



Challenge

Cook Children's Medical Center selected Witherspoon as its marketing partner on "Help Raise the Roof," the name given by the agency to a \$30 million campaign to fund expansion of the hospital. Cook Children's is renowned for the outstanding care it provides to sick and injured children region-wide. However, many in the community assumed that the hospital was already getting ample support from wealthy Fort Worth families, and perceived it as neither "looking" nor "acting" as if it were needing money.

Strategy

Upon completion of the fact-finding phase of the engagement, which consisted of both internal and external research, Witherspoon devised a strategy that focused on three primary needs of the institution:

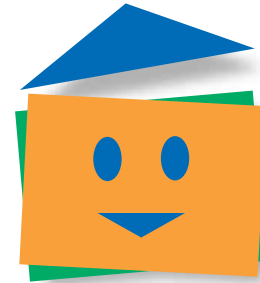
- A broader base of financial backing;
- A longer horizon for institutional planning;
- More space.

Solution

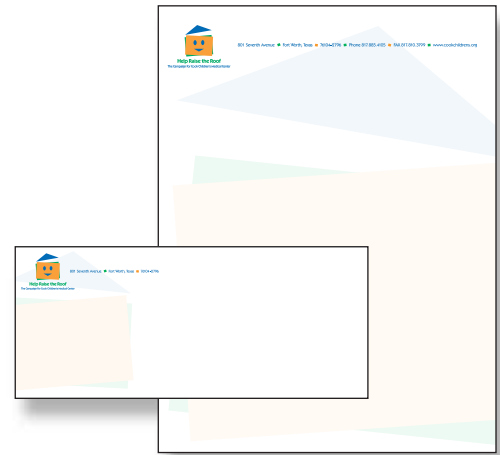
In support of Cook Children's plan to solicit gifts in phases, Witherspoon developed a coordinated set of collateral materials. Although each piece targeted a distinct audience segment, all shared a "look-and-feel" that spanned the entire campaign. A campaign kickoff event was staged on the hospital grounds, and included "sneak-peek" tours for potential donors of major gifts.

Results

The kickoff event was attended by top donors, former patients and their families, and a sizeable contingent of civic and community leaders. Coverage by metropolitan daily newspapers and TV-network affiliates was extensive and on-message. Despite a challenging environment for nonprofit fundraising, Cook Children's has remained on-track to achieve its multiyear goal of \$30 million.



Help Raise the Roof
The Campaign For Cook Children's Medical Center



advertising
public relations
consulting
interactive

