



# SMALL TOWN *FEEL* WORLD CLASS *CARE*

LAKE OF THE WOODS DISTRICT HOSPITAL FOUNDATION



PINECREATIVE

***Marketing Makeover Challenge Final Report***

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*MDST 4210: Media Practices II*

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WELCOME

# Introduction, Research & Approach



## EXECUTIVE SUMMARY

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The Lake of the Woods District Hospital Foundation (LWDHF) relies on the donations of its community to keep the Lake of the Wood District Hospital (LWDH) up to date with the latest in medical technology so they can provide the best care for the Kenora community. After developing innovative campaigns such as their online 50/50 draw to retain donations, their competitors found similar success, leaving LWDHF to find new ways of gathering donations. The challenge faced by the LWDHF is to increase its presence through online platforms in order to stand out against competing foundations. Our marketing plan aims to solve this challenge by implementing a strategy that educates, unites, and energizes people to donate.

Our mission includes giving the LWDHF's website and social media channels a makeover to reflect the amazing work they do in order to help increase their engagement and donations. This includes reworking initiatives to encourage donations such as emphasizing the 50/50 draw, creating local buzz, and attracting a new demographic of donors. To achieve this, we are planning on implementing a social media strategy to improve the online presence of the foundation, boost engagement, and help provide guidance for their content. These efforts will draw potential donors to a modern and sophisticated website in order to convert the interest of potential new donors into donations at the last step of their consumer decision journey.

While the website and social media channels are the marketing priorities of the Foundation, we are recommending additional efforts for a turn-key campaign outside of the three-month term. These video marketing and fundraising components will complement the social strategy and provide unique ideas the Foundation can use to unite the community and elicit an emotional response from potential donors.

Overall, through our research as well as our outreach to LWDHF and Kenora residents, we have been able to feel a unique passion that the community has for the Lake of the Woods District. We believe that capitalizing on the passion points of the Kenora community by displaying both the LWDHF and LWDH's exceptional care, can increase annual funding.



## ORGANIZATION OVERVIEW

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The Lake of the Woods District Hospital Foundation (LWDHF) is a charity organization located in Kenora, Ontario that is dedicated to providing healthcare to their close-knit community by obtaining funds for the Lake of the Woods District Hospital (LWDH). In partnership with their community, the LWDHF fundraises to ensure the LWDH meets its medical and facility needs, including capital infrastructure upgrades. Since being established in 1992, the LWDHF has succeeded in fundraising over \$18 million for the Lake of the Woods District Hospital ("Our Role & Impact").

Despite its small community location, Lake of the Woods Hospital has large capabilities and great character. It is the only hospital between Winnipeg and Thunder Bay that offers the highest level of psychiatric services, an intensive care unit (ICU), and instrumental spinal surgery, which makes them vital to remote Northern Ontario communities. They also have an air ambulance program and rank third in Ontario for simulation programs.

The LWDHF has a multitude of ways for generating support including corporate sponsorships and donations, but their most notable is their 50/50 raffle draw campaign. By giving donors the chance to win a cash prize in exchange for purchasing raffle tickets, the 50/50 draw benefits both the foundation as well as the community.

One of the LWDHF's most recent wins is finally being able to offer pregnant women obstetrical epidurals after not being able to provide them due to a lack of equipment, protocols, and staffing resources. The exceptional efforts and care provided by both the LWDH and LWDHF are a testament to their mission to provide world-class care. They work to continually bring services to the community, by providing them with the same services that a big-city hospital would.



# GOALS AND OBJECTIVES

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In order to help LWDHF stand out against their competitors, we have three goals in mind:

1

## Increase the Foundation's Online Presence

Our goal is to improve LWDHF's social and online presence in order to increase their donations and community engagement. In order to do this, we want to increase social media frequency by posting four to five times per week. In addition, the LWDHF's engagement rate is currently 2.3 per cent and we would like to increase it by at least one per cent, by positioning the Foundation as an authentic voice. We will have created and will recommend uploading posts that not only call to donate but also educate donors and tell them where their donations are going.

2

## Refresh the Foundation image with a modernized design

Our goal is to improve the LWDHF's overall image on social media and their website so that it is modern and clean. We believe a sleek online presence will depict the hospital as trustworthy to its audience. We will first implement brand colours and fonts for a cohesive design. Next, we will update the current content to inform visitors about how unique Kenora is over just calling them to act. These actions will help align the foundation with the small-town feel of the Lake of the Woods District.

3

## Create a "Buzz" in the Community

Our goal is to create a buzz in the local community in order to motivate people to donate. In order to achieve this, we want to implement a social media plan to increase organic and paid reach as well as a fundraiser that will gain earned media. We aim to get at least 50 per cent of fundraiser participants to produce earned media by engaging the community, and we hope to increase monthly 50/50 donations by \$1,000 through the use of Instagram reels.



# AUDIENCE AND KEY STAKEHOLDER ANALYSIS

Our strategy is directed towards maintaining donations from the LWDHF's current top donors, Generation X (Gen X), while also growing donations from millennials. Based on our research, Gen X appeals to marketing that is authentic and more personal as they are interested in learning about stories and heritage (Canada Post). In order to appeal to their craving for history, we are planning on not only advertising about the foundation but also educating them about what they do, and who is involved in the organization.

Behaviorally, millennials grew up with technology and are more willing to engage with meaningful content or a cause they feel strongly about (The Deloitte Global...). Therefore, we concluded that we need to connect with this demographic on the right platforms with the right message, and we think creating more video content will allow the LWDHF to convince them to donate through the use of stories. Specifically, an emotional video that emphasizes how their donations can make a difference will encourage the demographic to donate.

We have put together persona cards of the LWDHF's main targets in order to visualize the recipients of the new strategy.



Target #1

- **Age:** 40-60 (Gen X)
- **Location:** Kenora, ON
- **Annual Income:** \$100,000 +
- **Key psychographics:**
  - Values family, concerned with social responsibility
- Motivated by authentic marketing, storytelling
- Interests include personal fitness, hiking, fishing, travel/vacationing



Target #2

- **Age:** 25-39 (Millennials)
- **Location:** Kenora, ON
- **Annual Income:** \$30,000 - \$99,000
- **Key psychographics:**
  - Values social media interaction, concerned with social causes and healthcare
- Motivated by emotional causes
- Interests include personal fitness, hiking, fishing, camping



# AUDIENCE AND KEY STAKEHOLDER ANALYSIS

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## Audience Location

**Primary Audience:** Kenora, ON residents

Our primary audience for the marketing plan is Kenora residents. We believe proximity is the most important factor and therefore, the Kenora residents could benefit from and are most affected by the hospital's strategy. The demographic mainly consists of residents of European/white descent, but there is a large Indigenous population, so our efforts will include efforts for recognition and reconciliation.

While it is not our main audience, we will also include elements that target local businesses and corporations in order to secure annual donations and build a stronger community.

**Secondary Audience:** Ontario residents outside of Kenora, ON

Our secondary audience is Ontario residents outside of the Kenora District. While this audience is not as close in proximity as Kenora residents, they are still concerned with the hospital as its strategy and development could benefit them when closer Ontario hospitals cannot provide specialized care. Dr. Sean Moore informed us that the hospital in Kenora has the only ICU between Winnipeg and Thunder Bay which are approximately 700km apart. Therefore, we think representing Kenora as the "friendly-neighbour" who is available for support, would help inform and motivate them to donate.

By identifying their pain points and the best platform to deliver our message, we can help secure donations from the targeted audience.

## Stakeholders

### 1. Lake of the Woods District Hospital

- a. The LWDH is impacted by the foundation because they need funding for equipment and other essential items.

### 2. Patients

- a. LWDH patients are impacted by the foundation because donations go towards patient programs, lifesaving equipment, hospital amenities, etc.
- b. Patients are also concerned with good care, which cannot be provided without funding

### 3. Employees

- a. Employees are impacted by the foundation as they need to use the equipment provided/can only use the equipment they are provided. Without funds, they won't be able to properly care for patients.





# SWOT ANALYSIS

## STRENGTHS

- LWDHFs early adoption of the 50/50 draw was successful.
- Their fundraising events currently garner lots of participation and donations
- They have been able to encourage the community to rally together and raise donations
- The LWDH has talented staff, and have provided world-class care to many patients
- Factors like their ICU, instrumental spine surgery separate the LWDH from its competitors

## WEAKNESSES

- Social Media Channels and Website lack cohesiveness and modern design
- The LWDHF doesn't have the same marketing funds/resources as other big hospitals in Ontario
- Having trouble getting donations from outside of the Kenora region
- 50/50 donations have been decreasing in comparison to the first 50/50 draw
- Dryden and Thunder Bay are receiving more donations for their 50/50 draws

## OPPORTUNITIES

- No competitors in the Kenora region, so the power of community can be leveraged as a unique selling point
- Targeting millennials has been an untapped demographic, so the LWDHF could benefit from adjusting their strategy to appeal to this audience
- Earned media from the community
- LWDH has the only ICU between Thunder Bay and Winnipeg so there is a need from other communities for their services

## THREATS

- COVID restrictions hinder major fundraising opportunities that come from holding live events.
- Donations in Canada have been trending downward, and competition for donations is fierce



## RECOMMENDED STRATEGIC APPROACH

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Our budget from the LWDHF was \$5,000 over a three-month span. Therefore, the marketing priorities for the foundation which are the social media plan and website will abide by this budget and time frame. In order to provide a complete turn-key campaign, we are recommending additional strategies/campaigns for the Foundation that will complement the marketing priorities. Therefore, we are pitching a nine-month marketing plan that will take place over three phases focusing on website optimization, social media marketing, paid and earned media, and fundraising events. All components listed will aim to create a buzz within the community by consistently educating, uniting, and energizing people to donate.

### **Phase 1: Website Design & Optimization and Social Media Strategy (April - June)**

*(Completed year-round, but will be implemented during the first phase)*

We recommend that during this phase, we start to implement a refreshed modern design for the website and social media channels. For the website, we will focus on implementing refreshed branding and a value-based flow of information static page. We will focus our budget on having a developer redesign the site with our refreshed design and having a copywriter finetune web content to provide value to site visitors. For social media, we will spend the budget testing out paid social advertisements in order to gain insights about which ads perform the best. In addition, we will be implementing a strategy based on three content pillars that will guide consistent messaging across social media posts and all marketing efforts. The social strategy will also involve ramping up 50/50 donations and maintaining interest year-round.

### **Phase 2: Events and Earned Media (July - September)**

*(Meant to complement the first phase and drive up donations)*

We recommend that during this stage LWDHF focus on creating local buzz by encouraging Kenora residents to create earned media. We are proposing a campaign in collaboration with the app atlasGO, where Kenora residents can raise donations simply by completing wellness activities like biking, fishing, and hiking. The app encourages participants to share their achievements and pictures which will help drive earned media for the LWDHF and spark friendly competition within the community. In addition, it is a great opportunity to attract corporate sponsors.

### **Phase 3: Social Media Video Marketing (October - December)**

*(Meant to complement the first phase and drive up donations)*

We recommend that during this stage, the LWDHF appeal to the emotions of potential donors through an emotional video campaign on social media. Once learning what targeting methods work best in phase one, the video will be targeted in order to attract the most reach and engagement. This phase will consist of producing a low-maintenance video and sharing it on social media during the holiday season to drive donations. The video campaign will appeal to the idea of community and call both local residents and residents in cities beyond Kenora to act.





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PHASE ONE

# Website, SEO & Social Media Strategy



# CAMPAIGN OVERVIEW - PHASE ONE

## Branding

For the marketing plan to be successful, we want to update the branding of LWDHF to match the new refreshed look of the website and overall brand voice. The identity of a brand speaks without words before the marketing voice does. We want to ensure that we're appealing to both the target audience and also have LWDHF continue to be a leader amongst other hospital foundations. To do this we are updating the brand fonts to introduce a sans serif, Gilroy, and a serif font, Ashbury.


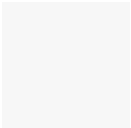
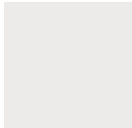

<b>ASHBURY</b> Extra Light - <b>Bold</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	Friendly & approachable Usage: Hed, Deks, and Subheds
<b>GILROY</b> Thin - <b>Heavy</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	Flexible & accessible Usage: Hed, Body copy

We also want to introduce a second tier of branding colors to help add some variety for design and usability since the brand colors are very bold. They work in tandem with the current brand colors to help them pop and elevate the overall look and feel. In terms of editorial changes, we want to add more whitespace to all designs and limit the copy so that editorial pieces are approachable and readable. These simple changes start the process of elevating the LWDHF's brand identity.

### Core Brand Colors - *Bold, Vibrant, Limited*

		
<b>Bright Blue</b> R: 136 G: 184 B: 222 Hex: #88B8DE	<b>Steel Blue</b> R: 32 G: 57 B: 109 Hex: #20396D	<b>Happy New Year</b> R: 237 G: 234 B: 71 Hex: #EDEA47

### Secondary Support Colors - *Supportive, Accessible, Limitless*

			
<b>Unnamed</b> R: 49 G: 121 B: 178 Hex: #3179B2	<b>Gray 97</b> R: 247 G: 247 B: 247 Hex: #F7F7F7	<b>Unnamed</b> R: 237 G: 234 B: 234 Hex: #EDEAEA	<b>Gray 44</b> R: 112 G: 112 B: 122 Hex: #707070



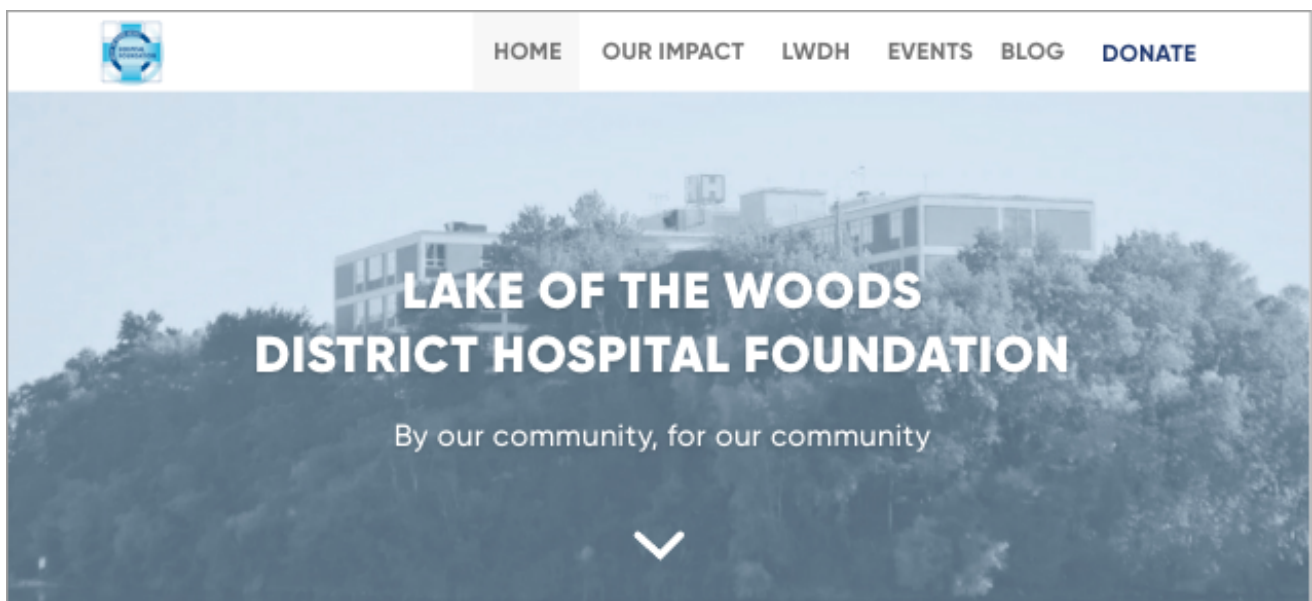
# CAMPAIGN OVERVIEW - PHASE ONE

## Website

After re-establishing LWDHF's branding, we plan to revitalize the website to compete within the same space as other hospital foundations and ensure a strong brand voice for the foundation (see Appendix A). The goal is to have all other points of social and marketing material lead back to the landing or donation page of the website. With the website as the first or last point of contact with viewers, we want to ensure it is a factor that promotes donations in the potential donors' decision-making.

Our main focus for the website is looking at the flow of information. We want to keep people updated on the happenings of the foundation and hospital, but we want to inform. As research suggests, a factor of not donating is the uncertainty of where donation money is being allocated. By having a static landing page that updates, informs, and engages with viewers in a visually appealing way, the website becomes approachable, understandable, and communicative of the important work the foundation does for the people of Kenora. Once a potential donor clicks the "our impact" page, they should be able to see an informative celebratory page showing the machines, training, and infrastructure upgrade the hospital has gotten all because of donor support. The information given in the annual reports and newsletter should live in a more accessible place and the "Our Impact page" is the perfect page to use as an in-depth review of where donation money is being spent.

We recommend the website also contains keywords, embedded alt text, and elevated copywriting that will boost its effectiveness in SEO. It will work in tandem with the Google My Business account which will be expanded on Later to utilize Google's SEO response to the fullest for the most important information regarding LWDHF. (See Appendix A)



# CAMPAIGN OVERVIEW - PHASE ONE

## Website

### Educate

Main media space to show stories, main events, etc.

### Gain Trust

Space to inform on donation spend

### White Space

Pleasing to the eye and keeps info organized

### Community

Inform and celebrate news by sharing digital editorial pieces

HOME OUR IMPACT LWDH EVENTS BLOG DONATE

## LAKE OF THE WOODS DISTRICT HOSPITAL FOUNDATION

By our community, for our community

FOR YOU, BY YOU.

Your donations to the Lake of the Woods District Hospital Foundation support new medical equipment and upgrades in all areas of LWDH

Together we are ensuring that when you need your hospital, your hospital has what it needs to take care of you, your family and your community.

We're aiming to get a new fluoroscopy machine! Learn how you can help.

LEARN MORE

100% of your donation stays within your community.

Our Donation Spend

- 25% of donations are allocated to funding the new Lake of the Woods Hospital
- 30% of donations are allocated to funding training for equipment and health personnel
- 45% of donations are allocated to funding for new equipment and hospital infrastructure

ENTER OUR 50/50 EARLY BIRD DRAW!

Thanks our generous sponsors at The Dingwall Group, Together we are ensuring that when you need your hospital, your hospital has what it needs to take care of you, your family and your community.

HOW IT WORKS:

Purchase your ticket for the draw → You've helped a charitable cause → Keep an eye out to see if you won!

BUY YOUR TICKETS

Stay up to date with us! Sign up for our newsletter.

SIGN UP

Lake of the Woods District Hospital Foundation  
21 Sylvan Street West  
Kenora, ON  
P9N 3W7  
Phone: (807) 468-9861 x2469  
Fax: (807) 468-3829  
Email: lwdhf@lwdh.on.ca  
Charitable Registration (BN)  
13710 5243 RR0001

Lake of the Woods District Hospital  
21 Sylvan Street West  
Kenora, ON  
P9N 3W7

All Nations Health Project  
21 Sylvan Street West  
Kenora, ON  
P9N 3W7

← **Attention**  
Eye-catching hero image and visual interest using imagery

← **Bite Sized Info**  
Easy updates that are quickly customizable and informative

← **Consistency**  
Cohesive branding and messaging

← **Fundraise**  
50/50 draw promotion to gain donations

← **Contact**  
Contact & location info at end of every page

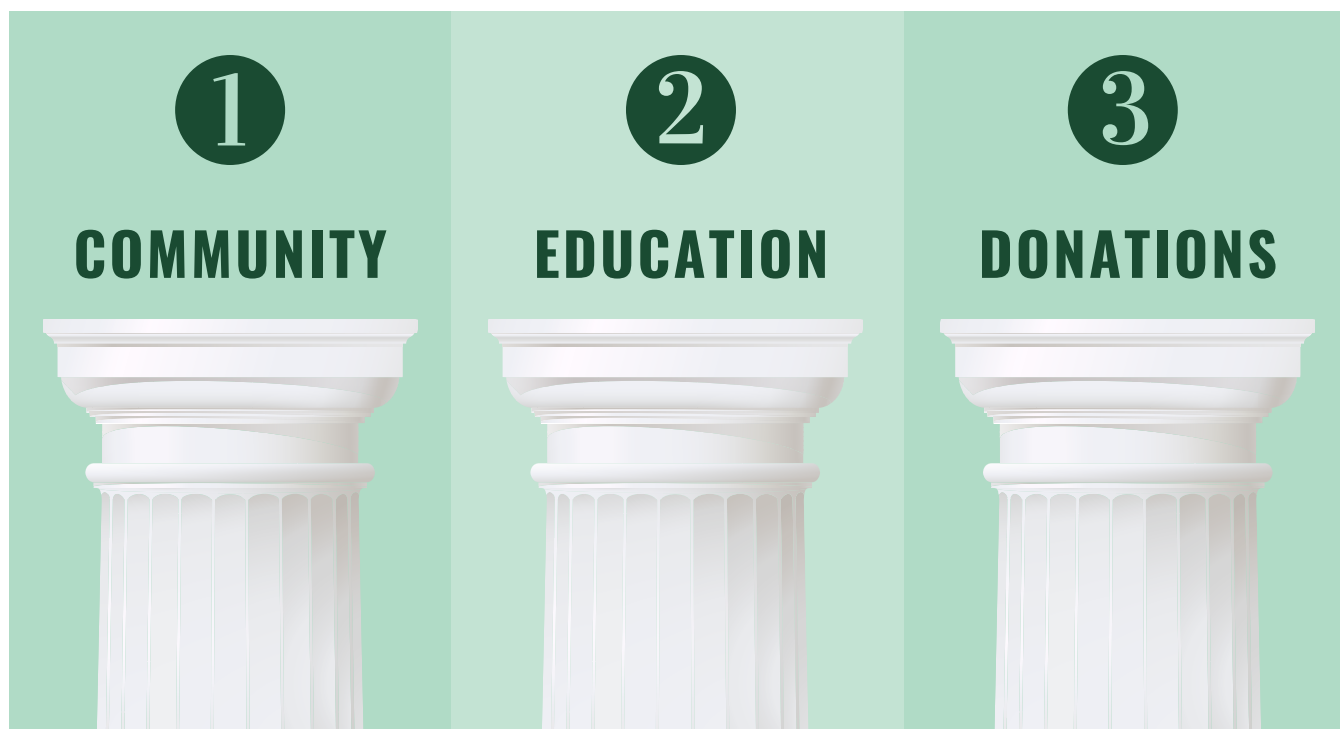


### Social Strategy

The main challenge presented to us was to improve the online presence of the LWDHF's website and social media. Through our own survey research, we found that a majority of people said that a foundation's online presence was an important decision-making factor for them when it comes to donations. Therefore, our plan for the LWDHF's social channels is to create media templates under different content "pillars" that the foundation can use to maintain a uniform look and message with low effort. In order to keep the message consistent, we are planning on implementing the following social strategy.

The main attraction of our social strategy for the LWDHF will be our content pillars, which are the main ideas that rule the type of content that will be shared across brand channels. The following three pillars are what we believe is the hospital's key messaging, and we plan to use them to maintain consistency within posts and aesthetics, have a base point for developing new content, create buzz, and maintain and grow donor retention. Our three distinct pillars are community, education, and donations.

While the three pillars do slightly overlap, we believe having them will create a foundation to grow and maintain the Foundation's social media presence. However, these pillars are not meant to restrict other types of content outside of these three categories, their purpose is to guide the overall brand message across social platforms. For example, specific fundraiser events will need their own unique formatting but would still fall under the donations pillar.



# Content Pillars

## Community Pillar

With a community as remote and close-knit as Kenora, having a pillar dedicated to the community was essential. This pillar will include the content of doctor and patient stories, community spotlights, Indigenous reconciliation, and Kenora outreach to other communities. The community pillar is based on forming emotional connections and pulling on the heartstrings of new and existing donors. We believe that highlighting the community and its various members will help establish relationships between the foundation, along with existing and potential new donors.

**Key Attributes:** emotional, personal, photo and video reliant.

## Education Pillar

We believe that the importance of the hospital foundation is not fully communicated to many people, and educating the audience will lead to greater donations. The education pillar will include content on what donor dollars pay for, medical understanding including treatments and terminology, and finally the Indigenous population. We want the community to see where their donations are going and also highlight their contributions to the Indigenous community and reconciliation is crucial to help make small steps in the right direction.

**Key Attributes:** Text-heavy, illustrations/photos, informative, resourceful

## Donations Pillar

Our third and most significant pillar, donations, and donors gives full spotlight to the people and events that keep the hospital doors open. This pillar is dedicated to highlighting the 50/50 draw as well as its winners, hospital events, and encouraging donors to act. One of the things we feel is lacking on the LWDHF's social platforms is real people. By using more photos of past winners in the 50/50 draw we aim to create a more realistic visual for potential donors which will make it easier for them to picture themselves winning the money, ultimately calling them to participate themselves.

**Key Attributes:** call to action, partnerships, photo & word, real people





# CAMPAIGN OVERVIEW - PHASE ONE

## Social Media Platforms

With the foundation resources and abilities in mind, we do not want to make overwhelming suggestions. There are several social media platforms that would be beneficial to the foundation, however, at this point, we only want to focus on Instagram, Facebook, and Twitter, along with *Google My Business* for optimization. While we think TikTok and Youtube would also be great additions, we believe they would be better executed in the future and not at this moment.

### Instagram

The Lake of the Woods District Hospital Foundation's Instagram is already pretty well established with over 700 followers. We believe a few suggestions would be able to increase a following and expand reach across Kenora as well as Canada in order to secure donations. With the goal in mind to attract a younger demographic, we believe Instagram will be the most effective method of calling them to act as the greatest age demographic using Instagram is aged 25-34. We recommend taking actions that will not only expand the reach and online presence but also increase engagement and build an online community.

### Post and Story Templates

To begin, we want to implement a posting plan so that four or five posts will go out each week. Consistent and frequent posts will both increase and maintain an online presence. On the other hand, five posts will take significant time to create, plan, and upload, so we have created a few tools that will assist in posting. First, we have created posts that also act as templates for each content pillar. This way, whoever would manage the social media platforms would be able to just replace the text/images in the templates. In addition, implementing Instagram stories will help drive donations because they can link directly to specific website pages. It is less hassle for potential donors as they will automatically be directed from the Instagram content to the website. (See Appendix B for post and story templates and schedules)



Education



Community



Donations



# CAMPAIGN OVERVIEW - PHASE ONE

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## Reels

In order to increase general donations as well as 50/50 donations, we recommend using Instagram's video format called Instagram Reels (see Appendix C). The Reels function on Instagram is popular right now and garners immense organic reach due to the algorithm favouring video content as well as a separate tab dedicated to these reels on the interface. Therefore, while Reels are posted to your account and feed, they are also publicly posted and can garner a larger organic reach than static posts.

For Reels, we recommend the content posted will consist of short videos made by a different staff member announcing that the 50/50 raffle has either begun or is ending soon. Putting a face to the brand will give off a more authentic feel to the brand's profile and advertising. Plus, these videos can be filmed in advance, then scheduled to be posted, and even reused (Please see Appendix B for the sample Reels video).

## Tools and Tactics

In order to plan out the posts on a monthly basis, we also recommend the use of a variety of free or low-cost tools. Firstly, Canva's "drag-and-drop" graphic design website allows users to easily create content for a variety of platforms and occasions. This is the platform where our templates were created, and the LWDHF can continue to modify and create content there. With both free and paid options, this is a great option for the foundation to keep its content both consistent and frequent.

Another important tool to ensure content remains consistent, frequent, and organized is a content calendar (see Appendix B). The two-sheet spreadsheet features a monthly overview with planned postings for each day which are colour coordinated to the platform. The second sheet breaks down each post by its date, asset, platform, caption, and status. This will allow the LWDHF to plan a month's worth of content in advance, while also providing an overview of the month's content to ensure everything is cohesive.

The content calendar would be used in tandem with a content scheduling website called Later. While they do offer a free plan, we recommend the starter plan for \$15 dollars a month. This plan allows one to connect with up to six social profiles and post up to 60 posts per profile, per month. It allows one to upload their content to a media drive so it is readily available and will be posted directly onto their account. Later can schedule feed posts, as well as carousels, and stories.

Lastly, we recommend adding the *link in bio* feature from Later (see Appendix D). This feature will provide a single link to put in the bio of an Instagram account which will branch off into individual link options once pressed. It will be useful for the LWDHF because they can add display links directly to both the donation page and the 50/50 page so users can choose the page they would like to be redirected to. This link in bio list can also be added to your other social media pages such as Facebook and Twitter.



# CAMPAIGN OVERVIEW - PHASE ONE

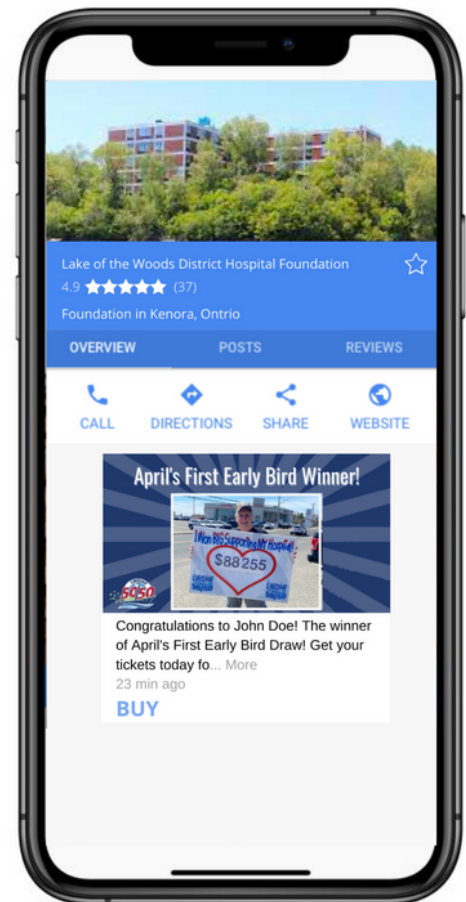
## Facebook

Facebook will be used mainly to target the current largest donor base for LWDHF which is Gen X. However, there are many millennials who still use the platform, so we can target both demographics. Facebook will be used in the same capacity as Instagram, excluding the reels feature. The Facebook platform is crucial because it has a built-in advertising platform called Facebook Ads Manager that can target specific age groups, genders, locations, along with specific interests, searched keywords, and previous link clicks that are similar to yours.

We recommend the LWDHF implements paid Facebook ads in order to help drive 50/50 donations as well as reach. We believe starting with a \$50 per week budget will be beneficial to gain insights on which audiences and platforms provide the best ROI. To begin, we recommend starting with general parameters such as a demographic of 18-65+-year-old males and females, the \$10 daily budget, and the broad location of Canada. (See the following budget page for reach and link click estimates with these parameters). For any additional ads, we recommend changing one variable such as narrowing the location to Kenora to see how it performs in comparison. Once these initial ads yield CPC results, the foundation can continue to adjust the variables to target the audience with the highest chance of engaging with the content and donating.

## Google My Business

A platform that we would like to introduce is Google My Business. While this is not a common social media platform, it is an extremely important one. Having a Google My Business account provides people with information quickly, and boosts the search engine optimization (SEO) for the foundation. The account would not require the same attention as the other platforms mentioned. Google posts should only be made for important, relevant information. The account would include standard information regarding the foundation such as the address of the office, hours, contact information, link to the webpage, upcoming events, reviews, and posts. The addition of reviews for the hospital will garner earned media for the foundation and depict it as a trustworthy organization. While this sounds like a lot after the initial setup process it is easy to maintain with the benefits outweighing the initial time invested.



# CAMPAIGN OVERVIEW - PHASE ONE

## Budget

### Website

In order to effectively implement new website copy, and SEO, we recommend using a developer and copywriter.

	Time Required	Cost
<b>Copywriter</b> (research, planning, writing web page content)	2 weeks	\$1300
<b>Developer</b> (designing and developing site)	6 weeks	\$2700
<b>TOTAL COST = \$3000</b>		

### Later - Social Media Scheduling Website

We recommend the starter plan as it will meet all the social media needs we have recommended to the foundation.

Package	Starter	Growth	Advanced
Price	\$15/mth	\$40/mth	\$80/mth
Core Features	<ul style="list-style-type: none"> <li>One social set*</li> <li>30 posts per social profile</li> <li>1 user</li> </ul>	<ul style="list-style-type: none"> <li>3 social sets</li> <li>150 posts per social profile</li> <li>3 users</li> </ul>	<ul style="list-style-type: none"> <li>6 social sets</li> <li>Unlimited posts</li> <li>6 users</li> </ul>

\* a set of social profiles, includes one from each platform (Instagram, Facebook, Twitter, Pinterest, TikTok, LinkedIn)

### Facebook Ad Spend

We recommend spending \$50 a week on boosting Facebook posts. Boosting posts increases reach and engagement astronomically and is a great way to share the foundation's social revamp and turn Facebook users into LWDHF donors.

Amount Spent	\$50 per week (\$10 daily for 5 days)
Audience	Canadians ages 18-65+
Reach Estimation	1,000 - 4,000 per day
Link Click Estimation	20 - 76 per day
Total Reach (5 days)	5,000 - 20,000
Total Link Clicks (5 days)	100 - 380
<b>Advertising Plan</b>	
	\$50 per week for 13 weeks
<b>TOTAL COST = \$650</b>	

\*these figures are not guaranteed but educated estimations from Facebook Ads Manager





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PHASE TWO

# Events & Earned Media



# CAMPAIGN OVERVIEW - PHASE TWO

## Earned Media - AtlasGo

In order to create a buzz in the community, we are recommending a summer campaign/fundraising event in partnership with the mobile app atlasGO. AtlasGO is a Benefit Corporation that brings together communities around impact and wellness. The premise of the app is to unite communities by having them track their wellness activities in either time and/or distance that contribute towards an overall community goal set by the campaign organizer. Below is an example of the community challenge set by the Crohn's and Colitis Foundation on the atlasGO interface.

The screenshot displays the AtlasGo interface for a campaign titled "Get Gutsy: Tour Across America". The campaign is presented by TeamChallenge and is for the Crohn's & Colitis Foundation. The main goal is to raise 46,000.00 miles, with 45,619.51 miles already raised. The interface includes a progress bar, a "Sign Up Now" button, and statistics for 1,447 shares, 677 participants, 45,654.19 miles, and 20,409 hours. The background features a photo of three athletes and a map of the United States with a pink cartoon character representing the Crohn's & Colitis Foundation.

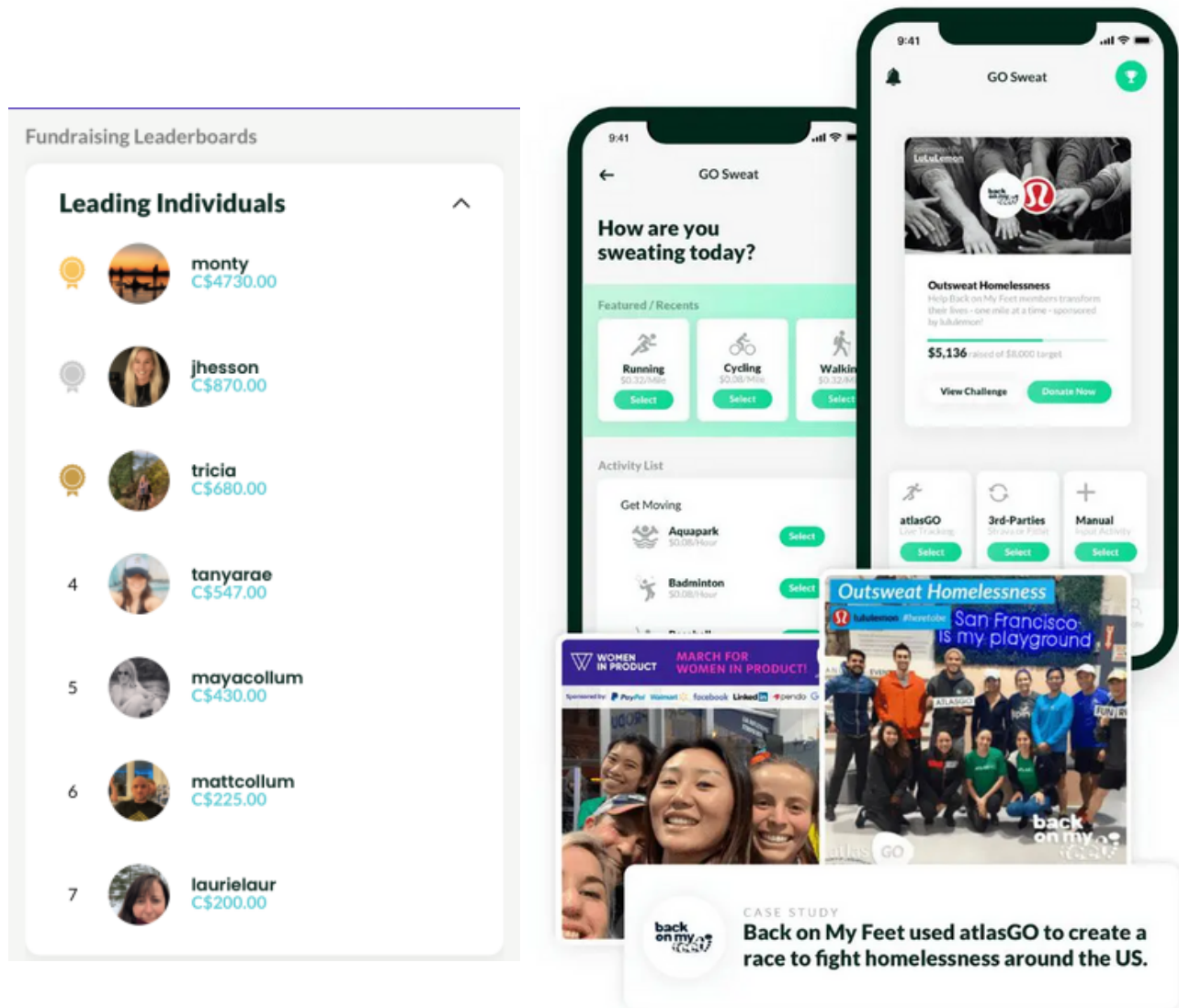
Shares	Participants	Miles	Hours
1447	677	45654.19	20409

The campaign organizer, (which would be LWDHF in our proposal), sets up a campaign in the app by choosing sponsors (if any), ticket/entry prices, and setting the community challenge. In order to join the challenge, people will download the app, pay the ticket price and then start tracking their activities which are automatically added to the community goal. Besides ticket sales, the rest of the funding/donations will come from extra contributions, peer-to-peer fundraising, and the chosen corporate sponsors. There are several activities participants can choose to track, and some notable ones we believe people in Kenora will use include biking, fishing, and hiking. Once they start tracking their activities, a leaderboard will display the top fundraisers and contributors to the community goal.



# CAMPAIGN OVERVIEW - PHASE TWO

We believe a visual representation of other people in the community donating and contributing to the community will drive up friendly competition. Below are mockups of the atlasO leaderboard and user interface.



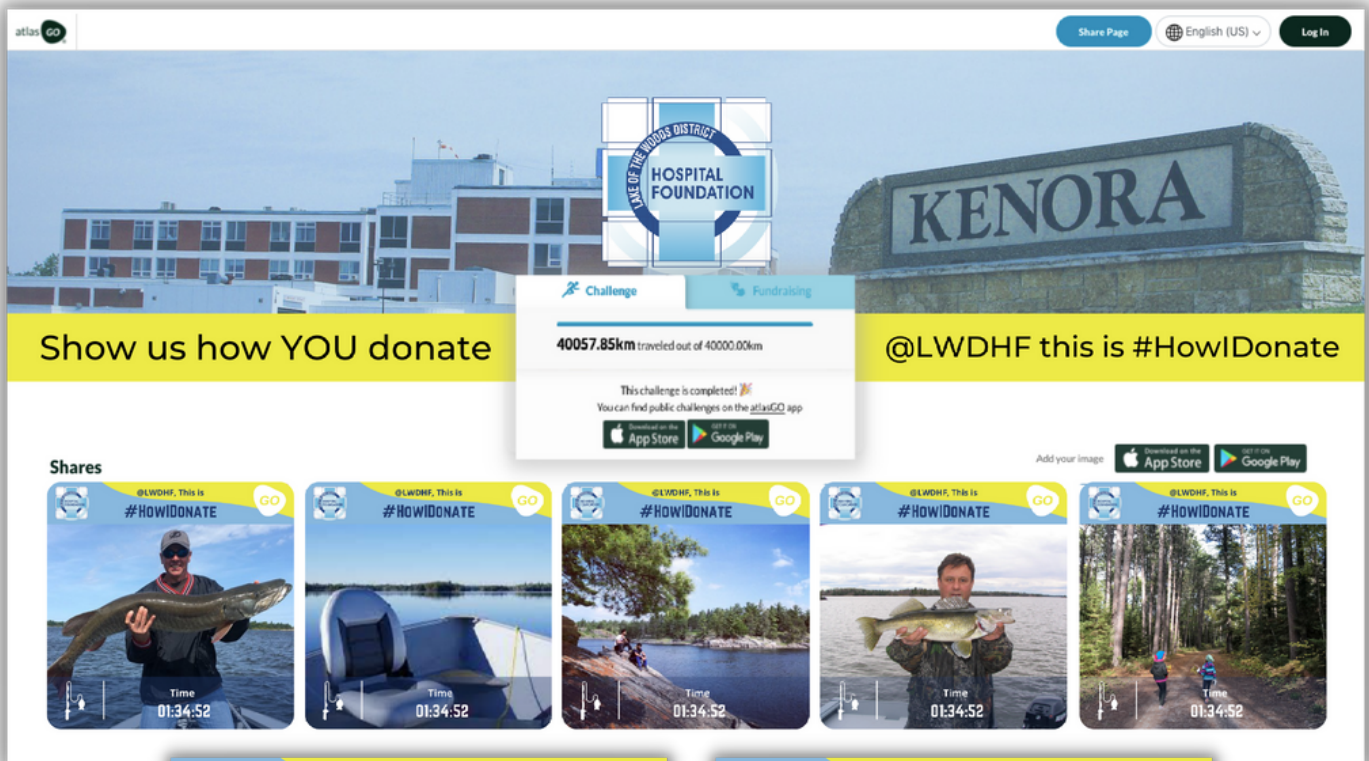
On top of community participation, we are also expecting this campaign to yield earned media for the foundation. Once an activity is completed and tracked by a participant, they will be directed to take a picture and share it on the atlasGO feed as well as their own social media accounts. The app automatically places a frame created for the campaign on top of the picture which includes the campaign name and time tracked as well as the atlasGO logo, the organizer's logo, and the sponsor's logo. The opportunity for exposure through these framed social media posts will also attract corporate sponsors within the community. In addition, the app is built to unite the community as participants will be able to see any photos shared on the feed and virtually "high-five" them.



# CAMPAIGN OVERVIEW - PHASE TWO

## AtlasGo x LWDHF

We propose that the LWDHF sets up a time-based fundraiser in the atlasGO app called “#HowIDonate.” The idea behind this campaign is that participants donate both time and money to the community through their ticket fee and peer-to-peer fundraising as well as their tracked time/distance contributing to the community goal. Plus, the name will spark interest as at first glance, someone may wonder how fishing, for example, will allow someone to donate money. This campaign will run from June to the end of August as the summer is one of the hospital's biggest donation periods. It will target the people of Kenora but will also allow people in neighbouring cities and tourists to participate and feel the passion of the Kenora community.





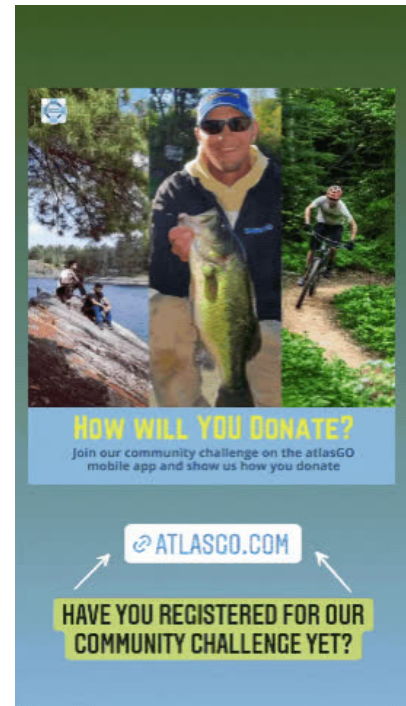
# CAMPAIGN OVERVIEW - PHASE TWO

## Estimated Success

We think this “HowIDonate” campaign aligns with the Lake of the Woods District Hospital Foundation because based on our research and knowledge of the town, the people are passionate about outdoor activities and take full advantage of lake activities in the summer months. The app has various success stories, but one we thought was comparable to LWDHF was the Crohn’s & Colitis Foundation’s “Get Gutsy: Tour Across America”. The Crohn’s & Colitis Foundation first set up their event in the app and then extended an invitation to their community to join their virtual challenge by running, biking, swimming, etc, to contribute miles for a digital tour across the Foundation’s US Chapters (atlasGO Webinars...).

This partnership is a useful guide for LWDHF because the foundation’s missions are similar as they both utilize people’s sense of community for a great cause. With the help of over 700 participants and corporate sponsorships, the Crohn’s & Colitis Foundation was able to accumulate over \$110,000 and 1,000 shared pictures. The heartwarming community stories as well as the worthy cause of the LWDHF are cause to believe it is feasible to attain a similar result when running a similar campaign.

In addition, we will be utilizing paid ads to encourage people to join the challenge when it starts. Therefore, they will be able to track their activities throughout the whole challenge. Below are examples of a graphic that can be used as a feed post or ad, as well as a story.



# CAMPAIGN OVERVIEW - PHASE TWO

## Budget

There are three packages available for purchase in order to set up a campaign with atlasGO. We propose the LWDHF purchases the second option as it will allow for customization and a customer support manager throughout the event. There is also a \$2 ticket fee for each participant in the campaign, so we suggest pricing tickets at \$25 to ensure money is being raised through ticket sales.

Packages	One-Time Quickstart	One-Time Premium	Annual Pro License
Price	\$500	\$2000	\$2500
Core Features	<ul style="list-style-type: none"> <li>• \$4 ticket fee</li> <li>• No onboarding call</li> <li>• No customer success manager</li> <li>• Purchase another one-time quickstart for additional events</li> <li>• User support for your challenge</li> <li>• Templated - not full customization</li> <li>• 1 main sponsor</li> <li>• 1 filter/overlay for pictures</li> <li>• 5 activities</li> <li>• No Additional Leaderboards</li> </ul>	<ul style="list-style-type: none"> <li>• \$2 ticket fee</li> <li>• Onboarding call</li> <li>• Customer success manager</li> <li>• Purchase another one-time premium for additional events</li> <li>• User support for your challenge</li> <li>• Full customization</li> <li>• Unlimited sponsors</li> <li>• Unlimited filters/overlays for pictures</li> <li>• Unlimited activities</li> <li>• Additional Leaderboards</li> </ul>	<ul style="list-style-type: none"> <li>• \$2 ticket fee</li> <li>• Onboarding call</li> <li>• Customer success manager</li> <li>• \$1,000 per additional event</li> <li>• User support for your challenge</li> <li>• Full customization</li> <li>• Unlimited sponsors</li> <li>• Unlimited filters/overlays for pictures</li> <li>• Unlimited activities</li> <li>• Additional Leaderboards</li> </ul>

Since we are expecting the earned media posts to encourage more people to join the challenge, we believe paid media should not be as aggressive throughout the campaign. We recommend that \$100 is spent during each of the first two weeks the campaign begins and then \$50 is spent bi-weekly until the end of August to maintain interest.

	Cost and Time Required	Total Cost
Paid Social Promotion	\$100 per week over the first two weeks (\$200 total) + \$50 bi-weekly until the end of August (\$150 total)	\$350





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PHASE THREE

# Social Media Video Marketing



### Emotional Video

In order to pull on the heartstrings of millennials and improve the online presence of the LWDHF, we are recommending the production and paid distribution of an emotional video. In order to compete with larger hospitals in Ontario such as SickKids who televise emotional commercials, we believe that an emotional video will effectively impact the target audience and encourage them to donate. Due to fewer marketing dollars and resources, the video will be a simple concept and shared among social media rather than national television.

This video campaign is meant to complement the social media strategy and scheduled posts because while static posts can be effective, video marketing is more authentic. Using videos as part of their marketing plan has helped marketers grow their company revenue 49 per cent faster than non-video users (Quinn). We believe this is because videos allow a story to be told, and are more authentic to viewers. While the social posts now happily call people to buy tickets, we believe eliciting an emotional response from potential donors will encourage them to donate. We believe the LWDHF stories and strength in the community are huge points of difference that can set it apart from competitors, and video marketing will allow them to share these stories most effectively with their target audience.

The video campaign will be titled “#InThisTogether” and it will encourage the community to come together to donate by having them reflect on the importance of essential items. We were shocked to learn that EVERY single item in the hospital is funded through donations, so we have decided to amplify this message in the video. It will help people to understand that without their donations, the hospital cannot afford the essential items they need to keep the community safe. The video also calls people in neighboring cities to donate with the line “donate now, for world-class care when you need it.” The LWDHF has helped many people across Canada, so emphasizing that they can help will encourage not only their own community but also others to donate.

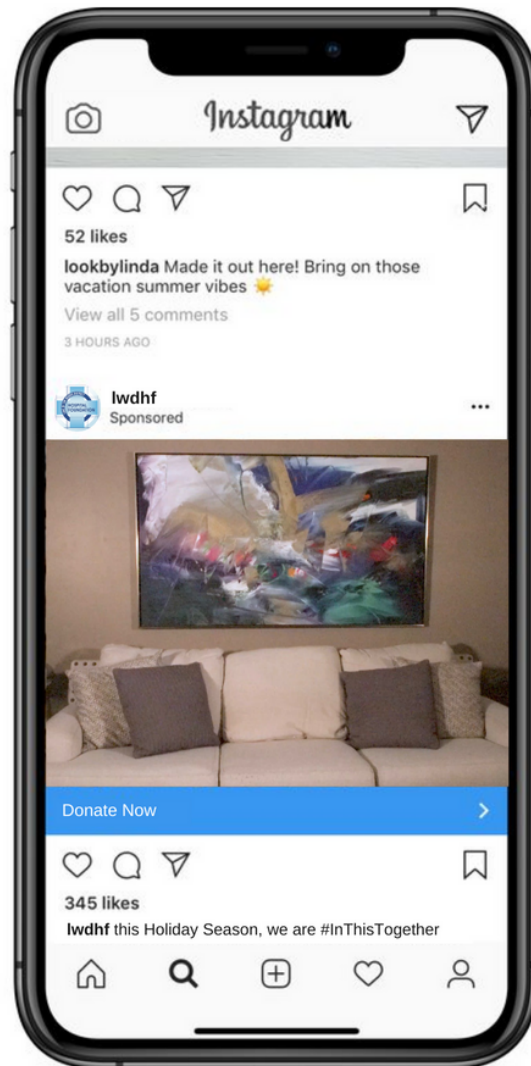
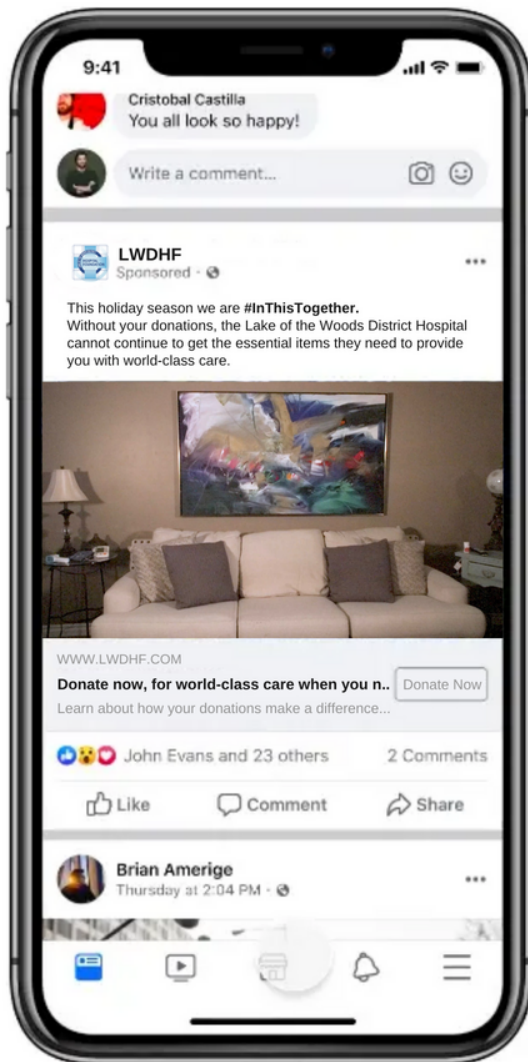
This campaign will run from Mid-November to the end of December as the holiday season is one of the hospital's largest donation periods. In order to spread the message, we recommend using paid promotions across social media (specifically Instagram and Facebook). Using the targeting tools provided with these platforms, this campaign will target Millennials and Gen X in Ontario and Manitoba. The ads will both link to the website donation page where potential donors can read more about the LWDHF and their efforts as the final motivating factor that encourages them to donate.



# CAMPAIGN OVERVIEW - PHASE THREE

## Emotional Video

Click this photo to be directed to the video advertisement



# CAMPAIGN OVERVIEW - PHASE THREE

## Budget

The budget for the emotional video is based on average video production rates. We have included a copywriter in the budget to write the video copy, however, it can be removed if the Foundation would like to write the script in-house. Therefore, the minimum budget would be \$1,540, while the maximum budget for this phase would be \$2,540.

We estimated the time required based on how long it took us to film the video with the video crew but we added a couple of hours to ensure the video would be able to be shot at one time. The nature of this campaign is to be low-budget and low-maintenance, so filming can be done in a half-day and editing only requires a few effects for a 30-second video.

	<b>Time required</b>	<b>Cost per hour</b>	<b>Total Cost</b>
<b>Copywriters</b> (research, script planning, scheduling, storyboards)	15 hours	\$50	<b>\$1000</b>
<b>Filming/ Video production</b> (including equipment)	3-4 hours	Half day rate (up to 4 hours) = \$400	<b>\$400</b>
<b>Crew</b>	4 hours	\$20/hr per crew member	3 Crew Members <b>\$240</b>
<b>Editing</b>	3 days - 1 week	\$500 for 30-second video	<b>\$500</b>
<b>Paid Social Promotion</b>	4 weeks	\$100/week	<b>\$400</b>
<b>TOTAL COST = \$ 2,540</b>			



# FINAL BUDGET

## Phase One - Social Media and Website (Three months: April - June)

PHASE ONE TOTAL BUDGET		
	Cost and Time Required	Total
Later	\$15 per month	\$45
Facebook Ads	\$50 per week	\$650
Website	\$3000 for web developer and copywriter	\$4000
<b>TOTAL COST = \$4,695</b>		

## Phase Two - AtlasGO and Earned Media (Three months: July - September)

PHASE TWO TOTAL BUDGET		
	Cost and Time Required	Total Cost
Paid Social Promotion	\$100 per week over the first two weeks (\$200 total) + \$50 bi-weekly until the end of August (\$150 total)	\$350
AtlasGO Campaign	\$2000 for 3 month campaign	\$2000
<b>TOTAL COST = \$2,350</b>		

## Phase Three - Video Marketing (Three months: October - December)

PHASE THREE TOTAL BUDGET		
	Cost & Time Required	Total
Video	1 week of work, hourly wages ranging from \$20-\$50	\$2,140
Paid Social Promotion	\$100/week for 4 weeks	\$400
<b>TOTAL COST = \$2,540</b>		



## KEY MESSAGES

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While our social pillars guide the content that will be posted on the LWDHF's social channels, we believe the following three messages are apparent in the components of the proposed campaign



### Small town feel, world-class care

Lake of the Woods District Hospital is for and by our Kenora community. From our indigenous residents, our year-long residents and our summer vacation residents. We at LWDHF pride ourselves on being able to collaborate with our tight-knit community to provide a place for all to seek treatment and get the best that healthcare has to offer.



### Importance of Community

We believe that Kenora's small population is a strength as it provides the opportunity for distinct community traits and shared passions. We want to give off the idea that working together will only strengthen their community and its institutions like the LWDH. Community is the most important factor to LWDHF because, without donations, the hospital will not be funded.



### "Friendly Neighbour"

Many surrounding communities are unaware of the advanced care that the LWDH provides. We want to educate surrounding communities about the extraordinary happenings of the LWDH as a result of the foundation and remind them that the LWDH will be there whenever they need.



## MEASUREMENT OF SUCCESS

The effectiveness of our social strategy will be measured using tools built into the social media platforms. Facebook Ads Manager, which will be used for Instagram and Facebook, tracks components such as reach, impressions, demographic, and Cost per Click (CPC). Our main goal for the LWDHF is to increase social presence which will be measured in reach as well as traffic to the website which will be measured in link clicks. Once the advertisements are tested to see which parameters yield the best result (lowest CPC rate), the ads can be targeted to reach more people for a lower cost. Therefore, we will measure success by looking at the lowest CPC rate (most clicks for the \$50). This will be accomplished by increasing reach, which in turn, will raise link clicks along with it.

For specifics, Facebook and Instagram estimate that with a \$10 daily budget, and targeting 18-65+ year old's in Kenora, there will be a reach of 736-2100 accounts daily, and an estimated amount of link clicks between seven and 14 daily. If the link clicks fall in the estimated daily range, then expectations will have been met.

**Daily Reach - 736 to 2100**

**Daily  
Link Clicks  
7 to 14**

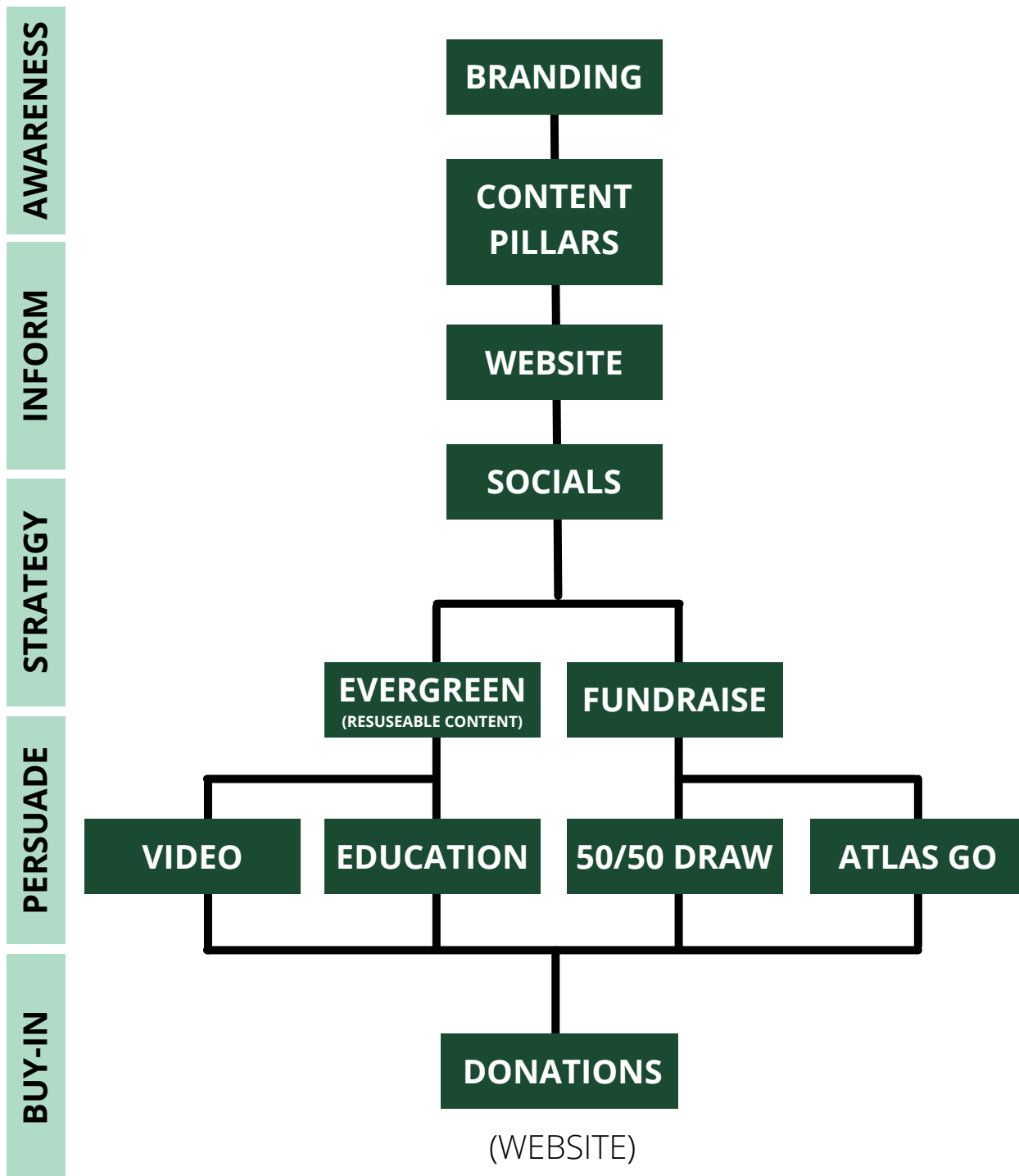
For our AtlasGO campaign, we will measure success in terms of sign-ups and earned media. Given that the population of Kenora is approximately 15,000, we believe it is an achievable goal to obtain at least 300 sign-ups. AtlasGO is a unique event and easily accessible in app stores across all devices which will make participating in the challenge appealing for Kenora residents. We believe there will be a fair amount of earned media for this challenge and the LWDHF through social media due to the digital nature and sharability of AtlasGO. A picture can be taken and shared after each logged activity, so one person can produce several pieces of earned media. From our estimated 300 sign-ups, it would be realistic to assume about 150 of those sign-ups will post their journeys on social media either as a post or story.

For the video campaign, we will also measure success in terms of reach, engagement, and link clicks. Looking at the reach estimates for \$50 per week on Facebook advertising, we can expect double that as this video campaign will allow for \$100 per week.



# CIRCULAR MARKETING - WRAP UP

Our marketing plan starts from the top, looking at how we pose the LWDHF brand message and aesthetic to peak potential donor interest. The website should be the hub of all information and so it is both the starting and the endpoint of donor contact. Our well-thought-out plan helps to achieve this circular marketing strategy that allows LWDHF to inform and engage with the Kenora community.





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THANK YOU

# Resources & Appendices



## WORKS CITED

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Atlasgo Webinar Series I How the Crohn's & Colitis Foundation raised over \$110k with their virtual Get Gutsy: Tour Across America™. atlasGO. 24 September 2021.

<https://atlasgo.org/webinar-crohnscolitis/>

Canada Post. "Generation Gap." Canada Post Smartmail Marketing 2 | Canada Post Corporation. [https://www.canadapostpostescanada.ca/cpo/mc/assets/pdf/business/generation\\_gap\\_en.pdf?ecid=social\\_pdn\\_cw\\_1677](https://www.canadapostpostescanada.ca/cpo/mc/assets/pdf/business/generation_gap_en.pdf?ecid=social_pdn_cw_1677)

Later pricing plans - comparison and features. Later Pricing Plans - Comparison and Features. (n.d.). Retrieved March 25, 2022, from <https://later.com/pricing/>

"Our Role & Impact." Lake of the Woods Hospital Foundation, <https://lwdhf.com/about-us>.

Quinn, Corey. "Video Marketing Isn't the Future: It's Right Here and Now." Forbes, Forbes Magazine, 6 Oct. 2017, <https://www.forbes.com/sites/forbescommunicationcouncil/2017/10/06/video-marketing-isnt-the-future-its-right-here-and-now/?sh=3f84c1852b4d>.

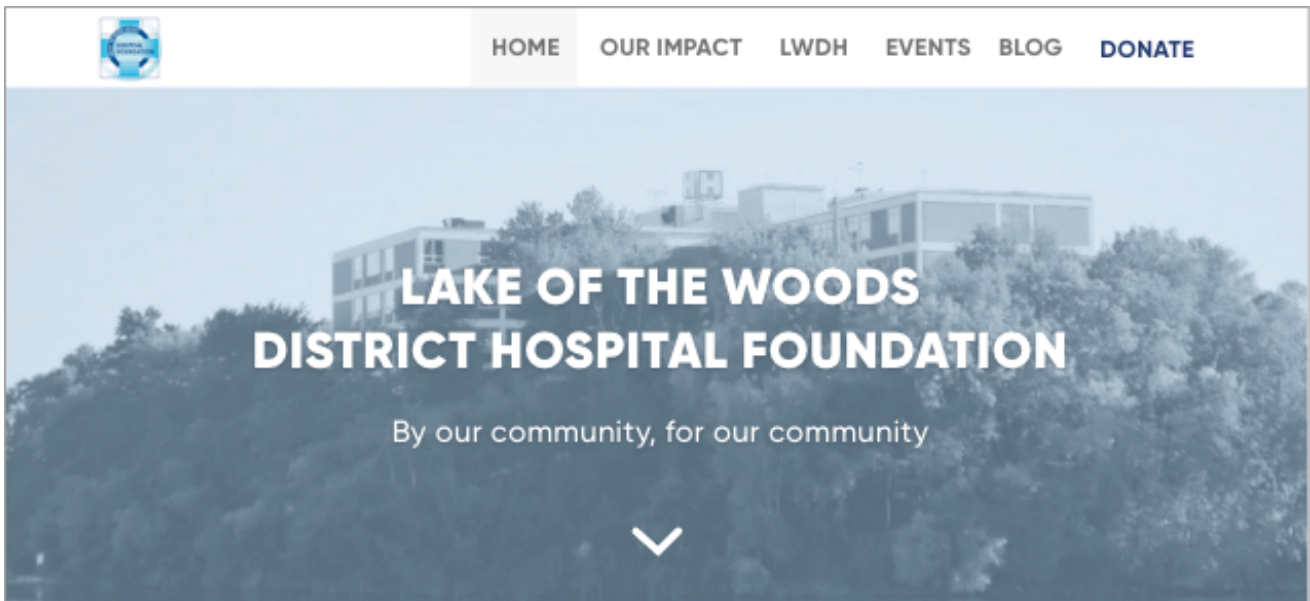
"The Deloitte Global 2021 Millennial and Gen Z Survey." Deloitte, <https://www2.deloitte.com/global/en/pages/about-deloitte/articles/millennialsurvey.html>



**Website Mockup Page:**

<https://xd.adobe.com/view/41a8cb0d-f385-480c-8490-f0d72dede671-14fb/?fullscreen>

The website is meant to be a first draft ready for director approval with expected feedback and revisions if taken beyond the scope of our project. Some links/buttons are clickable and will navigate .




# APPENDIX B

## Full Content Calendar and Posting Schedule Link

<https://docs.google.com/spreadsheets/d/1RoBrGL36PHwZCS32WUubOBuyXd85-m1MjI1v3k6czy0s/edit?usp=sharing>

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
HEI Awareness Month IBS Awareness Month National Oral Health Month Rosacea Awareness Month						1	2
3	4	5	6	7	8	9	
50/50 Draw	Motivation Monday	Early Bird Winner Announced	Profile on Sean Moore		50/50 Draw	Educate	
	Motivation Monday	Early Bird Winner Announced	Profile on Sean Moore			Educate	
		Early Bird Winner Announced					
		Early Bird Winner Announced					

Sample Week for the content calendar which can be duplicated for each week

April 4	Motivation Monday		<p>What better way to start off the day than with a motivating quote! 🥰</p> <p>To learn more about how we are a helping hand click the link in our bio! 🥰</p> <p>#charity #nonprofit #donate #love #fundraising #community #support #help #volunteer #giveback #covid #donation #fundraiser #education #dogood #children #socialgood #givingback #donations #philanthropy #hope #change #instagood #family #makesadifference #charityevent #helpingothers #nonprofitorganization #lwdhf</p>	<p>What better way to start off the day than with a motivating quote! 🥰</p> <p>To learn more about how we are a helping hand visit our website <a href="https://lwdhf.com/about-us">https://lwdhf.com/about-us</a> 🥰</p> <p>#OurCommunitiesOurHospital #earlybirddraw #kenora #hospital #donations #5050draw #charity #nonprofit #donate #love #fundraising #community #support</p>			In Progress
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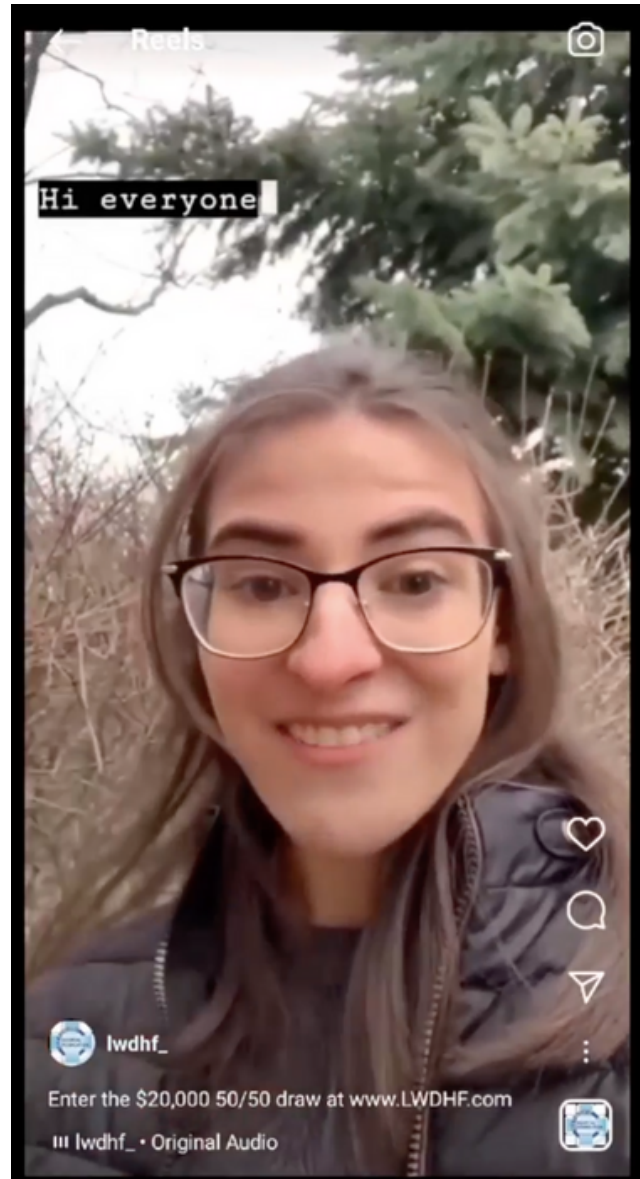
Sample Week for the content calendar which can be duplicated for each week



**Sample Reel video:**

[https://drive.google.com/file/d/16TUFa7JzcCca\\_Bc\\_n\\_rhjs2EGQ\\_ljR-fQ/view?usp=sharing](https://drive.google.com/file/d/16TUFa7JzcCca_Bc_n_rhjs2EGQ_ljR-fQ/view?usp=sharing)

The reels videos are meant to increase organic reach and help the hospital put a "face to the brand." The following reel can be created by a LWDHF staff member or volunteer and posted before early bird draws as well as the large jackpot prize.



## Link In Bio Mockup

