

# Communicating Donor Impact in Digital



ADRP Canadian Regional Workshop  
April 22, 2016

**SickKids®**





We first met Kael in Fall 2014.





## Driving insight for 2014 Brand Campaign

Stepping inside the story of a SickKids family is a profound experience. Part of the poignant empathy we feel comes from our recognition of the “ordinary” things we take for granted in our own daily lives.

We tapped into that emotion as we allowed our audience to witness real time SickKids moments that deliver a jarring dose of perspective in a deeply humane and touching way.



## How did we bring this insight to life?

Even SickKids suffers from an out of sight, out of mind problem when it comes to donation.

As people go about their lives, they forget what's going on here every day.

So how do we give people a daily glimpse into SickKids?

Starting November 10<sup>th</sup> 2014, we ran a different commercial EVERY Day for 45 straight days.



# 2014 Brand Campaign Platform

BETTER TOMORROWS



[Donate](#)

## Today is November 10, 2014

Over the next 42 days we'll be giving you a daily look at life inside the SickKids hospital. You'll get to know many of our amazing kids and their families as they go through their day-to-day on the road to recovery.

Day 1



Kids with heart defects used to die before their teens. Now 90% live into adulthood.

45 premature babies in the pediatric care unit.


65 volunteers working in the hospital today.



18 kids in the burn unit.



#SKBetterTomorrow

 [@achu](#) Amy Chu:  
You've got this, Grace!  
You're a strong girl.  
[#SKBetterTomorrow](#)



## **Key success metrics:**

- 1. Breakthrough the charity clutter**
- 2. Contribute to a lift in donations**

## 1. Breakthrough the charity clutter

**High TOM awareness**

**Strong proven recall**

**Most noticed charity in market**

**Caught the attention of media**

**Advertising industry recognition**

**Ignited engagement**

## 2. Contributed to a lift in donations

**Increase in likelihood to donate**


**Positive impact on brand perceptions**

**\$37 Million raised in month of December  
(most in the Foundation's entire 42 year  
history)**

# **So Now What?**

**SickKids Foundation**  
Published by Lynn Bessoudo [?] · January 30, 2015 · 🌐

Remember Kael from our Better Tomorrows holiday brand campaign? Well, we have a great update to share! After a total of 440 days spent living at SickKids and Ronald McDonald House Toronto, Kael has officially moved home! Mom, dad, his sister and brothers are thrilled.




644,864 people reached [Boost Post](#)

214K Views


👍 Like    💬 Comment    ➦ Share    📄 PostBeyond    👤

👍 Sean Schurr, Matthew Weinstein and 9.8K others    Top Comments ▾

1,359 shares

 Write a comment... 📷 😊

**SickKids Foundation** 🌐 Thanks so much everyone for your love, support and kind messages. We appreciate it and know Kael and his family do too!  
Like · Reply · 👍 3 · Commented on by Lynn Bessoudo [?] · February 2, 2015 at 10:17am

 **Lisa Charendoff** Wishing Kael and his family continued progress.  
Like · Reply · 👍 1 · January 30, 2015 at 10:15am

[View more comments](#) 2 of 508



## **Driving insight for 2015 Brand Campaign**

When a child is diagnosed with an illness, their entire life (and the life of their family) comes to a temporary halt.



## **How are we going to bring this insight to life?**

New video will tell a continuation of the stories of six of our kids from last year's campaign. Viewers will be presented with the first part of the story and asked to donate in order to unpause the rest. The video is only fully released when we reach a declared donation goal.

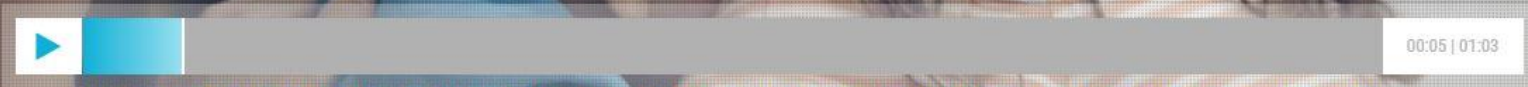


# 2015 Brand Campaign Platform

LIFE UNPAUSED



Last year we met Kael.



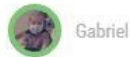
WATCH THEIR STORIES



Charlize



Finlay



Gabriel



Kael



Liam



Taylum

Video

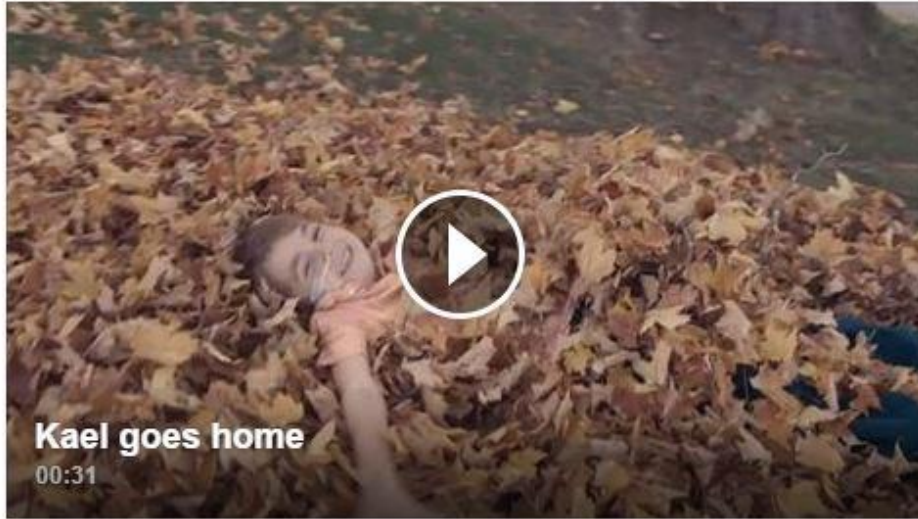
Post



**SickKids Foundation**

Published by Alicia Erz [?] · December 3, 2015 ·

It's amazing to see SickKids patient Kael back at home.  
Visit [www.sickkidsfoundation.com/unpause/Taylum](http://www.sickkidsfoundation.com/unpause/Taylum) to support Taylum's story and see how he is doing today.



1,296,193 people reached

**Boost Post**

10K

351 Comments 1.7K Shares

Like Comment Share PostBeyond

**1,296,193** People Reached

**603,225** Video Views

**16,803** Reactions, Comments & Shares

<b>14,207</b> Like	<b>10,312</b> On Post	<b>3,895</b> On Shares
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<b>1</b> Sad	<b>0</b> On Post	<b>1</b> On Shares
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<b>836</b> Comments	<b>417</b> On Post	<b>419</b> On Shares
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<b>1,759</b> Shares	<b>1,706</b> On Post	<b>53</b> On Shares
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**29,805** Post Clicks

<b>7,027</b> Clicks to Play	<b>1,918</b> Link Clicks	<b>20,860</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>174</b> Hide Post	<b>19</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Close

Edit Post



Here's a special thank you,  
from a special family.



### Thank you John

Because of you, we were able to unpause Kael's story. Your donation provides kids with life-saving medicine, training, and leading-edge equipment to help them get better.

Please share Kael's story and help unpause the lives of other children.

[See More Stories](#)

[More ways to give >](#)



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**\$49 Million Raised**



## Website verbatims:

Commercial about Kael led to donation	Nov-26	\$ 100.00
the 3 minute version of the commercial on linked in shared by someone in my network - just a beautiful ad!	Nov-26	\$ 50.00
The advert with the little boy (Kael) is very effective.	Nov-26	\$ 100.00
The commercial with Kael kills me... It's very effective! Glad to see that he's gone home ☺	Nov-25	\$10/mth
Specifically, the commercial with the little boy who boxes with his dad at the end.	Nov-25	\$ 100.00
As a new parent, the commercials for the word that sick kids does for children really touched my heart.	Nov-27	\$ 500.00
for Kael	Nov-28	\$ 200.00
TV commercials I'm also a former SickKids employee so know the great work that goes on there.	Nov-30	\$ 75.00
My wife and I were motivated to donate to Sick Kids after seeing your very emotional and moving ad at the movie theatre. Kudos on doing a wonderful job.	Nov-30	\$ 1,000.00



## Key learnings

- Increased engagement through interaction opportunity  
(unpause a child's story)
- Power of showing impact
- Feedback loop and sharing to social created active participants and advocates

●●○○ Bell 6:49 PM

cbc.ca

**mr. a** AVAILABLE NOW

MENU

Toronto

# Kael Morrison, boy in heart-wrenching SickKids ad, makes history

## 1st child in world to receive successful transplant for rare disease





# Thank You

My Contact Details:

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@mojorising

[ca.linkedin.com/in/jordanma](https://ca.linkedin.com/in/jordanma)



## Post Details



**SickKids Foundation**

Published by Alicia Erz (?) · June 19, 2015 ·

Do you remember Kael from our Better Tomorrows holiday campaign? [https://youtu.be/MrJdY7Y\\_O1Y](https://youtu.be/MrJdY7Y_O1Y) We had a little visit with him earlier this month and were so thrilled to see how great (and dapper may we add) he looks that we just had to share this photo!



60,252 people reached

**Boost Post**

Steve Mast and 1.6K others

51 Comments 69 Shares

Like Comment Share PostBeyond

Reported stats may be delayed from what appears on posts

**60,252** People Reached

**2,131** Likes, Comments & Shares

<b>1,974</b> Likes	<b>1,618</b> On Post	<b>356</b> On Shares
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<b>87</b> Comments	<b>51</b> On Post	<b>36</b> On Shares
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<b>70</b> Shares	<b>69</b> On Post	<b>1</b> On Shares
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**3,491** Post Clicks

<b>1,600</b> Photo Views	<b>213</b> Link Clicks	<b>1,678</b> Other Clicks
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### NEGATIVE FEEDBACK

**65** Hide Post **22** Hide All Posts

**0** Report as Spam **0** Unlike Page