



## Case Study - Marketing Consulting

Increasing Individual Giving

### THE CLIENT

The Children's Hospital of Philadelphia (CHOP) is located in Philadelphia, Pennsylvania, with its primary campus in the University City neighborhood of West Philadelphia. It is one of the largest and oldest children's hospitals in the world, and the United States' first hospital dedicated to the healthcare of children. CHOP has a well-developed philanthropic arm that raises funds from over 80,000 donors, with the large majority coming from a small handful of major donors. These gifts support popular non-medical, family-support programs, cover costs for families who can't afford treatment, and fund early-stage research that can later be leveraged into grants and therapies.

### THE PROJECT

The CHOP Foundation engaged Fox MC to research and recommend a strategy to address two key questions:

1. How effective was the CHOP Foundation at utilizing its resources, especially its social media and electronic platforms?
2. How could they use digital tools to on-board new donors and increase the frequency and amount donated by existing donors?

“ The Fox MC team provided great research and recommendations to our team. This aligns with the discussions that we've been having and will help us move forward with new methods for engaging donors. ”

– **Senior Director,**  
Donor Relations

### 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.