



Unionville Home Society

Communications Issue

Unionville Home Society was in the planning phase of a \$4 million capital campaign to construct and furnish a new 162-bed Alzheimer and Geriatric facility at Union Villa, a senior's complex. They already had a campaign plan, campaign cabinet and finalized plans for the facility. They were ready to reach out to the community.

Communications and Brand Response

In almost every way, this campaign was ready to go. It was like an inflatable boat that just needed air pumped into it. Our goals were to create a "buzz" about the campaign in the Unionville community and provide the campaign cabinet with the tools they needed to raise money. We started with a market research survey to assess attitudes about the elderly and "old age" homes. Based on information from the survey, we constructed a case statement and primary messaging around a hopeful and community-building theme: "There's Magic Happening in Unionville." Legendary operatic comedienne, Anna Russell, who was a resident in Union Villa, consented to be our campaign "godmother." Applied channels were print (posters, case statement, campaign collateral materials, volunteer kit), digital (campaign website), paid advertising (billboards, bus ads, community newspaper ads) and direct mail. The communications campaign had three phases: 1) Create a "buzz" 2) Define the campaign 3) Reach the donor.



Result

A significant amount of earned local media was generated and Unionville Home Society successfully reached their campaign goal.