

# END OF YEAR GIVING 2019

Presented by Marketing Communications



# OVERVIEW

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Goals & Metrics

Plan Highlights

Calendar & Key Dates

Audience

EOY Campaigns

- Injustice Has a Cure
- Maternal Health in Sierra Leone
- Haiti Earthquake Anniversary

# GOALS & METRICS

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## **Goal #1: Increase awareness**

- Increase knowledge of PIH during busy holiday season
- Increase traffic to the website by 20% (188k sessions)

## **Goal #2: Acquire new donors/leads**

- Convert awareness of the organization into support
- Increase list size by 20% (19k new leads)

## **Goal #3: Raise digital revenue**

- Raise \$2.36 million via digital channels in November and December
- Return on Ad Spend (ROAS) of 3 on additional ad spend by end of FY
- \$5.6 million by end of FY



# PLAN HIGHLIGHTS

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- **Integrate messaging under Injustice Has a Cure narrative**
  - Highlight the problem (the injustice) and then the solution (the cure), while placing the patient and the donor in the center and PIH as a mentor.
- **Create larger awareness opportunities of PIH with key audiences**
  - Sponsor NYTimes “The Daily” Podcast
  - Ads on Spotify and Hulu
  - Leverage Earned Media opportunities
  - Amplify Green Brothers content
- **Increase new leads via digital channels**
  - Acquire valuable and cost-efficient leads at scale from new partners
  - Optimize existing email lead generation campaigns on social
  - Recruit Green Brothers fans

# PLAN HIGHLIGHTS (CONTINUED)

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- **Engage audiences through media-rich storytelling on owned channels**
  - Drive traffic to the website in order to build up a cookie pool to use to retarget
  - Deliver content rich emails during key time periods to avoid list fatigue
- **Maximize fundraising opportunities**
  - Repurpose homepage to maximize message and giving opportunities
  - Retarget and reengage those who have interacted with PIH on the website or social
  - Use email as key driver of revenue during key giving time periods

# CALENDAR & KEY DATES

# CALENDAR

Timing	October	November		December					January	
Moments	Green Brothers Launch	EOY Launch	Thanksgiving	Giving Tuesday	Human Rights and Universal Health Care Days	Haiti Launch	Christmas	Tax Deadline	New Year's	Haiti Earthquake Anniversary
Objective	Awareness									
			Consideration		Consideration				Consideration	
	Conversion			Conversion			Conversion			Conversion
Audience	Nerdfighters									
	Active Supporters									
	Lapsed Donors									
		Prospective Donors								
									Lapsed Haiti Donors	
Call to Action	Support Maternal Health									
		Together Help Cure Injustice								
				Donate Now	Make a Tax Deductible Donation					
									Stand with Haiti	

# KEY DATES

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## October

- 22: Green Brothers Launch

## November

- 14: World Diabetes Day
- 19: World Toilet Day
- 28: Thanksgiving
- 29: Black Friday

## December

- 1: World AIDS Day
- 2: Cyber Monday
- 3: Giving Tuesday
- 10: Human Rights Day
- 12: Universal Health Coverage Day
- 26-31: Final Push

## January

- 12: 10<sup>th</sup> Anniversary of the Haiti Earthquake

**AUDIENCE**

# AUDIENCE

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## **Prospective donors/supporters**

- 25-34, Educated, Liberal, Skews slightly Male, No Kids or Early Parents, HH Income of \$75-150K
- Key motivators: Wants to give back or make a difference in the world
- Media Consumption: Interested in Travel News, Music and Social Media | Gets their news from CNN, NYT, WaPO, Talk Radio and Podcasts | Watches Hulu, Netflix, Amazon Prime and SlingTV
- Opportunity: Increase knowledge/awareness of PIH and mission leading to increased consideration and emotional connections and eventual sign up or donation.

## **Current donors**

- 65+, Highly Educated, Liberal, Female, No Kids
- Interests: Outdoors, Donating to Charities, Religion, Medical/Health Reading
- Opportunity: Encourage them to become monthly sustainers or give at a higher level

## **Lapsed donors**

- Likely donated during Haiti earthquake or other disaster recovery period
- Opportunity: Remind them of the 10<sup>th</sup> anniversary of Haiti earthquake and the work that still needs to be done.



**CAMPAIGNS**

# 1. Injustice Has a Cure

# CAMPAIGN FRAMEWORK

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## Campaign

#InjusticeHasACure

## Dates

November 1 – December 31, 2019

## Narrative

In every community we serve, we're fighting to build a more just and equitable world. We're driven by our unrelenting belief that every person, no matter who they are or where they're from, deserves a fighting chance at life.

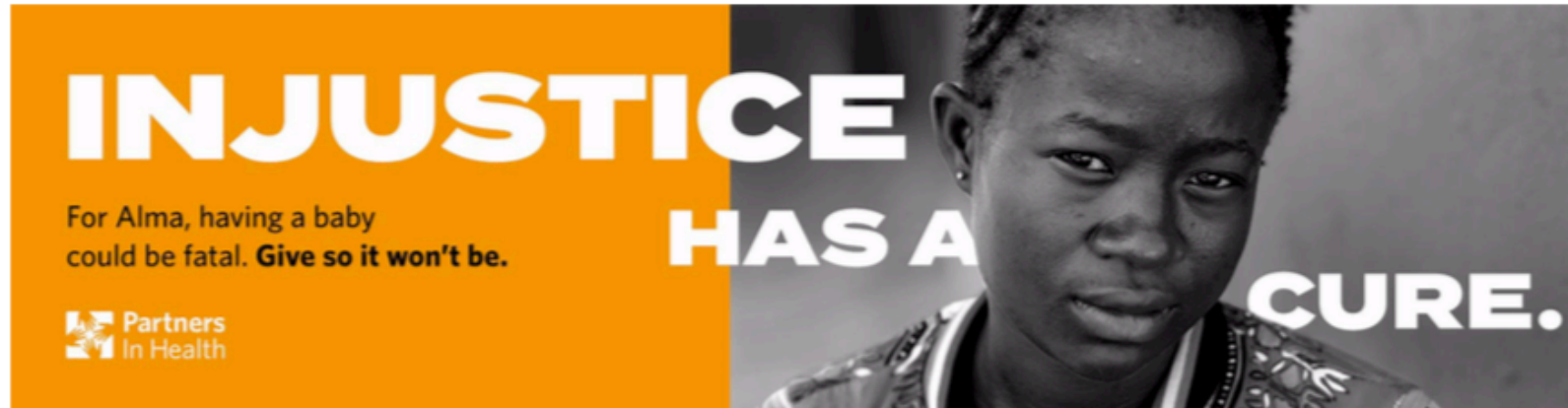
That no child anywhere should starve to death when there's enough food to feed everyone on this planet. That no woman anywhere should bleed to death giving birth when modern medicine knows how to stop it. That no person anywhere should die from preventable disease when treatments are simple and affordable.

## Content themes

Maternal Health | Malnutrition | Child Health

# CREATIVE EXAMPLES

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# KEY OPPORTUNITIES

- Merchandise
- Crowdfunding
- Anti-Sales Black Friday
- Giving Tuesday
- Tribute Gifts
- Tax Deadline
- Match

**Partners In Health**  
*Injustice has a cure*

Dear friends,

In Haiti, one in five children are so malnourished they are stunting.

Say that out loud, so it sinks in: **In Haiti, one in five children are so malnourished they are stunting.** *cause of death for babies and toddlers.*

This is what we can't accept: children malnourished in the crucial early years of development, parents frantic because they can't get the food their little ones need to grow, learn, or even survive.

We know how to fix this.

25-month-old Kendy shouldn't have faced life-threatening malnutrition. **Now, he's healthy and growing again.**

**INJUSTICE HAS A CURE.**

**DONATE NOW**

If you voted for a shirt in our poll last month, good news - we decided to print both designs!

Claim the shirt of your choice today: [donate.pih.org/page/contribut...](https://donate.pih.org/page/contribut...)

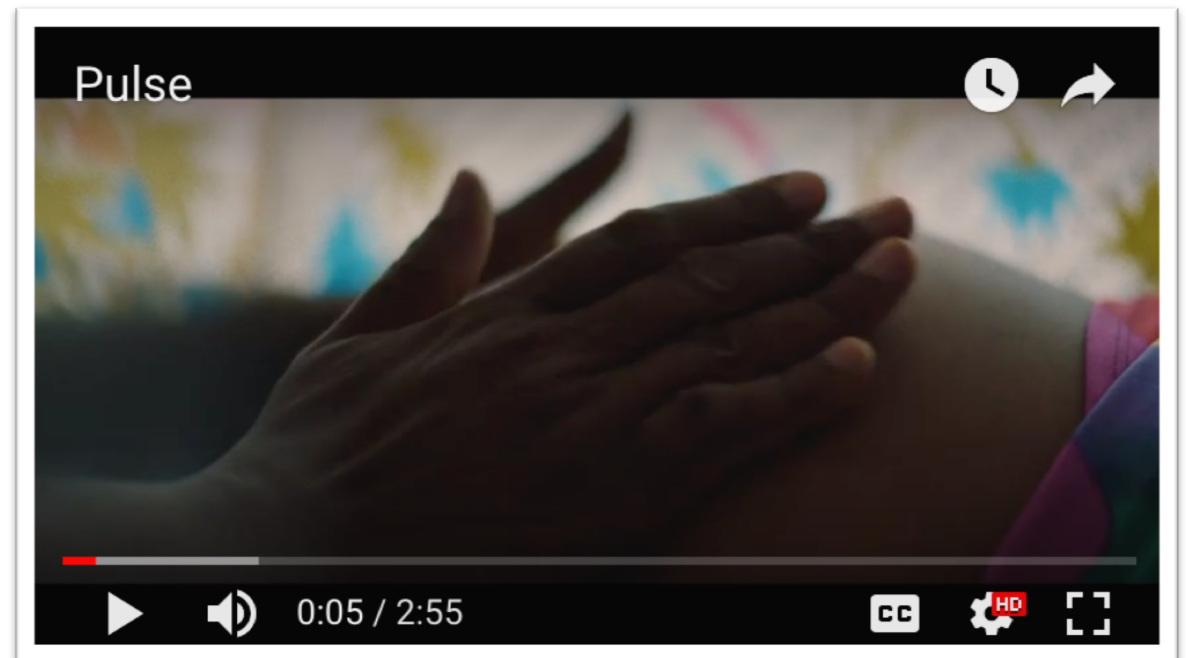
#InjusticeHasACure #HealthCareIsAHumanRight

**Get yours now!**

# KEY ASSETS

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- Home Page Takeover
- Pulse and Mabel Videos
- NYTimes The Daily Podcast spots
- Sharable Social Media Toolkit
- Health Care as a Human Right Pledge
- Strategic Lightboxes
- Digital Ads
- Organic Content



# OWNED CONTENT

- Ladder content themes to time of year
  - November (Thanksgiving): Malnutrition
  - December (Holidays): Maternal and Child Health
- Types of Content
  - Serial video stories ("Why I Do This")
  - Multimedia (Photo essays, sharables, infographics, takeovers)
  - Videos
  - Articles (patient stories, Q&As, listicles, reading list)
- Amplify stories of impact
- Leverage key campaigns
- Consolidate in one location: Homepage takeover



# EARNED MEDIA

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**Mirror the owned and paid media content strategy whenever possible**

- For “Giving Tuesday,” pitch PIH to...
  - charity round-ups such as Nic Kristof’s, focusing on PIH’s outsized impact
  - entertainment outlets, focusing on PIH’s system-wide approach
  - health and development publications, such as DevEx
- Throughout the end-of-year, pitch PIH to...
  - mainstream outlets in need of compelling news stories, such as *The Washington Post*
  - mainstream outlets in need of expert commentary and analysis, such as NBC news
  - mainstream outlets in need of leadership profiles, such as *The New York Times* and Bloomberg TV





# PAID MEDIA

## DIGITAL

- Leverage NYTimes The Daily podcast spots, Hulu, and Spotify to increase general awareness
- Prime with acquisition and cultivation ads
- Follow up with retargeting and fundraising asks
- Heavy return through SEM
- Utilize video on Hulu, YouTube, Social, and Display

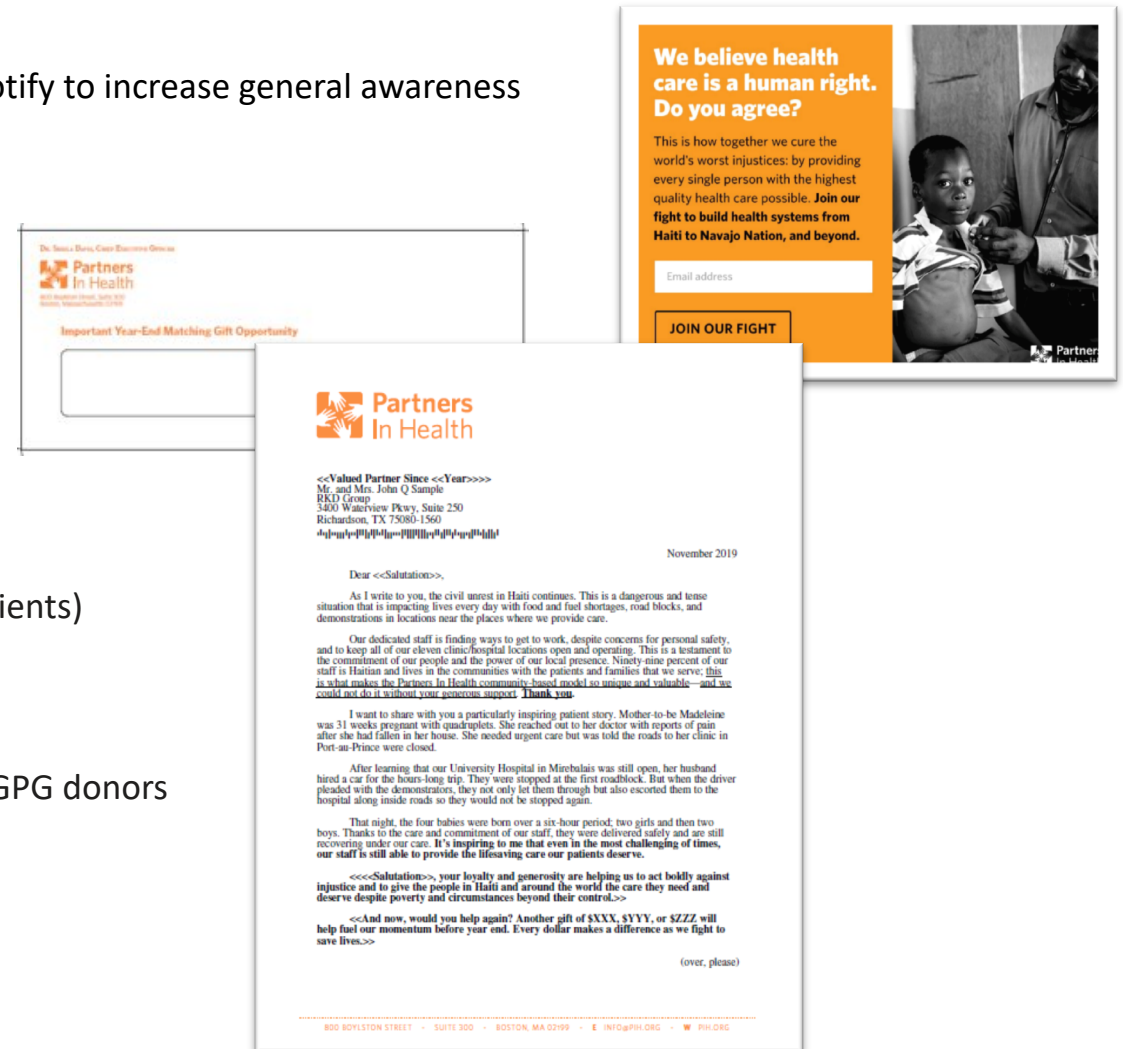
## DIRECT MAIL

### Cultivation

- November appeal from CEO Dr. Sheila Davis (126,929 recipients)
- December letter from Dr Paul Farmer (126,929 recipients)
- Audiences:
  - Active Community Giving, Midlevel, and selected MGPG donors
  - Segment of recently lapsed donors

### Acquisition

- Total November acquisition (449,758)
- Audience: Rental names only



## 2. Maternal Health in Sierra Leone

# KEY ASSETS

- Content produced by the Green brothers
- Landing page
- [pih.org/hankandjohn](https://pih.org/hankandjohn) donation page

Partners In Health

## Start your monthly gift

We're helping Partners In Health launch an initiative that will **dramatically improve maternal health care in Sierra Leone**, the country with the highest maternal mortality rate in the world. Then we're staying to keep that work going as an enduring, systemic solution.

We've learned that isolated investments often lead to isolated results, but true partnerships can create lasting change. That's why we are committing to this project for the long term. **Will you join us by starting a monthly contribution?**

-Hank and John

Donate with PayPal

**Raised:** \$0 **Goal:** \$240,000

Every \$20,000 we raise will unlock a \$20,000 gift from a group of generous matching donors.

Donating from Canada? [Click here!](#)

## A Bold Solution to a Maternal Health Crisis in Sierra Leone

[DONATE NOW](#)

## An "Awesome" Partnership for Good

Years, authors and **slaybrothers** John and Hank Green have been the work of Partners in Health through their yearly fundraiser, **Awesome**. The Greens and PIH have found common ground in our belief that long-term, systemic investment is the only way to bring real change within the world's poorest communities.

is a 2017 **New Yorker** profile on PIH Co-founder Ophelia Dahl, the was inspired to fight maternal mortality in Sierra Leone, where 1

Partners In Health Sierra Leone Fundraiser A...

# OWNED AND PAID

## Owned Content

- Amplify content produced by the Green brothers



## Paid Media

- Retarget non-donors
- Maximize SEM for those searching around the project



# EARNED MEDIA

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**Leverage the donation announcement and celebrity of the Green brothers to introduce PIH to consumer and millennial audiences**

- Capitalize on the announcement
  - Offer an exclusive, blast multimedia press release, and follow-up
- Use the impact of the donation to tell a story about how women from every corner of the world deserve quality maternal care and PIH is pushing for that
  - Pitch high-profile journalists reported-on-the-ground features
- Use the atypical nature of the donation to explain PIH's unique approach
  - Pitch an opinion piece by John Green to the likes of CNN.com and *The Washington Post*

*The Washington Post*



### 3. Haiti Earthquake Anniversary

# CAMPAIGN FRAMEWORK

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## Campaign

- Haiti Earthquake 10-year Anniversary

## Dates

- November 2019 – February 2020
- Key moments: End of Year 2019, January 12, 2020

## Narrative

- Reframe Haiti's narrative to change mindsets and invigorate supporters and donors. The devastating earthquake in January 2010 killed nearly 300,00 people and shattered a nation. Centuries of colonial rule and oppression drove social, economic and political injustices and destroyed critical infrastructure. Since the earthquake, long-standing change and partnerships have begun to take hold—the building of HUM, the empowerment of community health workers, the expansion of mental health programs, and more. From addressing malnutrition to training the next generation of emergency medicine physicians, PIH is helping prove that Haiti's future is a wise investment.

## Content Themes

- Historical context of Haiti | The earthquake and PIH's impact | Looking forward

# KEY ASSETS

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- Landing Page
- Explainer Videos
- Additional Haiti Videos
- Inspired Giving (Haiti specific)
- Sharable Social Media Toolkit
- Strategic Lightbox



## One month of malnutrition care

Provide a malnourished child in Haiti with the nutritious, caloric treatment needed to survive.



- In Haiti, starvation takes an especially cruel toll, leaving 1 in 5 children malnourished.
- The results are devastating: Stunting, cognitive disabilities, even death.
- Your \$130 gift helps provide a child with daily doses of a peanut-based and vitamin- and mineral-enriched supplement that can reverse malnutrition.

**\$130.00**

[Give this gift](#)



# OWNED CONTENT

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- **Types of content**
  - Serial videos (Staff testimonials)
  - Multimedia (Photo essays, sharables, infographics)
  - Videos themed to EOY (Kay Manmito, Zanmi Bene, Nourimanba)
  - Video Explainers:
    - How we got here
    - "Where the Money Went" and Our Impact
    - Looking forward
  - Articles (medical education, patient stories, mental health program)
- **Leverage current political unrest**



# EARNED MEDIA

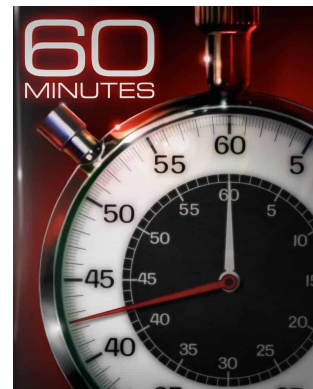
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## Confront the “basket case” narrative head-on, in big forums

- Blast out a media advisory that PIH’s Haitian experts are available for comment
- Pitch long-lead broadcast outlets such as 60 Minutes stories that flip the traditional narrative
- Pitch PIH health care heroes as part of any breaking news
- Leverage PIH’s concrete progress in EQ reflections
- Solicit and place a hard-hitting opinion piece from a PIH leader

**teen**VOGUE

The  
Miami  
Herald



# PAID MEDIA

## DIGITAL

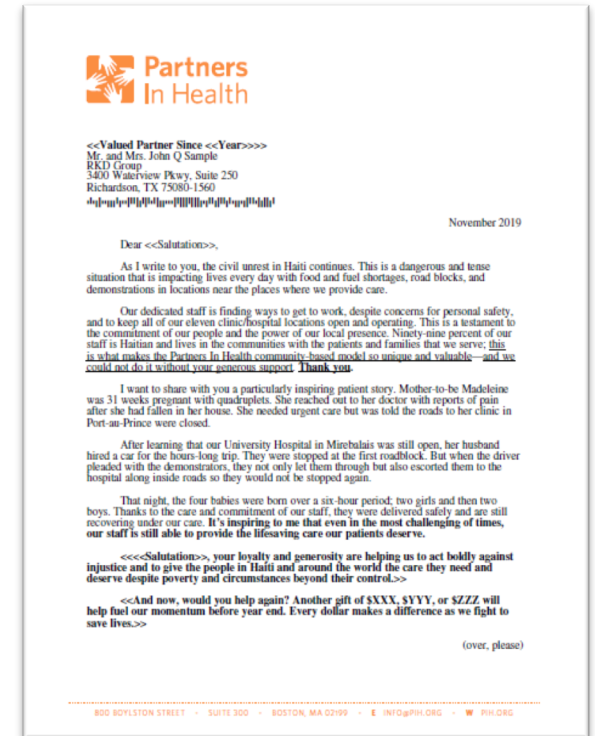
- Weave into EOY paid media
- Target lapsed donors in order to reactivate

## DIRECT MAIL

A Haiti 10-year earthquake anniversary letter from Dr. Patrick Ulysse\* with cover letter from PIH CEO, Dr. Sheila Davis

- Audiences
  - Severely lapsed (60K arrive in mailboxes late December)
  - Recently lapsed/active community giving, mid-level, MGPG (90K arrive in mailboxes early January)

\*Patrick's letter is an emotional recollection of the day of and weeks/months following the earthquake from his perspective on the ground. Sheila's note will focus on current situation in Haiti, PIH's impact over the past decade, and the ongoing need for support.



# THANK YOU



*Injustice has a cure*