RESEARCH
To complete this project, the Fox MC team conducted the following research and analysis:

• Performed data analysis on trends within The CHOP Foundation’s current donor database.
• Researched social media practices of top children’s hospitals and local nonprofit organizations.
• Evaluated audience composition and engagement levels on CHOP’s current social media platforms via social listening tools.
• Conducted secondary research on donor motivations, donor behavior, and the potential impact of social media.
• Assessed 8 social media platforms, analyzing for fit with target audience, messaging, and goals.
RESULTS

The Fox MC team provided The CHOP Foundation with a number of tools for engaging individual donors:

- Adapted a donor decision-making process based on research to apply specifically to CHOP’s prospective and current donors.
- Created “donor personas” to aid in understanding donor motivations, decision criteria, and communication styles.
- Provided strategies to integrate social media with existing donor communications to increase frequency and amount of donation.
- Recommended methods to use social media to engage new donors.