



Sarasota Memorial Healthcare Foundation Sarasota, FL

The One to One Group

Partnership with a premier hospital foundation in the Sarasota region.

"The staff at The One to One Group is always up on the latest and greatest technology and best practices to enhance a direct mail campaign. The One to One Group introduced us to the PURL (personalized URL). Last year we used PURLS for the first time to accompany a direct mail piece that was personally delivered to 4,000+ hospital employees. Last year, the campaign saw an increase of 12% with the use of the PURL technology. In addition over 80% of the gifts to the campaign were made on-line from the PURL links. This was over a 50% increase in using the on-line donation method over the previous year. It was the first time in my career that I ever received e-mails from hospital staff thanking us for making the donation process so easy for them! I would recommend The One to One Group for any non-profit looking to freshen up their appeals and produce higher yielding results."

Lisa C. Intagliata, CFRE
Director of Development

CUSTOMER

Sarasota Memorial Healthcare Foundation

CHALLENGE

Increase employee participation and dollars raised in the annual appeal

SOLUTION

Implement a cross-media marketing strategy using highly variable pURLs, direct mail, and e-blasts

RESULTS

- Campaign saw a 12% increase with use of pURLs
- 50% increase in using online method over previous year
- 80% of all gifts to the campaign were made from the pURL site

Employee Partners in Caring (EPIC) Campaign

Sarasota Memorial Health Care System, an 806-bed regional medical center, is among the largest acute care public health systems in Florida. With more than 4,000 staff and 1,000 volunteers, it is one of Sarasota County's largest employers. Sarasota Memorial Healthcare Foundation, Inc. was established in 1976 as an independent, not-for-profit 501(c)(3) corporation to receive gifts, grants and bequests to aid any not-for-profit healthcare organization in Sarasota County and expend funds for equipment, clinical studies, research, training, community education programs, and capital improvements.

Since 2004, many of those who live in Sarasota and the surrounding region have benefited from the business partnership between Sarasota Memorial Healthcare Foundation, Inc. and Sarasota Memorial's Employee Partners in Caring (EPIC) Campaign. This joint effort has helped to ensure that state-of-the-art medical equipment and educational programs are available locally.

In their most recent years in partnership together, The One to One Group has introduced innovative multi-media technology to the EPIC Campaign. A highly variable pURL (personalized URL) micro site was incorporated with the direct mail campaign, making it easier for employees to give online, utilizing the simplicity and instant convenience of the internet. Personalized e-blasts were also launched to employees using catered messages to create more opportunity and ease and efficiency for donations to be made. In addition, The One to One Group created testimonial videos for the internet which included influential members of the hospital community and their reasons for supporting EPIC.

With this multi-media approach, The One to One Group, EPIC, and Sarasota Memorial Healthcare Foundation, were able to see their flourishing results immediately, and in turn they were able to auto-generate highly personalized thank you emails with content specific to their reasons for donating and immediately send them to the donors without delay. In the most recent campaign year, an astounding 80% of all gifts were received online through the pURL micro site.

Over the last seven years, employee support of the EPIC Campaign has enabled Sarasota Memorial Healthcare Foundation to provide grants approaching \$343,000. These grants are used to impact the lives of Sarasota Memorial Hospital's patients and colleagues daily.