

Priority Marketing and Hope Healthcare Shine – Division A – Category 11 (Special Events)

Research/Situation Analysis: Hope Healthcare, which includes Hope Hospice and Hope Kids Care programs, is a not-for-profit health care organization dedicated to providing care and comfort to every individual and their loved ones as they fulfill life's journey. Through the years, the organization grew from a hospice caring for fewer than 100 patients a day, to a comprehensive home health care system. Today, Hope cares for more than 4,000 individuals a day through a variety of innovative programs. A service of Hope Healthcare, Hope Kids Care provides no-cost care to families in need, offering one-on-one children's counseling including art and music therapy, and Rainbow Trails bereavement camp; medical care including palliative and respite care; and support including caregiver education, social services, volunteer support and Hopeful Wishes to meet other family needs. While the program has served children for more than 30 years, decreased care reimbursements and increased regulations have impacted funding, so the organization needed community support to serve families in need. Medicaid reimbursement funds less than 30% of clinical care for children in the program. Hope Kids Care also provides no-cost grief counseling for children with limited means – this includes one-on-one counseling, play therapy, pet therapy and group therapy including family nights and Rainbow Trails Camp. Hope Healthcare is not reimbursed for any of the community counseling services. A Spring Luncheon to raise funds for Hope Kids Care in 2019 netted \$27,000. However to raise additional much-needed funds for the program, Hope Healthcare desired to create a signature event to bring awareness to community need and fundraise for a new program, SHINE. SHINE was created to help fill the Medicaid gap and add needed services such as one-on-one training for family caregivers, direct home care for children and counseling for their siblings. An event was chosen as an effective strategy for awareness and fundraising because it would bring together current donors with potential new supporters. In addition, informal primary research, including of quantitative data by respected charity watchdog Charity Navigator, showed that the majority of giving comes from individual donors – not corporations or through large grants. Indeed, over 70 percent of all giving is done by individuals – meaning an event with a captive target audience of current and potential donors could result in significant donations. While Hope Healthcare has been a respected and supported nonprofit in the area for more than 30 years, the desire was to re-energize and inspire supporters with a new event. **Target audiences** in the Southwest Florida Community included: past, current and prospective patients (audience varies among Hope Healthcare's variety of programs and community services), current and prospective donors, staff and volunteers, partnering and/or referring physicians and human service organizations, businesses, churches, civic groups, etc.; and regional target media. **Objectives:** 1) Launch a new event by fall 2019, keeping the cost per dollar raised to less than \$.50. 2) Increase awareness and support of Hope SHINE as evidenced by generating a net income for the cause of \$100,000 at the inaugural October 2019 event. **Planning:** Priority Marketing and Hope Healthcare began meeting about plans at the end of April 2019. A brainstorming meeting to come up with concepts and event name was held at Priority Marketing on May 6 in order to present name, logo and concept to the client event committee on May 23. The committee event site walk-through was June 18. Invitations were mailed and e-mailed in August, the program book was sent to the printer Sept. 23, and the event was held Oct. 11. **Implementation:** Priority Marketing was engaged to develop and execute all tactics that would be implemented at the event, including creative design, production and execution of the event, including event name, logo, concept and supporting event marketing materials. The desire was to hold the event at the historic Edison Ford Winter Estates in Fort Myers while still creating a fresh, modern look and feel to reenergize long-time supporters and captivate potential new donors. This was accomplished with lighting, décor, theme and a logo that evokes a shooting star. To raise awareness of the new event and to generate attendance to the event, Priority Marketing developed a public relations campaign including five news releases leading up to and after the event, calendar listings, media pitches and media relations. Additionally, Priority

Marketing produced digital and print materials including a logo and graphic assets, brochures, print ads, a save the date card, invitations, an auction catalog, thank you cards, name tags, auction paddles, maps, signage and more. Informal and secondary research indicates a compelling video describing the impact of the cause helps increase donations, so a three-minute video was professionally produced using existing assets to promote a special funding initiative/Fund-A-Need for Rainbow Trails bereavement camp. Event management and execution included securing vendors, committee support, event script writing and personnel for execution, set up and tear down. One execution challenge was that the venue did not allow open flames for cooking, so the caterer chose to drive back and forth from a kitchen nearby to make sure the food was fresh. The event flow and pacing was carefully crafted to maximize attendee participation. **Evaluation:** All objectives were met or exceeded. 1) The cost per dollar raised for the event was \$.50. **Bonus:** This was well below the cost per dollar raised of \$.52 from the established annual fundraiser, Yachts of Hope. 3) Net income was \$322,900, 222.9% over the goal. The Fund-A-Need was so successful it inspired one guest to make a spontaneous donation of \$100,000 in honor of his mother who had passed away the previous week. The event ended with the committee being brought on stage when the gross total raised was announced, creating cheers and happy tears about the unanticipated success. **Budget:** Priority Marketing provided all-inclusive marketing, PR, and event management services for a total project fee of \$66,700. Included in the fee was \$10,000 of in-kind services against the project fee for sponsorship acknowledgement, for a net project fee of \$56,700 (approx. 494 hours at a rate of \$135/hour). Priority Marketing hours far exceed the contract and all time beyond is pro bono. At the conclusion of the contract, Priority Marketing provided 550+ hours, with pro bono time value exceeding \$28,000. As with all other event & operating expenses, Priority Marketing's fees are underwritten by sponsors and contributions. Hard costs for the project included printing and collateral materials such as signage, auction paddles and printed invitations for \$5,634.