

**Children's
Miracle Network
Hospitals**



Children's Miracle
Network Hospitals



Children's Miracle Network Hospitals



"Be My Miracle"

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“Be My Miracle”



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Campaign Theme

“Be my miracle.”

We picked “Be my miracle” as a campaign theme for many reasons. It is short, catchy, and memorable. When juxtaposed with a picture of a child in a hospital bed, it feels like a direct message from the child to the potential donor. The plea has an emotional impact that is very positive yet demonstrates the need of the children in these hospitals.

We feel that this slogan could be especially powerful when used in conjunction with the yellow balloon (please see the book prepared by the advertising team for further details). Whether the application be an event or a radio spot, the slogan and balloon will be a powerful, unifying theme that has the potential to strengthen the national image of Children’s Miracle Network Hospitals.



“Be My Miracle”



Children's Miracle
Network Hospitals



Research

Introduction

The following information is a compilation of both primary and secondary research about Children’s Miracle Network Hospitals. This research was compiled from CMN Hospitals itself, various Brigham Young University research projects and our current team. Included in this research is information about CMN Hospitals as an organization, the current situation, possible competitors, profiles of possible key publics, a situation analysis and core problem/opportunity statement. This research will be the basis for the rest of our strategic public relations’ campaign.



The Client

Children's Miracle Network Hospitals is a fundraising network, operating in the United States and other countries around the world, which raises funds for children's hospitals and medical research. It also helps increase awareness of children's health issues. CMN Hospitals also includes subsidiaries by the same name in Canada, Ireland, the United Kingdom and Australia. You have recently revamped your image with a modified logo and the addition of the word "Hospitals" to your name. Each year, CMN Hospitals raises \$250 million with a goal to reach the \$1 billion mark. With increased donations, hospitals will be better-equipped to aid sick children.

Though an international charity, CMN Hospitals works on a local level. Donations received in a specific market are given to the local network children's hospital. These funds are unrestricted but are mostly used for the benefit of patients, pediatric programs, medical research and equipment. However, though CMN Hospitals has teamed up with each hospital to increase their brand awareness in local regions, an unintended result of this partnership is the lack of CMN Hospitals brand recognition. CMN Hospitals works with national and international corporate sponsors. Membership fees and corporate underwriting support CMN Hospitals' operational fees.

CMN Hospitals acts as a fundraising tool for each of the 170 hospitals they partner with. They do not, however, act as the sole fundraising entity for any of these hospitals. The total revenue for the year 2009-2010 was \$31,006,353. Of the donations, 26 percent

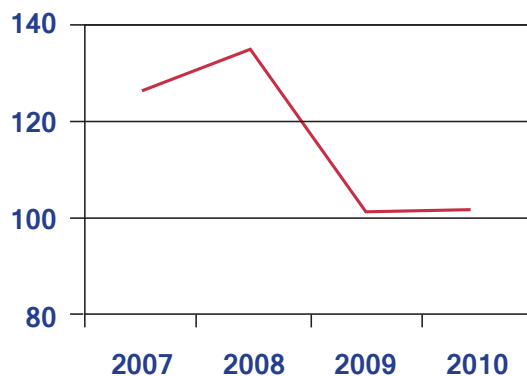
were program-related, 12 percent were local and 62 percent were from sponsors. All donations raised locally are distributed to the local Children's Miracle Network Hospital where the money was raised.

External Environment

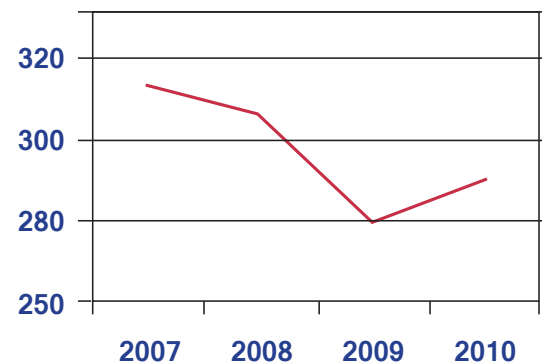
According to The Nonprofit Almanac 2011, more than 1.4 million nonprofit organizations were registered with the IRS in 2009. More than a million of those were public charities. The economic recession caused the total amount of charitable contributions in the United States to decline. Giving USA reported that American individuals and businesses donated \$314.07 billion in 2007, followed by \$307.65 billion in 2008—the first decline in 20 years. The year 2009 saw that amount dive to \$280.30 billion before finally increasing to \$290.89 billion in 2010. If that increase continues, it may be a sign that Americans feel financially ready to start giving again.

Other American children's charities followed a similar trend. For example, the total charitable donations to the Make-A-Wish Foundation decreased by \$32.82 million from \$135.12 to \$101.98 million between 2008 and 2009 (see graph below). Like national donations in general, donations to the Make-a-Wish Foundation rose slightly in 2010 to \$102.3 million. Again, if that same positive trend continues, there may be an opportunity for your donations to increase. It is worth noting, however, that the goal of \$1 billion might be hard to attain until the American public feels more fully recovered from the recession. The reluctance to donate may vanish quickly once Americans feel more economically comfortable.

Total Charitable Donations in the United States (billions)



Total Charitable Donations to the Make-A-Wish Foundation (millions)



The total amount of charitable donations in the United States (left) and donations to another American children's charity (right) decreased dramatically in 2008. Only recently are these donations starting to make a comeback.





Promotions

Because Children's Miracle Network Hospitals acts as a fundraising organization, your use of a wide variety of promotional activities to increase donations makes sense. There are three primary fundraising promotions that CMN Hospitals uses: paper miracle balloons, corporate sponsors and radio/telethons.

Miracle Balloons

Miracle Balloons are your most-recognized fundraising tool. These are easily your most consistent and useful branding tool. Because these donations are made a dollar at a time, you are able to receive donations on a micro-scale and reach millions of potential donors. Although this promotional tool has been very successful, we feel the Miracle Balloons could have an even greater impact in creating a nationwide brand for CMN Hospitals. Giving customers the opportunity to donate at the cash registers of participating stores allows you to familiarize donors with CMN Hospitals. While the money contributed by each individual balloon sale may be small,

the brand recognition created by each sale is of incalculable value to Children's Miracle Network Hospitals.

Corporate Sponsors

From Dairy Queen's Miracle Treat Day to IHOP's National Pancake-Day, CMN Hospitals has dozens of corporate sponsors that help raise money in a variety of ways. Corporate sponsors also include companies as large as Chevron and Microsoft. These sponsors include both companies that contribute money directly to CMN Hospitals and groups that generate publicity for CMN Hospitals throughout the year such as Miss America and American Legion.

Radio/Telethons

Each year, CMN Hospitals holds a telethon that broadcasts on many different television stations throughout the United States. Celebrities often participate during telethons to generate awareness and ask for donations. These fundraisers generally feature children whose lives have been saved at a children's hospital. CMN Hospitals also holds regular radiothons, which are broadcasted throughout the United States and Canada. All donations received during radiothons and telethons are donated to the local member hospital in each market. International broadcasts of radiothons have even brought in money from overseas, including the United Kingdom, Ireland and Australia.

Current Trends in Opinions and Attitudes

Engagement is critical in today's nonprofit-donor relationship. Fenton Forecast and Globescan's research entitled "Art of Engagement" reveals that charities who deepen their donors' experience with their organization and cause receive more support. Therefore, a nonprofit's way of engaging is vital.

The following trends and attitudes are essential for Children's Miracle Network Hospitals in moving forward in deepening your relationship with donors:





Brand Awareness

Brand awareness has long been an essential component in the successful sale of commercial goods. However, charities are beginning to see the importance of branding in the current economic crisis in the U.S. where CMN Hospitals joins over 1.5 million organizations in competing for scarce resources.

Trend-Setting Nonprofits

The Cone Nonprofit Power Brand 100 report highlights the top 100 charities that are “trend-setters” in raising brand awareness. Unfortunately, CMN Hospitals is not currently mentioned in this list. We believe CMN Hospitals needs to continue taking a more sophisticated business approach in branding to secure a larger market share of donations.

Americans Favor Cause Marketing

According to Cone’s 2010 Cause Evolution Study, “more than 278 million people in the U.S. are interested in knowing what a company is doing to benefit a cause.” Products and services related to a cause are preferred by consumers and viewed most favorably. Cone’s study reveals that 83 percent of Americans wish that “more of the products, services and retailers they use would support causes,” with 41 percent of

respondents stating they purchased a product in the past year because “it was related to a specific cause.”

Trust

Charities are trusted more than corporations and governments when advocating for change. Research has shown that when charities report more about how they are managed, people are more positive about giving support. Successful charities deliver a clear connection between donations and impact. It is critical for charities to report how they operate, how donations are used and what results they are achieving. Sending 97 percent of donations directly to hospitals gives CMN Hospitals a significant advantage over many other charities.

Fundraising is Key

Due to the economic crisis in the U.S., nonprofits have had to work harder than ever to be more innovative in reaching donors. “The nonprofits that ask more people for donations are the ones that are succeeding,” said Stacy Palmer, editor of the Washington-based *Chronicle of Philanthropy*, in a phone interview with Bloomberg.com. “They just have to work harder at it.” About 59 percent of nonprofits are focusing more on fundraising with a focus on new sources of untapped revenue, according to the Grant Thornton 2009 National Board Governance Survey for not-for-profit organizations.



Market Competition

Due to the unique way Children’s Miracle Network Hospitals operates, it is difficult to identify your precise market share. In a world where individuals are constantly asked to donate to a “good cause”, big-name charities have become CMN Hospitals’ biggest competition. We have identified the top three children’s charities that bring in the most in charitable donations year after year. These organizations are St. Jude Children’s Research Hospital, the Make-a-Wish Foundation and Ronald McDonald House Charities.

St. Jude Children’s Research Hospital

Although St. Jude does not share the same organizational structure as Children’s Miracle Network Hospitals, it does share the same mission of helping children. According to their website, “The mission of St. Jude Children’s Research Hospital is to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment.” They strive for excellent patient care. St. Jude also works to educate community and medical professionals. This education is focused on certain diseases that community and health care professionals need to be aware of. Their foremost responsibilities are to the children with catastrophic diseases, their families and to the donors that have committed their personal resources toward their mission.

As a result of their similar missions, St. Jude and CMN Hospitals can be seen as competitors. However, a direct comparison shows their impact is much different.

Although donations currently made to St. Jude exceed those made to CMN Hospitals, the potential outreach available to CMN Hospitals through a network of hospitals should make a more desirable organization to donate to. St. Jude Children’s Hospital

	CMNH	St. Jude
Number of Hospitals	170	1
Patients Served Annually	17 million	5,700
Funds Raised Annually	250 million	500 million



receives funds from many different sources. They have a program called *Partner in Hope* where donors can make a \$19 per month contribution that goes toward cancer research. They also receive funds through CFC, Community Health Charities, SEC and United Way. St. Jude holds a math-a-thon which is a way for students to help raise money for the hospital. They also participate in online fundraising. Donations are also taken over the phone and through the mail/internet. Approximately 81 cents of every dollar goes toward cancer research at St. Jude. They have also been very successful at leveraging celebrity endorsements which has made St. Jude one of the most widely-known children’s charities. To summarize, St. Jude receives their funds through contributions, bequests, special events, fundraisers and grants.

The Make-A-Wish Foundation

According to their website, the mission of the Make-A-Wish Foundation is to “grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.” The child must have a life-threatening medical condition in order to receive a wish. Children with a shorter amount of time to live are granted a “Rush Wish”. This takes precedence over other children’s wishes, due to the short amount of time they have to live. The Make-A-Wish Foundation is fairly well-known throughout the country, having spent more than 20 years actively advocating themselves.



Ronald McDonald House Charities

As stated on their website, “the mission of Ronald McDonald House Charities (RMHC) is to create, find and support programs that directly improve the health and well-being of children.” There are more than 300 Ronald McDonald Houses serving families in 31 countries and regions worldwide. There are also more than 173 Ronald McDonald Family Rooms in 19 countries and regions. RMHC serves more than 7,200 families each day around the world, saving them more than \$257 million a year in hotel costs. Nearly 37 percent of children seen on Ronald McDonald Care Mobiles do not have health insurance. Families either stay at no cost or are asked to make a \$25 donation per day, depending on the house. The Ronald McDonald Care Mobiles go directly into areas where children are medically underserved. The Care Mobiles currently operate in 35 cities in six countries. RMHC also provides scholarships and grants to students.

Although St Jude, the Ronald McDonald House and the Make-A-Wish Foundation occupy a large portion of the charitable donation map, Children’s Miracle Network Hospitals has a great opportunity to compete, because unlike these competitors, 100 percent of the donations to CMN Hospitals goes directly to help children, regardless of their illness.

Potential Publics

The following are profiles of possible publics and intervening publics Children’s Miracle Network Hospitals can reach out to in order to accomplish your various goals and objectives. A good understanding of those you are trying to communicate with and motivate, as well as individuals who will help influence those people, is extremely important to any strategic campaign. A profile of each public, their connection to CMN Hospitals and which communications tactics will work best in reaching them is provided on the following pages. Though it is not feasible to create messages and strategies for each of the publics, we feel it is important to include this comprehensive list of all publics we considered. In our execution, we will focus only on the ones we feel will be most strategic in accomplishing your objectives.

CMN Hospital Administration

There are 170 total children’s hospitals that work with Children’s Miracle Network Hospitals. Though these hospitals vary in focus and expertise, they all share common characteristics. One common characteristic is that many children’s hospitals in the United States act more as a business than a charity. These administrators want to position their hospitals above their competition. They do not wish to appear like a charity in need of a hand-out from donors. Though CMN



Hospitals would like to change this mentality to be more like Canadian children's hospitals which position themselves as charities, it would be extremely difficult for U.S. hospitals to adopt that mindset. It will be especially difficult for us to change these attitudes because CMN Hospitals contributes such a small percentage of each hospital's overall donations. On average, CMN Hospitals contributes only 5-15 percent of total hospital contributions. In addition, many hospitals have other affiliations that impact their relationship with CMN Hospitals.

Reaching these hospitals will depend on CMN Hospitals increasing its national brand and the amount it contributes to each hospital. Money talks, and if CMN Hospitals is able to contribute a higher percentage of each hospital's overall contributions, CMN Hospitals will be seen as an important contributor. This will go a long way toward motivating administration at these hospitals to work with you on a more personal basis.

Current Corporate Donors

Children's Miracle Network Hospitals receives most of its donations from corporate sponsorships. As you know, some of your key corporate sponsors include Wal-Mart, Costco, Dairy Queen and IHOP. Being associated with CMN Hospitals helps them be seen as caring organizations that give back to their communities. It also brings business to these organizations as people come there to donate while purchasing other goods and services. Because of this mutually beneficial relationship, current corporate sponsors are motivated to continue their involvement with CMN Hospitals and could even be motivated to donate more. Current corporate donors can be used as donors themselves, or as intervening publics to motivate others to donate. Key messaging to these sponsors will center around the growth of CMN Hospitals' brand. As brand awareness increases, these organizations will be motivated to donate more and be even more tightly connected with CMN Hospitals because of your reputation in the community.

Parents with children between the ages of 1-18

This is one of the most important publics listed by Children's Miracle Network Hospitals, as they are statistically the group that donates the most to CMN Hospitals. This is a demographic sensitive to charities involving children because they have children of their own. Focus groups have reacted better to pictures of parents with a sick child than they have to pictures of sick children by themselves. Moms also do most of the family's shopping and have more opportunity to donate through the giving balloons and other means. They can be appealed to as both donors and intervening publics.

Current donors

Due to the struggling economy, charitable spending has gone down across the board in the U.S. Therefore, many charitable institutions are competing for the ever-decreasing funds of the American public. Children's Miracle Network Hospitals needs to better compete for these funds, and therefore appeal to people that give to different charities. Statistics show that once a person knows the mission of CMN Hospitals, they are more likely to give to the organization. Because this public has already been convinced to donate to charity, they understand the importance of giving. Most of this public probably has not heard of CMN Hospitals or does not understand your mission. They also may not have had the opportunity to donate, though they would probably be willing to donate if they were given the opportunity. This public is already motivated to give and simply needs to be given the opportunity to give to CMN Hospitals.

This public is primarily made up of families who have seen and donated to your very successful annual Miracle Balloon campaign. A lot of people recognize the giving balloons, but far less know they are associated with CMN Hospitals. Many simply believe the balloons are just associated with their local Children's Miracle Network Hospital. This public can also be used as an intervening public to help influence other people to donate and let them know about the mission of CMN Hospitals.





Potential Key Intervening Publics

Intervening publics are individuals or groups that act as influencers for the above key publics.

Children in School

This is a public that won't donate themselves, but they can influence their family to donate. Since many of the kids treated in these hospitals are their same age, elementary school children can be used to help their peers being treated in these hospitals. They will be influenced by school participation and can be very influential in motivating their parents to donate to CMN Hospitals.

Families of Sick Children

Families of children being treated in children's hospitals are the ones most greatly affected by the donations from Children's Miracle Network Hospitals. These families are often in emotional distress, and many have difficulties paying their child's hospital bills. These families are looking for the best possible care for their children and will do

whatever it takes to help them get better. Their stories are very compelling and can be key motivators in getting both corporate and individual donations. These stories can also be used to build brand awareness for CMN Hospitals. Because of the motivation stemming from the stories of these families, they are an intervening public. Many families are receiving funds rather than donating, but their stories can be used to motivate potential donors to help their family.

Celebrities Associated with CMN Hospitals

Children's Miracle Network Hospitals has a long list of celebrity spokespeople who have associated themselves with the cause. However, these celebrities are not as closely connected to CMN Hospitals in the eyes of your publics as celebrities for other children's charities such as St. Jude are. These celebrities are interested in being associated with a good cause, as well as bolstering their own reputation through the publicity that will come from that association. These celebrities can be used both as intervening publics to motivate others to donate, and as donors themselves.



Strengths	Weaknesses
<ul style="list-style-type: none"> • Paper balloons • List of supporting celebrities • Local community concentration • Helping Children 	<ul style="list-style-type: none"> • Brand consistency • Company name is kind of confusing • Lack of co-branding with hospitals
Opportunities	Threats
<ul style="list-style-type: none"> • Expand social media involvement • Increase donations through Paper Balloon fundraiser • Increase corporate donations • Increase donors 	<ul style="list-style-type: none"> • Similar children’s charities • Donations straight to hospitals • Possibility of being seen as a “middle man” • Lack of national brand awareness

Core Problem/Opportunity

If the lack of understanding of the Children’s Miracle Network Hospitals mission is not overcome, donations will continue to decrease and CMNH will be unable to provide essential care to the children they serve.

Situation Analysis

Children’s Miracle Network Hospitals is a fundraising organization that raises \$250 million annually for 170 hospitals. Currently, the organization does not have the brand awareness needed to increase donations to a potential goal of \$1 billion per year, secure rewarding corporate partnerships and appeal to donors, corporate employees and volunteers.

There are potential difficulties that exist in addressing this challenge. First, American citizens don’t view children’s hospitals as charities. In general, asking for donations conflicts with American hospitals’ self-defined function of providing high-quality medical care. Second, there are many charities competing for a share of Americans’ donations. Third, many donors may view CMNH as unnecessary when they can simply donate directly to their local hospitals.





Children's Miracle
Network Hospitals



Planning

Introduction

As a result of our research, we have identified the core problem and opportunity that CMN Hospitals faces and provided an analysis of the current public relations situation. We also identified strengths, weaknesses, opportunities and threats. Strengths and weaknesses are relevant to CMN Hospitals' internal environment and opportunities and threats concern the external environment.

Our research led us to our campaign goal for CMN Hospitals. This goal will be achieved by accomplishing the five objectives as outlined. The objectives each have a measurable aspect that will assist in the evaluation process included at the end of the campaign in the Action section. This will measure the success of various aspects of the campaign within the timeframe allotted.

We identified potential publics in our research and take a closer look at our chosen publics in this section. We look at what the public's current relationship is with CMN Hospitals and what their self-interests are. Using this information, we created messages that appeal to their self-interests and created strategies and tactics that will convey those messages effectively. These strategies and tactics will help our public accomplish the campaign's objectives.





Children's Miracle
Network Hospitals





**Children's
Miracle Network
Hospitals**

Helping Local Kids

Analysis

Goal

To overcome the lack of understanding of the Children's Miracle Network Hospitals mission in order to increase donations to CMNH so they can continue to provide critical care to children they serve.

Objectives

- To increase percentage of CMNH donors among parents “who do not currently donate but are willing to donate” from 12 percent to 38 percent within 12 months.
- Increase corporate donors who visibly increase their commitment to CMNH (i.e. matching donations, etc.) by 40 percent in 2 years.
- To increase balloon purchases made by 20 percent within 12 months.
- Increase CMNH-sponsored hospital events and events at local children's hospitals by 1 per year, per hospital.
- To increase websites linking into CMN Hospitals website online from 658 backlinks to 6,658 within six months.





Hospital Administration

There are 170 total children's hospitals that work with Children's Miracle Network Hospitals. These hospitals are the sole beneficiaries of CMNH fundraising to provide premium medical care for children. Therefore, developing relationships with these hospitals is essential to achieving our goal of increasing CMNH donations, and specifically in fulfilling objective four of increasing CMNH-sponsored hospital events.

Individual children's hospitals are more likely to receive local donations than the national network. These hospitals are interested in being viewed as having state-of-the-art equipment and providing the finest medical research and care for children. As businesses, they also aim to make a profit through both patient traffic and outside donations. These hospitals work with CMNH through CMNH employees working as liaisons. In most cases, CMNH donations are small compared to other fundraising sources. We aim to create a better relationship with these U.S. children's hospitals by increasing both balloon purchases and CMNH-sponsored hospital events.

Current Relationship

We are consistent donors to these hospitals and have formed a mutually beneficial relationship. While some of the major hospitals are stand alone brands, smaller hospitals benefit from our co-branding as we generate press and brand awareness by telling the miracle stories in their communities. The hospitals value our national corporate donor relationships.

Self-Interests

U.S. children's hospitals within the CMNH network want to maintain their individual brand and be viewed as industry leaders in providing state-of-the-art medical care for children. They are interested in creating and maintaining partnerships with nonprofits and individuals who raise significant capital to fund the ongoing needs of providing premium medical care. The national corporate sponsorship relationships CMNH provides is of great value to hospitals.



Intervening publics:

- CMNH
- Employees
- Families of sick children
- Marketing managers

Messages

Primary

“By providing state-of-the-art care, you are making miracles happen everyday—Help us strengthen our network of miracles in your hometown.”

“Your donations can save my life - be my miracle.”

Secondary

- CMNH consists of 170 children’s hospitals nationwide.
- 17 million children are served annually through CMNH donations.
- CMNH is the biggest network of children’s hospitals in the country.

Strategy

Through the use of face-to-face communication, we will persuade within-network hospitals to collaborate with CMNH for local events.

Tactics

- Presentation to hospital administration by local CMNH representatives about campaign ideas such as possible events and the hospital’s specific equipment needs for project ideas. More details available on pages 44-56 in the appendix.
- A balloon launching event where we release balloons representing sick kids. Donations must be made to be able to release a balloon; event will take place in close proximity to hospitals where possible for visual purposes. This event is further outlined in the appendix (pages 36-43).
- Adopt a project within the hospital. CMNH will drive a campaign to purchase X amount of machines, or whatever the need is. The more specific the better. This will serve for content for social media, commercials, etc.

Relevant Objective

Increase CMNH-sponsored hospital events and events at local children’s hospitals by 1 per year, per hospital.





Donating Corporate Administration

This public is essential to increasing donations to Children's Miracle Network Hospitals. They want to be viewed as socially responsible in the community. Corporate donors also want to be part of a cause that is viewed favorably by their customers. Most importantly, these organizations are interested in making money and attracting customers to their organization. These current corporate donors are influenced by their customers, employees, shareholders, upper-administration and community leaders.

You act as the philanthropic channel for these organizations, through which they can be viewed favorably in the community. However, there is an opportunity to build even stronger relationships with these corporate donors. They will help you accomplish two objectives: increasing balloon purchases, and increasing corporate donor involvement with CMNH. They are a key intervening public in motivating others to donate to the miracle balloon campaign.

Current Relationship

You act as the middle-man between these organizations and their philanthropic efforts. You have helped them to develop better relationships with their local communities.

Self-Interests

Corporations want to be seen by their own employees, by their customers, and their shareholders as caring and socially responsible. They hope to attract consumers who want to support a cause. They hope to be recognized as influencers in their community (both nationally and locally) for their contributions.

Intervening publics:

- Current customers
- Employees
- Upper administration



Messages

Primary

“This is a place where miracles happen -- Be a leader in our network of miracles.”

Secondary

- 90% of consumers want companies to support a cause and 72% of Americans want companies to give them the opportunity to advocate for an issue. (2010 Cone Cause Evolution Study).
- 61% of consumers are more likely to buy from the company who has made a long-term commitment to a focused issue (2010 Cone Cause Evolution Study).
- 90% of consumers want companies to tell them the ways they are supporting causes. (2010 Cone Cause Evolution Study).
- 75% of Americans want companies to give them the opportunity to donate to a company-identified non-profit (2010 Cone Cause Evolution Study). You will attract more customers by allowing them to donate to CMNH through you.

Strategy

Through face-to-face contact and social media, we will persuade current corporate donors and their employees to facilitate an increase in balloon sales and therefore increase overall donations.

Tactics

- Competition among local corporate donors to see which organization can raise the most money. The competition will be documented on Facebook (through a third party application) so companies can promote their efforts on their own social media sites. The winner of the competition will win an event with some CMNH celebrities (subject to availability). This competition is further outlined in the appendix (pages 44-56).
- Five percent discounts in stores for people who purchase balloons at that location.
- Presentation to corporate donor upper-level administration about CMNH’s role in their community outreach efforts. Presentations will be made by local CMNH representatives. Appendix includes sample presentation as part of the larger competition tactic on pages 44-56.

Relevant Objectives

To increase balloon purchases made by 20 percent within 12 months.

Increase corporate donors who visibly increase their commitment to CMNH (ie matching donations, etc.) by 40 percent in 2 years.





Current Individual Donors

Individuals who have not yet donated will be critical in order to effect the behavior change necessary to increase the total donations to Children's Miracle Network Hospitals. This public has already proven that they are willing to donate and have a soft-spot for kids. Many are willing to be the miracle in children's lives.

They are also interested in being recognized for their contribution and knowing where their money is going. These individuals are influenced by the opinions of their families and friends, corporate donors, community leaders and schools. They are also influenced by social media channels such as mommy blogs and Pinterest.

Current Relationship

CMNH has a solid relationship with this group as shown by their previous donation(s). However, they are most likely unaware of all of the aspects of CMNH's mission. Many would be more involved if they knew more. This public is essential to increase balloon purchases. They could also influence those who do not currently donate but would be willing to donate.

Self-Interests

Current donors want to know that their donations are being used well. Giving to a charitable organization gives people a sense of purpose. Donors love seeing the improvements and positive changes their donations made. They hope to be a miracle to those they are helping. These donors also wish to be recognized for their contribution.

Intervening publics:

- CMNH
- Celebrities
- Kids
- Spouses
- PTA
- Schools
- Mommy bloggers
- Corporate donors and partners
- Families of sick children



Messages

Primary

“Miracles do happen. Thank you for being my miracle.”

“Your continued support is making miracles happen every day.”

Secondary

- Administrative and overhead costs are not taken out of your donations.
- CMNH funds help 17 million children in 170 hospitals each year.
- Your donation goes to local kids in local hospitals.
- By donating, you are helping real kids overcome unreal problems.
- CMNH is a charity you can trust.

Strategy

Through personal contact and opinion leaders, we will motivate current donors to return and increase their donations to CMNH and become CMNH influencers in their communities.

Tactics

- Create donation levels with awards and prizes that motivate donors to move up the ranks as they donate more to CMNH.
- “I donated today” stickers given to people after they donate. This will be similar to the “I voted” stickers on election day.
- Focus online advertising campaign around key influential celebrities on CMNH website. The goal will be to start an online movement of people who have donated and want to continue to donate by being “the miracle.” This can be connected to the social media campaign outlined in the appendix (page 56).
- Have a donation threshold to be on an honorary board that networks together at CMNH events.
- A quarterly email newsletter regarding local hospital events and donation opportunities.



Relevant Objectives

To increase percentage of CMNH donors among parents “who do not currently donate but are willing to donate” from 12 percent to 38 percent within 12 months.

To increase balloon purchases made by 20 percent within 12 months.



Non-donor Parents

Non-donor parents with children younger than 18 are an essential key public in order to increase donations to Children’s Miracle Network Hospitals. Parents who have not yet donated are motivated in many of the same ways as parents who have already donated to CMNH. The difference with this public is they have yet to catch your vision, or they are unaware of your organization and goals.

Many parents who have not yet donated would be interested in giving to a trustworthy organization and in helping both patients and families at children’s hospitals. Research shows that 92 percent of mothers are willing to buy products that support a cause. These parents may be very willing to donate once they know the mission of CMNH. Parents who have not yet donated will help us accomplish objective one by increasing the number of people who have not donated, but would be willing to donate. They will also help accomplish objective two by increasing miracle balloon purchases.

Current Relationship

CMNH does not have a relationship with most of these parents which is why many of them have not donated in the past. However, research shows that people willing to donate jump from 12 percent to 38 percent when people become aware of your mission. Thus, there is a great opportunity for growth within this public.

Self-Interests

Parents are concerned with the well-being of their children. They also want to see other children healthy and happy. Like most people, when they donate to a charity, they want it to have a purpose. Many of these parents aren’t well off economically; being frugal is another key concern.

Intervening publics

- Their children
- Their spouses
- PTA
- Schools
- Families of sick children



Messages

Primary

“Be my miracle. Donate to a charity you can trust.”

Secondary

- Administrative and overhead costs are not taken out of your donations.
- CMNH funds help 17 million children in 170 hospitals each year.
- Your donation goes to local kids in local hospitals.
- By donating, you are helping real kids overcome unreal problems.
- CMNH is a charity you can trust.

Strategy

Through the use of both social media and personal contact, we will motivate prospective donors with children ages 1-18 years to donate to CMNH.

Tactics

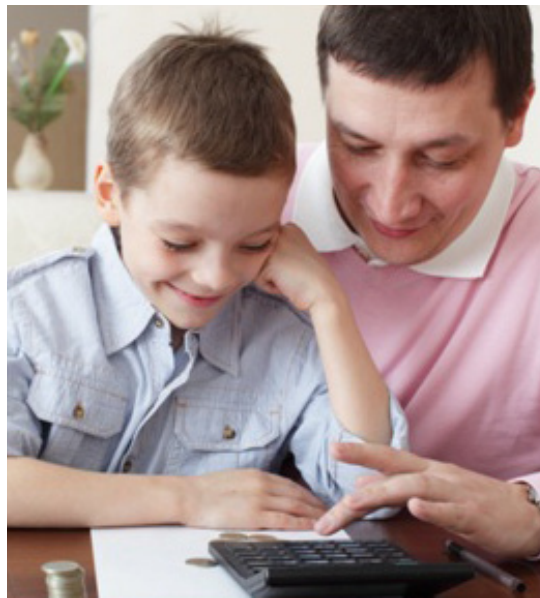
- “I donated today” stickers given to people after they donate. This will be similar to the “I voted” stickers on election day.
- Create a contest on Pinterest of who can pin the most CMNH-related material to their page. Help CMNH create their own Pinterest page so potential donors will find and donate. Use the same theme of “Be my Miracle.” More detail for this tactic can be found in the appendix (page 56).

- Focus online advertising campaign around key influential celebrities on CMNH website. The goal will be to start an online movement of people who have donated and want to continue to donate by being “the miracle”. This can be connected to the social media campaign outlined in the appendix (page 56).
- Create donation levels with subsequent awards/prizes that motivate donors to move up the ranks as they donate more to CMNH.

Relevant Objectives

To increase percentage of CMNH donors among parents “who do not currently donate but are willing to donate” from 12 percent to 38 percent within 12 months.

To increase balloon purchases made by 20 percent within 12 months.





Children's Miracle
Network Hospitals



Action

Introduction

As we identified those who needed to be reached and how to reach them, we understood all efforts needed to be strategically organized in order to be effective.

The following section identifies time, budget and measurement tools. Specifically it includes a communication confirmation table which summarizes our information in a simple and cohesive manner, a budget with itemized products, prices and quantities to be produced and a calendar that shows the strategic timing of all events and products. It also includes the evaluation process used to determine if the campaign was successful in its objectives.



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Children's Miracle
Network Hospitals

Evaluation Criteria and Tools

Objective 1

Criteria: To increase percentage of CMN Hospitals donors among parents “who do not currently donate but are willing to donate” from 12 percent to 38 percent within 12 months.

Tool: Conduct pre-campaign launch benchmark survey and replicate survey a year after implementation of campaign.

Objective 2

Criteria: To increase balloon purchases made by 20 percent within 12 months.

Tool: Review annual report of balloon purchases at the end of each year.

Objective 3

Criteria: To increase corporate donors who visibly increase their commitment to CMN Hospitals (i.e. matching donations, etc.) by 40 percent in 2 years.

Tools: Review annual financial reports at the end of 2 year period.

Objective 4

Criteria: To increase CMN Hospitals-sponsored hospital events and events at local Children’s Miracle Network Hospitals by 1 per year, per hospital.

Tools: Independent review with each CMNH hospital representative.

Objective 5

Criteria: To increase websites linking into CMN Hospitals website online from 658 back-links to 6,658 within six months.

Tools: Ongoing independent review by CMN Hospitals utilizing SEO analytics evaluating the quality of targeted websites, relevancy, reputation and the impact on page rank over a six month period of time.



Communications Confirmation Table

Key Public	Self-Interests	Primary Messages (Be My Miracle)	Influentials
Hospital Administration (CMN Hospitals)	<p>To be perceived as a top health care provider and industry leaders</p> <p>To be perceived as caring of those who they serve</p> <p>To maintain partnerships with non-profits and volunteers and those involved in fundraising efforts</p>	<p>“By providing state-of-the-art care, you are making miracles happen everyday— Help us strengthen our network of miracles in your hometown.”</p>	<ul style="list-style-type: none"> • Marketing managers • Families • Patrons • CMNH
Corporate Donor Administration	<p>To be viewed as a caring community member while increasing the visibility of their business</p> <p>Being recognized for their donations</p> <p>Staying in business and being profitable</p>	<p>“This is a place where miracles happen—Be a leader in our network of miracles.”</p>	<ul style="list-style-type: none"> • Current customers • Employees • Upper administration • Community leaders
Current Individual Donors	<p>They appreciate being recognized for their efforts and donations while making sure that their donations are being used properly and the most good is being done with them</p>	<p>“Miracles do happen. Thank you for being my miracle.”</p> <p>“Your continued support is making miracles happen everyday.”</p>	<ul style="list-style-type: none"> • Their children • Their spouses • PTA • Schools • Families of sick children
Non-Donor Parents	<p>Parents are concerned with the well-being of their children. They also want to see other children healthy and happy.</p> <p>Like most people, when they donate to a charity, they want it to have a purpose. Many of these parents aren't well off economically; being frugal is another key concern</p>	<p>“Be my miracle. Donate to a charity you can trust.”</p>	<ul style="list-style-type: none"> • Their children • Their spouses • PTAs • Schools • Families of sick children



Objectives	Strategies	Tactics
<p>Increase CMNH-sponsored hospital events and events at local children’s hospitals by 1 per year, per hospital.</p>	<p>Through the use of face-to-face communication, we will persuade within-network hospitals to collaborate with CMNH for local events.</p>	<ul style="list-style-type: none"> • Balloon launch event • Presentation to administration • Adopt a project campaign
<p>To increase balloon purchases made by 20 percent within 12 months.</p>	<p>Through face-to-face contact and social media, we will persuade current corporate donors and their employees to facilitate an increase in balloon sales and therefore increase overall donations.</p>	<ul style="list-style-type: none"> • In-company contests for donating employees • Competition among local corporate donors between same organization but different branches and locations
<p>To increase percentage of CMNH donors among parents “who do not currently donate but are willing to donate” from 12 percent to 38 percent within 12 months.</p> <p>To increase websites linking to CMN Hospitals website from 658 back-links to 6,658 within six months.</p>	<p>Through personal contact and opinion leaders, we will motivate current donors to return and increase their donations to CMNH and become CMNH influencers in their communities.</p>	<ul style="list-style-type: none"> • “I donated today” stickers • Use celebrities for online advertising (Tweetathon) • Electronic newsletter post-donation
<p>To increase percentage of CMNH donors among parents “who do not currently donate but are willing to donate” from 12 percent to 38 percent within 12 months</p> <p>To increase balloon purchases made by 20 percent within 12 months</p> <p>To increase websites linking to CMN Hospitals website from 658 back-links to 6,658 within six months.</p>	<p>Through the use of both social media and personal contact, we will motivate prospective donors with children ages 1-18 years to donate to CMNH.</p>	<ul style="list-style-type: none"> • “I donated today” stickers • Pinterest campaign with blogger awards and badges • Donation threshold to become honorary board that networks together at CMNH events



Product	Detail
Donation Event	
Poster	100 posters for 170 locations, 17,000 posters total printed by Kinkos
Press kit	No cost, produced in-house
Video Montage	No cost, created in-house, posted on YouTube
Plaque for winning donation class	170 plaques created by Trophy Central
Local Balloon Launch Event	2,000 balloons at 170 locations, 340,000 balloons total
	helium for 340,000 balloons
National Balloon Launch Event	21,000 balloons
	50,000+ Sqft Facility
	helium for 21,000 balloons
Presentation to Hospital Administration	No cost, produced in-house
Paper Balloon Competition	
Presentation and Speech Outline	No cost, produced in-house
Leaderboard Webpage	No cost, produced in-house
T-Shirts	75,000 shirts printed by CustomInk
Donation Stickers	200,000 stickers to be given to people that donate
Contest Press Release and Pitch to Community Media	No cost, produced in-house
Winning Press Release Pitch to Community and National Media	No cost, produced in-house
Celebrity Video	No cost video production in house, celebrity costs are subject to availability and budget constraints
Celebrity Concerts	Subject to celebrity availability and budget constraints
Social Media	
Tweets about Events	No cost, sent from in-house representative
Infographic	No cost, already produced by our team
Press Release about Infographic and Website	No cost, already produced by our team
Pinterest Campaign	No cost, already produced by our team
Blog Badge	No cost, already produced by our team
Other Supporting Tactics and Evaluation	
Adpot-a-Project	No cost, subject to CMNH and hospital discretion
Donation Threshold	No cost
Quarterly Newsletter	No Cost, produced in-house and distributed online
Benchmark Survey	National Phone/Online Survey conducted over 2 weeks
Follow-Up Survey	National Phone/Online Survey conducted over 2 weeks
Totals	



Per Item Cost	Total Projected	Sponsored Credit	Actual Projected
\$0.25	\$4250		\$4250
\$20	\$3400		\$3400
\$0.1	\$34000	\$34,000 all costs covered by corporate sponsors	\$0
\$0.9	\$306000		\$306000
\$0.1	\$2100	\$2,100 all costs covered by corporate sponsors	\$0
\$550/a day for 2 days	\$1100		\$1100
\$0.9	\$18900		\$18900
\$1.89	\$141750	25% Off Non-Profit Donation by CustomInk	\$106313
\$0.037	\$6800		\$6800
\$10000	\$10000		\$10000
\$10000	\$10000		\$10000
			Campaign Total
\$20024.177	\$538300	\$71537	\$466763



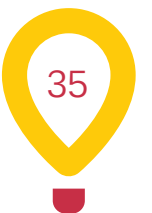
2013 Calendar

Tactic	Product	Jan.	Feb.	March	April
Donation Event	<i>Donation event</i>				
	<i>Presentation to Hospital Administration</i>				
	<i>Media Advisory</i>				
	<i>Poster</i>				
	<i>Press kit</i>				
	<i>Personalized corporate invitation card</i>				
	<i>Video Montage</i>				
	<i>Local representative invitations</i>				
	<i>Plaque for winning donation class</i>				
Paper Balloon Competition	<i>Paper Balloon Competition</i>				
	<i>Presentation and speech outline</i>				
	<i>Leaderboard Webpage</i>				
	<i>T-Shirts</i>				
	<i>CMNH Balloon Stickers</i>				
	<i>Contest Press Release and Pitch to Community Media</i>				
	<i>Winning Press Release Pitch to Community and National Media</i>				
	<i>Celebrity Video</i>				
	<i>Celebrity Concerts</i>	Subject to availability			
Social Media	<i>Tweets about Events (ongoing)</i>				
	<i>Infographic</i>				
	<i>Press Release about Infographic and Website</i>				
	<i>Pinterest</i>				
	<i>Blog Campaign</i>				
Adopt a Project (ongoing)	<i>Press Release Launching Adopt-a-Project</i>				
Donation Threshold					
Quarterly Newsletter					
Pre-Campaign Benchmark Survey					



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Appendix





Be My Miracle Donation Drive/Event

Summary

We will conduct a “Be My Miracle” donation drive with local elementary school students near each Children’s Miracle Network Hospital. The donation drive will go as follows:

Elementary school students will secure funds for CMNH to donate to their local children’s hospital during the month of September.

We will present the idea to local school board members and the PTA who will then take the idea to the local schools and present it in an assembly. We will prepare the assembly material and instruction packets for the school board members to use.

Classes will earn paper balloons for every \$10 in donations they secure. The class that secures the most balloons will receive a pizza party. The winning class will also be invited to participate in the balloon launching event at the local children’s hospital following the donation drive.

A percentage of the total donations secured by the school will go towards improving health education in that specific school. We will provide the following.

- An assembly presentation for school board/PTA members to use in schools,
- Donation packets with rules and instructions for the students,
- Paper balloons that the classes can put up in their classroom to represent the money they earn,

- A PSA announcing the drive to the community so it is easy for the kids to secure donations.
- Something for those who donate to display that shows they donated to the cause. Ex: sticker, window display, etc.

At the conclusion of the donation drive, we will have a balloon launching event at the local children’s hospital.

Hospital Balloon Launching

The event will be held at the local children’s hospital. Children hospitalized there will join the class that secured the most donations to let-off balloons representing these donations.

The winning class will also be given an award at the event.

- The balloons will be latex so they will disintegrate.
- Balloons will cost around 10 cents a piece with the CMNH logo on them and will be donated by various corporate sponsors in the area who will also be invited to participate in the event.
- We will make a plaque for the winning donation class.



- Media will be invited to view preparation for and the event itself and will be provided with media kit information about the event.
- We have also created a media advisory example for the event.

Following the local donation drive and local balloon launch, Children’s Miracle Network Hospital will hold a national event to break the Guinness World Record for the biggest balloon cluster.

National Balloon Launch

The event will be held on National Children’s Health Day, the first Monday in October.

The purpose of the event will be to break the Guinness World Record for the biggest balloon cluster.

Balloons in the cluster will represent the balloons secured from donations and let-off by local children’s hospitals around the country.

Like the local events, balloons will be donated by corporate sponsors who will be invited to co-brand the event.

The current Guinness World Record for the biggest balloon cluster is 20,000 balloons.

We will hold the event in the location that secures the most donations during the “Be My Miracle” donation drive.

The following materials will be produced to pitch the event to the local media:

Poster for the event.

We will produce a press release, media advisory and other press kit information explaining details of the event and we will pitch national media outlets.

We will create creative invitations for corporate sponsors to donate balloons and be involved with the event.

We will also prepare a video montage to show the various balloon launching events around the country while we fill the balloons to break the Guinness World Record.

Created Products

- Media Advisory
- Poster

Copy Outlines

- Media Advisory
- Media Kit
- Radio PSA



Media Advisory Copy Outline

Key public (audience):

Parents of children 1-18 who have both donated and not donated to CMNH

Secondary publics (audiences), if any:

The media that will receive the release. They are the ones we are trying to convince. They will be influenced by what influences their readers (Our primary key public)

Action desired from public(s):

Participate in local donation drive/event and donate to CMNH.

How that action ties to the primary public's self-interest:

They are interested in helping children in general since they are parents. Also interested in helping their kids/schools with this donation drive.

News hook:

Sick kids letting off balloons at the hospital. Also, Guinness Record for national event.

Proposed headline:

Balloons Launch in Support of Hospitalized Utah Kids

Proposed lead:

More than 2,000 balloons will be released by children hospitalized at Primary Children's Medical center.

Messages:

Children will let off balloons in support of hospitalized children.

- Balloons represent donations from donation drive
- More than 2,000 balloons will be released

Event is part of national event to break Guinness World Record

- Current balloon cluster record is 20,000
- Balloons represent donations secured from across the country

Influentials (third-party opinion

leaders who may influence the key public):

Primary Children's Hospital. Families of hospitalized kids.

Used to influence through

Giving interviews about their situation/story. Also, seeing the sick kids will motivate people to donate and participate.

Distribution:

Email the day of the event

Specific media to receive release:

All local media outlets covering the area around the children's hospitals

Follow-up with media:

Will send press release out before advisory. Media advisory is follow-up. Will also make phone calls

Timeline/deadline:

End of September 2013 following the "Be My Miracle" donation drive.



Media Kit Copy Outline

Key public (audience):

Parents of children 1-18 who have both donated and not donated to CMNH.

Secondary publics (audiences):

The media that will receive the media kit. They are the ones we are trying to convince. They will be influenced by what influences their readers (Our primary key public).

Action desired from public(s):

Participate in local donation drive/event and donate to CMNH. For the media the desired action is to do a story about the event.

How that action ties to the primary public's self-interest:

They are interested in helping children in general since they are parents. Also interested in helping their kids/schools with this donation drive. For media, they are interested in writing stories that appeal to their readers.

Influentials (third-party opinion leaders who may influence the key public):

Primary Children's Hospital, Families of hospitalized kids.

Used to influence through:

Giving interviews about their situation/story. Also, seeing the sick kids will motivate people to donate and participate.

Special event or reason to send the kit:

The press kit is of the culminating balloon launch event at the end of our "By My Miracle" donation drive and local balloon release.

Proposed contents and purpose:

Press release –Will give details of the event and make it easy for reporters to write story.

Fact Sheet- Will also make it easy for reporters and tell parents how to participate.

Photos of sick kids letting-off balloons- Emotional appeal to both parents and reporters

Bios of sick kids- Again appeals to the emotional appeal

Proposed packaging:

In CMNH branded PDF document distributed online to reporters to make it easy for them to access.

Packaging graphics:

CMNH logo branded. Table of contents with easy access navigation buttons.

Method and timing of distribution

Sent with media advisory by email on day of the event to major national and local media outlets.

Timeline/deadline:

Will be distributed the week before the event which will be held on National Children's Health Day, the first Monday in October 2013.



COPY OUTLINE – Radio PSA

Key publics:

Current Individual Donors:

They appreciate being recognized for their efforts and donations while making sure that their donations are being used properly and the most good is being done with them. This radio PSA will address their self-interest.

Non-Donor Parents:

Parents are concerned with the well being of their children. They also want to see other children healthy and happy.

Like most people, when they donate to a charity, they want it to have a purpose. Many of these parents aren't well off economically; being frugal is another key concern. This radio PSA will inspire them to become involved and will motivate their self-interests.

Action desired from public(s):

To attend the balloon launching event and donate to CMNHospitals.

Overriding message and tone:

The message will be “Be My Miracle” and will have a serious yet hopeful tone as to demonstrated the importance and seriousness of ill children and the need for donations for children hospitals.

Format:

Dialogue of children explaining their illnesses and asking the listener to be their miracle.

Primary message:

“Be my miracle”

Production format and length:

A 30 second PSA with a script that allows a child to explain his/her illness and asking the listener to be his/her miracle

Target stations:

Depending on the market or area, we will pitch the PSA to all talk-radio stations along with sports-radio stations and all radio stations that are willing to use their already expected public service announcement daily time.

Timeline/deadline:

The PSA is set to run during the month of the event until the day of.



Children's Miracle Network Hospitals



Miracle May Event

What: Attempt to break a Guinness World Record of the largest balloon cluster to be released

When: June 10, 2012

Where: Primary Children's Hospital in Salt Lake City

For more information visit www.CMNHospitals.com



Be My Miracle Donation Event

Event Outline

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Children's Miracle Network Hospitals

Be My Miracle donation event will be held on National Children's Health Day on the first Monday of October, where CMN Hospitals will try to break the Guinness World Record for the largest balloon cluster. The balloon cluster will represent all the balloons earned by elementary school students from across the country and will take place in the state that secures the most donations.

Key public:

Current Individual Donors:

They appreciate being recognized for their efforts and donations while making sure that their donations are being used properly and the most good is being done with them. This event will address their self-interest.

Non-Donor Parents:

Parents are concerned with the well being of their children. They also want to see other children healthy and happy.

Like most people, when they donate to a charity, they want it to have a purpose. Many of these parents aren't well off economically; being frugal is another key concern. This event will inspire them to become involved and will motivate their self-interests.

Influentials (third-party opinion leaders):

- Celebrities who are currently part of the CMNHospital network
- Sick children, and their families, who are being assisted and helped being treated thanks to the donation efforts of CMNHospitals.
- CMNHospitals administration members and local children hospital representatives
- Local government representative such as the mayor or deputy mayor.
- Religious leaders who frequent the children hospital in the area to visit and serve.

Activity details:

- The event will be held on National Children's Health Day.
- The purpose of the event will be to break the Guinness World Record for the biggest balloon cluster.
- Balloons in the cluster will represent the balloons secured from donations and let-off by local children's hospitals around the country.
- The current Guinness World Record for the biggest balloon cluster is 20,000 balloons.
- We will hold the event in the location that secures the most donations during the Be My Miracle May donation drive.

Participation required:

A CMN Hospital representative will deliver a welcome speech.

Materials needed for audience and event:

- Media Advisory
- Poster for the event
- Press release, media advisory and other press kit explaining details of the event.
- Invitation of corporate sponsors to participate in the event with a personalized invitation card. Also a follow-up with a phone call to them.
- A pitch to national media outlets and create a press kit for the national Guinness Record breaking event.
- Preparation of a video montage to show the various balloon launching events around the country at the national event.
- Invitations to other key local representatives (government, school board, etc.) to attend this event.
- Plaques for the winning donation drive class to be awarded at the individual balloon release events.

Media to invite:

All local news papers, television stations and radio stations will be pitched accordingly with tailored messages, press releases and media advisories leading to the event.

Materials to provide to media:

Press kits that will include a press release, photos, backgrounder, FAQ sheet and a brand kit including logos and fonts.

Follow-up with media:

A thank you email to all media members who attended with the offer to provide any other information needed.

Action desired from publics after attending this event:

To donate to the event and cement in their minds what CMN Hospitals stands for.

Key Message/Theme:

"Your donations can save my life - be my miracle."



Be My Miracle Donation Sale Contest

An in-company contest will encourage greater donations within organizations by encouraging employees to actively seek more donations and participate in the fundraising themselves.

The contest will be organized within individual organizations. All companies that already participate in the paper balloon fundraiser will be invited to participate.

The contest will be held among stores within the same organization to see which store can raise the most money through the sale of paper balloons. This contest will be implemented within the time period that the companies already have established to sell paper balloons.

Although some companies may already have an incentive program for the paper balloon sales, this will create a unified program within individual businesses.

This unified approach to a contest will also give CMN Hospitals the opportunity to establish a stronger national brand by providing the reward to the winning store.

The paper balloon fundraiser is currently documented through employees at registers. We will continue to use this existing structure to keep track of donation totals within stores for the contest.

Employees will be given the additional option to make donations to their store's total. They will be allowed to donate any amount of their paychecks to CMN Hospitals.

Contest will:

- Establish a stronger national brand through both employees and corporate co-branding.
- Nurture better relationship with corporate donors emphasizing the benefits of cause marketing.

Employees that donate at least \$5 will receive a T-shirt that will reinforce the over campaign. Corporations will be encouraged to allow employees to wear the t-shirts throughout the contest/fundraiser.

The store that raises the most funds will receive an event for their local areas with several celebrities who

have participated in CMN Hospitals events previously. The employees and their families will receive priority seating to the event, but local families will also be invited to the event. This not only provides the store with the opportunity of gaining publicity through the event, but it also provides incentive for the local community to donate because they also get to participate in the event.

Created Products:

- Presentation and Speech Outline
- Leaderboard Website
- Poster

Product Copy Outlines

- News Release
- Corporate Presentation
- Leaderboard Website

Key Message/Theme:

“Your donations can save my life - be my miracle.”

Products

- Created Product #1 Presentation and speech outline. CMNH representatives will conduct meetings with appropriate fundraising managers at participating corporations (Rite-Aid, Costco, etc.). The presentation will explain the purpose of the contest and why their organization should be involved. Presentation will include key points, and available to customize according to the needs and interests of each corporation.
- Created Product #2 In order to keep track of stores fundraising efforts, individual organizations’ websites will link to a webpage within CMNH’s website showing a “leaderboard” of the top 10 fundraising stores within that organization. Stores will report their fundraising numbers twice a week to the online leaderboard through individual log-ins to the webpage. This will provide an additional incentive to stores because they can visually display their contributions. It will also provide transparency for the fundraising efforts of the organization.
- T-Shirts will play an important role in the contest. Shirts will act as a form of encouragement for employees to donate and an advertisement to potential donors in stores. Shirts will display the campaign theme, “Be My Miracle”.
- To generate community awareness of the contest and encourage donations to local stores, a press release customized and pitched to local media will explain the fundraiser and the stores participation in that community.
- A press release announcing winning store and pitched to local and national media announcing the winning event, how much money was raised locally and nationally, as well as giving the details for the event.
- Video of celebrities participating in the culminating event will be distributed to individual stores midway through their fundraising competition. The celebrities will encourage employees to donate, and seek further donations.

Copy outline – News Release Announcing Intra-Company Paper Balloon Contest

Key public (audience):

Current Individual Donors

You will be able to track the progress of your local stores through our Balloon Tracker Website.

Secondary publics (audiences):

Non-donor parents

The top ten leading stores will be identified on a Balloon Tracker Website, which will be updated twice a week throughout the competition.

Action desired from public(s):

To donate to CMN Hospitals at local corporations through the Paper Balloon Fundraiser

- This website will provide the store with the opportunity to constantly be updating the community of their progress and standing in the competition and encourage them to continue to donate.

How that action ties to the primary public's self-interest:

90% of consumers want companies to support a cause and 72% of Americans want companies to give them the opportunity to advocate for an issue.

Influentials (third-party opinion leaders who may influence the key public):

Participating corporate marketing directors

News hook:

Local community can win an event with CMN Hospitals celebrities by helping local children's hospital.

Distribution:

Release will be distributed by email two weeks before.

Proposed headline:

Children's Miracle Network Hospitals kick off Paper Balloon Fundraiser with a twist.

Media to receive release:

Local newspapers, news television stations and radio (specific to the different store locations)

Proposed lead:

Many have often bought a paper balloon at a store to help support their local children's hospital, but now you can not only help be a child's miracle but you can also help your community receive something in return.

Timeline/deadline:

Release needs to be completed by the last week of March 2013.

Messages:

Be my Miracle

- Continue to help save children's lives by donating to CMN Hospitals through the Paper Balloon Fundraiser

Your local community can now receive something in return for their donations

- The [Costco] store that raises the most money through the Paper Balloon Fundraiser will earn a concert with CMN Hospital celebrities for its community.





"Be My Miracle"

Corporate Presentation

Key Public: Corporate Administration

Action Desired from Public:

Allow implementation of the contest in their organization.

Primary Message:

This is a place where miracles happen

Secondary Messages:

- This Contest will: Boost employee morale , Increase unity among stores, Create community awareness, Help more local children

Primary Message:

Be a leader in a network of miracles

Secondary Messages:

- Cone Cause Evolution Study statistics
- With your help, we can continue to help millions of sick children every year
- We can't do it on our own
- Your organization's support is necessary to make this successful



Thank You.

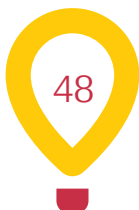


Before we begin, let us first say thank you.

Without you, we wouldn't be able to do what we do.

The support of your organization is helping millions of children every year through Children's Miracle Network Hospitals.

You are making miracles happen.



“Be My Miracle”



In the next few minutes we will introduce a contest.

The contest, however, is just part of something much bigger.

Your organization has the opportunity to take part in real-life miracles taking place across the country.

We need your help, but more importantly, the children need your help.

Why would you participate in a contest with Children’s Miracle Network Hospitals?

- 61% of consumers are more likely to buy from the company who has made a long-term commitment to a focused issue
- 75% of Americans want companies to give them the opportunity to donate to a company-identified non-profit
- 90% of consumers want companies to support a cause
- 90% of consumers want companies to tell them the ways they are supporting causes

You know all the good you are doing, now it’s time to let your employees and customers know, and this contest will do that .

You will attract more customers by allowing them do donate to CMNH through you.

Research Shows:

61% are more likely to buy from the company who has made a long-term commitment to a focused issue

75% want companies to give them the opportunity to donate to a company-identified non-profit

90% want companies to tell them the ways they are supporting causes

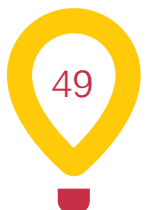
90% want companies to support a cause

Numbers According to Cone Cause Evolution Study



“Be My Miracle”

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Contest Will:

- Boost employee morale
- Increase unity among stores
- Create community awareness
- Help more local children



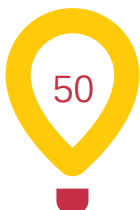
By letting your employees and customers know about the good you are doing,

Employees want to know that they are a part of something meaningful, this contest will make work more than a paycheck.

With a large number of stores, most organizations have little opportunity for stores to interact; this contest is a fun way to improve organizational unity.

The contest gives you an opportunity to tell neighborhoods what good is taking place in your stores.

Most importantly, increased donations means you are helping more children in need.



Contest Details

- Your timeframe
- Individual stores report
- Online leaderboard
- Employee donations
- T-Shirts for employees



You organization already has 1-2 months set aside to participate in balloon sales, this contest will fit within that timeframe.

We have created a simple link which you can share with store managers to report the amount raised, it will be as easy as updating their Facebook status, employee.

Numbers reported by store managers will be available for all to see on a leaderboard, your employee website will link to the leaderboard.

This will further encourage the unity of the employees and allow potential employees and other stakeholders in your company to see how much good your company is really doing.

Employees will be given the opportunity donate

of their own paycheck.

Employees who do donate, will receive contest T-shirts, allowing them to wear them to work during the contest will bring greater attention, foster more community and employee involvement.

“Be My Miracle”

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Winning Store



The store that raises the most funds will receive a concert free to their community .

This not only provides the store with the opportunity of gaining publicity through the event, but it also provides incentive for the local community to donate because they also get to participate in the event.

With your help, we can continue to help millions of sick children every year.

We can't do it on our own.

Your organization's support is necessary to make this successful.



We Need You
They Need You



Questions?



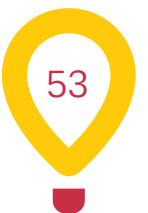
Will you Be My Miracle?



Will you be their miracle?
Will you get behind this contest
in your company?

“Be My Miracle”

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BALLOON TRACKER WEBSITE

Key public (audience):

Current Individual Donors

Secondary public:

Non-donor Parents

Primary messages for the home page:

Primary Message:

How is your local store doing in our Balloon Fundraising Competition? Click a company to view our Balloon Tracker!

List databases that will need to be connected:

A backend database will need to be created through which individual stores will be able to login and submit the total funds raised through their store.

Planned publicity to drive traffic to URL:

A balloon button will be created that will be placed on the different corporations website that will link to the specific corporation progress page.

Timeline/deadline:

The website and backend database needs to be finished no later than March 2013 so it can be properly tested before the fundraiser begins.

Action desired from publics:

To donate to CMN Hospitals at local corporations through the Paper Balloon Fundraiser.

Why would they?

Research shows 90% of consumers want companies to support a cause and 72% of Americans want companies to give them the opportunity to advocate for an issue.

Primary navigation:

- Home
- Scrolling gallery that links to the different corporation pages
- Page per participating corporation with graph and top ten locations
- About: Links directly to the CMN Hospitals "About" page on their website.

(Number of corporations on home page will depend on which corporations are in the process of the fundraiser because the currently the corporations do the fundraisers at different times.)

Home

Children's Miracle Network Hospitals

Main Costco Walmart Dairy Queen Rite Aid

How is your local store doing in our Balloon Fundraising Competition? Click a company to view our Balloon Tracker!

Costco Walmart

This banner features a blue sky background with white clouds. At the top left is a yellow lightbulb icon. A navigation menu at the top right includes links for Main, Costco, Walmart, Dairy Queen, and Rite Aid. A central text box contains the main message. Below it, a large white banner displays the logos for Costco and Walmart, with Dairy Queen and Rite Aid logos partially visible behind it.

Sample Corporate Page

Children's Miracle Network Hospitals

Main Costco Walmart Dairy Queen Rite Aid

COSTCO
WHOLESALE

City	Percentage
Atlanta	70
Cleveland	45
Las Vegas	52
Seattle	38
Dallas	72
Boston	56
St. Louis	34
Miami	74
New York	64
Los Angeles	45

This corporate page features the same header as the home page. The main content area is dominated by the large Costco Wholesale logo. Below the logo is a horizontal bar chart showing the percentage of balloons raised in ten different cities. The x-axis represents the percentage, ranging from 0 to 80. The y-axis lists the cities. The bars are yellow.



Social Media and Blog Campaign

Summary

Social media will be leveraged to empower “Cause Ambassadors” who tell the CMN Hospitals story and spread the cause of CMN Hospitals more effectively by word of mouth through blogging and social media posts. This will increase the number of sites linking in to childrensmiraclenetworkhospitals.org and increase awareness of CMN Hospitals as a top charity as well as increase SEO. Additionally, our social media campaign will serve to promote the balloon launch and balloon cluster events and to increase donations and awareness of Children’s Miracle Network Hospitals. By connecting a vigorous social media campaign to crowd-drawing and visually-interesting media events, we believe that we can help you generate significant media buzz.

Infographic

An infographic has been created to generate buzz for CMNH online and to communicate more succinctly the fact that local donations go to local hospitals. Infographics are becoming more popular as they convey complicated information more quickly than text and even video. The infographic is targeted at individuals who are unfamiliar with CMNH and their mission. In a simple way, it shows that their donation goes to a local hospital which then goes to buy equipment and other supplies which then goes to help a child.

Press Release

A press release has been created to announce the release of the infographic. According to PR Newswire the inclusion of multimedia dramatically increases press release response.

Twitter

A series of Tweets will be created to promote the above events and the infographic.

Blog Campaign

CMN Hospitals will create an “I’m A Miracle Worker” blog page for the campaign.

Website Copy

“I’m A Miracle Worker” blog campaign website copy has been created. This copy outlines the instructions for the “I’m a Miracle Worker” blog to be created by CMN Hospitals.

The blog campaign copy will be posted on the landing page that has donation and lead capture capacity to earmark donations to the donors local hospital. Also, CMN Hospital videos will be posted that communicate



donations go to local hospitals and local kids. The entire message of the campaign is to empower online donors to be proud to say: "I'm A Miracle Worker."

An additional page will be created simply for those that click on the "I'm A Miracle Worker" badge. This page is a simple donation page with an invitation to tell their friends and share their blog badge on their social media sites. This page will have an additional link to the above described "I'm A Miracle" blog page for those that are bloggers or website contributors.

Blog Badge and Banner

Blog badge and banner has been created for bloggers to use on their site.

Pinterest

A Pinterest campaign will be established to create brand awareness and ultimately drive traffic to the CMN Hospitals main website. Studies have shown that Pinterest drives website traffic up as much as 60 percent, therefore, Pinterest is essential in creating greater exposure and brand awareness for CMN Hospitals among women ages 25-44.

CMN Hospitals recently-created Pinterest account will be used to post pictures of local kids and tell their story, keeping in mind the guidelines above.

The Pinterest ongoing engagement needs to follow a 3:1 approach. Pinterest cannot be used mainly to fundraise. The following goals must be kept in mind:

- Communicate who CMN Hospitals is.
- Communicate what CMN Hospitals believes in and does.
- Communicate fundraising opportunities and needs.

We will identify Pinterest "Super Users" to be CMN Hospitals cause ambassadors in the Pinterest community. CMN Hospitals will work with these influentials to provide them with visual Pinterest badges of "Be My Miracle" as well as other visuals created to tell the CMN Hospital story.

Pinterest Badge-"Be My Miracle."

Pinterest users will obtain the badge and share their message.

We will provide Pinterest users with a myriad of videos, visual images and content that will help Pinterest cause ambassadors to tell the CMN Hospital stories.

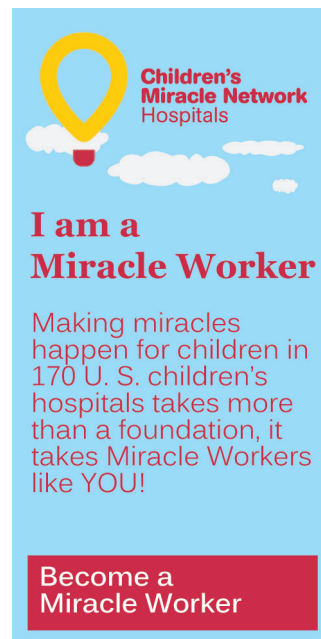
A dedicated webpage will be created and refreshed with new fresh content and images on an ongoing basis.

We will implement Pinterest buttons throughout CMN Hospitals website pages to encourage visitors to "Pin".

Created Products:

- Blog Badge
- Infographic
- News Release
- Webpage Copy
- Blog Banner

Blog Badge



"Be My Miracle"

News Release

For Immediate Release

March 20, 2012

08:00 AM Mountain Standard Time

Media Contact

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Director Marketing and Communications

Children's Miracle Network Hospitals

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Children's Miracle Network Hospitals Releases Infographic

Children's Miracle Network Hospitals, a leader in children's hospital funding, release infographic for social media use

SALT LAKE CITY, _____ 2012 – Children's Miracle Network Hospitals, a leading nonprofit children's charity benefiting 170 U. S. Children's Hospitals, launched its first infographic this week. The infographic, "Be My Miracle," illustrates how every donation made to CMN Hospitals is earmarked to benefit the donor's local hospital. The graphic outlines an example of one specific children's hospital's tangible need and how a donor's contribution is in turn donated to the their local hospital to fulfill the need identified.

Infographic: (Insert picture and hyperlink here)

There are over 170 Children's hospitals in the U. S that continue to need funding for children's major medical needs. Children's Miracle Network works in partnership with each hospital to fulfill pre-identified specific needs. Individual donations are dedicated and kept within the community in which they were raised to help local children. The most recognizable CMN Hospital's fundraising tool is its red and yellow Miracle Balloon icon. As of 2011, CMN Hospitals has raised more than \$4.3 billion for children's hospitals. Most of the donations are given in small increments of one to two dollars at a time.

The CMN Hospital's infographic provides a visual picture to help people see the larger mission of CMN Hospitals and how their sole purpose is to support local hospitals. CMN Hospitals created the infographic to communicate their core mission to donors with a visual learning style. By providing an infographic Children's Miracle Network Hospitals communicates their core mission of distributing individual contributions to the donors' local hospital.

About Children's Miracle Network Hospitals

Children's Miracle Network Hospitals® raises funds for 170 children's hospitals across the United States and Canada, which, in turn, use the money where it's needed the most. When a donation is given, it stays in the community, helping local kids. Since 1983, Children's Miracle Network Hospitals has raised more than \$4.4 billion, most of it \$1 at a time. These donations have gone to support research and training, purchase equipment and pay for uncompensated care, all in support of our mission to save and improve the lives of as many children as possible.

Learn more at www.CMNHospitals.org.

SOURCE: Children's Miracle Network Hospitals



Did you know....

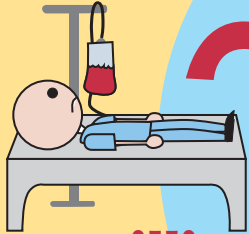


\$1.00 =

Cost of one
CMNH Balloon

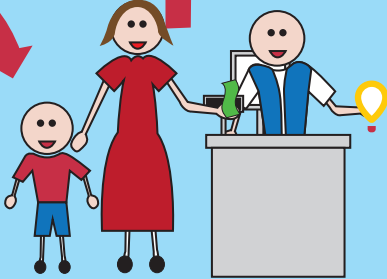


your
dollar goes

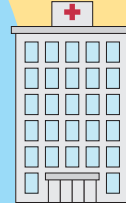


17 million+

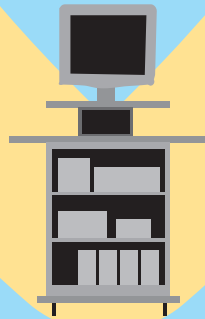
kids end up in CMNH
hospitals each year



By donating \$1, you help
real kids overcome unreal
medical problems



**Your local
children's
hospital**



**1 Ultrasound
machine = 42,000
Balloons**

Be My Miracle

Be a child's miracle by buying a
Miracle Balloon today



Children's
Miracle Network
Hospitals
Helping Local Kids



"Be My Miracle"

Join these Miracle Workers:



Walmart and Sam's Clubs have raised more than \$530 million for Children's Miracle Network Hospitals since 1987 when 'Mr. Sam' agreed to allow the associates to raise money for children's hospitals with the promise "the associates will amaze you." Indeed they have.

Their first fundraising campaign for Children's Miracle Network Hospitals resulted in an impressive \$300,000, followed by significant increases each year thereafter. How do they do it? By asking customers and members to buy a virtual Miracle Balloon six weeks out of the year, hosting golf tournaments and a variety of other creative fundraising activities. Their passion pays off: In 2010, the Walmart and Sam's Club associates raised more than \$27 million for the 170 hospitals.

Suggestion: Now Walmart employees are using their social media networks to encourage friends to donate. Walmart promises to MATCH donations up to \$XXX benefiting donors local hospitals. Walmart is committed to helping local hospitals help local kids.



Costco Wholesale, headquartered in Seattle, has raised more than \$137 million for Children's Miracle Network Hospitals

since 1988. Currently 412 warehouses in 89 markets participating in some sort of fundraising campaign for their local Children's Miracle Network Hospital.

In May, Costco participates in a month-long miracle balloon campaign at all warehouses in the United States and Canada. Costco employees' hearts are as big as the warehouses they work in. Along with the balloon campaign, there are many warehouses that run other programs to raise money to increase their fundraising totals. They have special lunches that employees can purchase, popcorn sales, car washes, races and walks, and dozens of other creative fundraising activities. They also have a great program that includes their vendors, where they sell the larger balloons to sponsors to hang up in their warehouse showing their support of the campaign.



Delta Air Lines has been a proud sponsor of Children's Miracle Network Hospitals since 1998, and is the title sponsor of Children's Miracle Network's Hospitals' annual Children's Miracle Awards, a recognition event that honors individuals who have made significant contributions in the lives of children. Delta's Force for Global Good's year-round commitment involves hospital fundraising, public awareness through their network (both in-flight and on-ground), employee volunteerism, and the underwriting of air travel for Children's Miracle Network Hospitals and its beneficiaries.

Blog Banner

The banner has a light blue background. On the left is the Children's Miracle Network Hospitals logo, which includes a yellow location pin icon and the text "Children's Miracle Network Hospitals". To the right of the logo is the headline "I am a Miracle Worker" in large, bold, red font. Below the headline is the text "Making miracles happen for children in 170 U.S. children's hospitals takes more than a foundation, it takes Miracle Workers like YOU!". On the far right, there is a red button with white text that says "Click here to become a Miracle Worker".



"Be My Miracle"



Children's Miracle
Network Hospitals



“Be My Miracle”

