspirational and urgent. By emphasizing their role in cancer breakthroughs and clinical trials, SU2C promotes a sense of hope and progress. This approach not only motivates donations, but also makes supporters feel directly involved in the fight against cancer.

**St. Jude**'s unique selling point is its dedication to pediatric cancer research and treatment, coupled with its promise that families never receive a bill for care. They position themselves as a leader in childhood cancer research by promoting their comprehensive, cutting-edge treatments. The positive impact of these advancements is highlighted through patient and family stories. This approach creates a strong sense of community and hope while inviting supporters to be a part of a life-changing mission.

**ACS** stands out for its focus on cancer education, prevention, and survivorship. They provide extensive resources such as health tips, research findings, and support for patients of all ages. Their emphasis on early detection, combined with practical advice, positions them as a trusted, informative source in the cancer care landscape. ACS's educational approach appeals to a wide audience, from patients and families to those looking to get involved in fundraising and awareness activities.

## Brand Values Communicated

**SU2C** communicates values of hope, collaboration, and innovation in the fight against cancer. They focus on the power of working together to drive research breakthroughs and inspire change.

**St. Jude** values compassion, dedication, and community support, emphasizing their commitment to treating pediatric cancer while ensuring that no family ever has to pay for care. They highlight the importance of research, generosity, and the life-changing impact of donations.

**ACS** values education, prevention, and support for all affected by cancer. They aim to empower people with knowledge, promote healthy living, and offer resources to guide patients and families through every step of their cancer journey.

## SWOT Analyses

### *Stand Up To Cancer (SU2C)*

#### Strengths

- Powerful use of celebrity endorsements and powerful stories to inspire donations and support.
- Visually engaging content with high-quality videos, photos, and infographics that simplify complex information.
- Highlights scientific breakthroughs, positioning organization as key player in field.
- Effective use of recycled blog content in social media posts.

#### Weaknesses

- Inconsistent content posting: no blog updates since 2022 which could make people lose interest.
- Limited on-page SEO practices, narrow keyword strategy, which means fewer people find them online.
- Lower authority score due to lack of backlinks and referring domains.
- Overemphasis on celebrity involvement which overshadows research and core mission.

#### Opportunities

- Regular blog updates with both research news and patient stories to keep people engaged and maintain relevant content.
- Expand keyword and on-page SEO strategy to include more research-focused terms for improved search rankings.
- Strengthen backlink profile by collaborating with research institutions and educational platforms to increase domain authority.
- Create more user-friendly website structure so people can find information quickly.

#### Threats

- Use of celebrity endorsements and inspirational stories can attract broad audience and donors, potentially drawing attention away from Jimmy Fund fundraising efforts.
- Strong visual content and focus on research breakthroughs position SU2C as key player in cancer research, making it harder for Jimmy Fund to stand out in this area.
- If SU2C improves keyword strategy and SEO practices, it could dominate search results, reducing visibility of Jimmy Fund website.

## ***St. Jude Children's Research Hospital (St. Jude)***

### **Strengths**

- Strong emotional content about patient and family stories, creating strong sense of community.
- Comprehensive information on pediatric cancer research and treatment, solidifying reputation as leader in childhood cancer care.
- Regular content updates across blog, social media, and other platforms, which helps maintain audience engagement.
- Effective on-page SEO with keywords related to pediatric cancer and patient stories.

### **Weaknesses**

- Heavy focus on emotional storytelling, sometimes not giving enough details about research.
- Strong keyword strategy but somewhat narrow, mainly about pediatric cancer which may limit reach.
- Consistent content might become predictable over time, reducing long-term impact and engagement potential.

### **Opportunities**

- Diversify content by adding more research updates to their stories to show full scope of work.
- Expand keyword strategy to cover broader topics related to pediatric research and treatment to attract bigger audience.
- Include more interactive elements on website like live Q&A sessions or research updates to engage community.
- Enhance backlink profile by partnering with other research organizations to increase authority.

### **Threats**

- Frequent content updates and strong storytelling creates sense of trust and community which could draw donors and supporters away from Jimmy Fund.
- Focus on childhood cancer research and thorough information might make St. Jude preferred source for pediatric cancer support over Jimmy Fund.
- Solid on-page SEO strategy and use of specific keywords could push Jimmy Fund lower in search rankings.



## **American Cancer Society (ACS)**

### **Strengths**

- Wide content coverage on cancer prevention, treatment, and survivorship that appeals to wide audience.
- Strong on-page SEO and keyword strategy which gives them dominant online presence.
- High authority score due to large number of backlinks and referring domains.
- Educational infographics and videos make complex information easier to understand.

### **Weaknesses**

- Blog stalled since 2020, potentially affecting audience engagement and ability to stay current.
- Visual content is informative but not as emotionally engaging as SU2C or St. Jude.
- Writing can be too general at times, focusing on simplicity over in-depth details which might limit appeal to those seeking technical information.

### **Opportunities**

- Update blog with fresh content like research updates and patient stories to keep audience engaged.
- Enhance emotional appeal of visuals and stories to connect with users.
- Expand partnerships with research institutions and educational platforms to boost backlink profile.
- Introduce interactive elements to website like webinars or support forums to create more dynamic user experience.

### **Threats**

- Broad focus on cancer education, prevention, and treatment appeals to wide audience, which can overshadow specialized content on Jimmy Fund website.
- Strong keyword strategy and high domain authority dominates search engine results, potentially pushing Jimmy Fund website lower in visibility.
- Vast educational resources make are go-to sources for cancer information which might reduce traffic and engagement on Jimmy Fund site.