



Tidewell Hospice Sarasota, FL & **The One to One Group**

Partnership with a palliative care organization in Southwest Florida

"The feedback I received from my colleagues about the 'We Are Tidewell' employee campaign was simply overwhelming. The wonderful video ... the convenience to give through the pURL site with paid time off and payroll deduction ... both of these added great value to this inaugural campaign. The staff at One to One Group was so great to work with. Thanks to their expertise and counsel we achieved a return on investment of more than \$16."

Aida Matic
Director of Annual Giving

CUSTOMER

Tidewell Hospice, Inc.

CHALLENGE

Create a first-time fundraising appeal to employees

SOLUTION

- Use variable data driven dialogue and messaging
- Use an integrated multi-touch appeal with digital print and email
- Employ the use of personalized URLs and micro site to quickly convert prospects into donors

RESULTS

- 15% response rate
- Average gift of \$255
- Return on Investment: \$16.26

"We Are Tidewell" Employee Campaign

Serving more than 1,200 patients daily in Sarasota, Manatee, Charlotte and DeSoto counties, Tidewell Hospice is one of the largest not-for-profit hospices in the nation. Home-based palliative care is the basic premise of the program, involving the support of physicians, registered nurses, social service counselors, certified nursing assistants and volunteers, all following a prescribed plan of care. Nowhere is it more evident than on Florida's gulf coast, where Tidewell will care for more than 8,000 patients this year. Founded in 1980, Tidewell has grown significantly in the past three decades and today has over 1,000 employees.

It is common practice among charitable institutions to solicit their employees for annual donations. For Tidewell Hospice, a targeted annual giving appeal to the employees had never been initiated. Tidewell partnered with The One to One Group to strategize and execute an annual employee campaign.

When The One to One Group began its work, a review of the database revealed that there was very little if any historical giving patterns among the employee constituency. The One to One Group proposed an aggressive, low cost cross-media marketing strategy involving multiple personalized touches over the span of six weeks.

The "We Are Tidewell" Employee Campaign successfully launched with a full-color, fully variable six-paneled self mailer that included a pre-populated perforated reply card. Tabbed inside the mailer was a reply envelope. To save on postage, the mailer was distributed via campus mail and was accompanied by an ensuing email solicitation that arrived within two days of inter-campus distribution. The driving force of this campaign was to steer employees to the pURL micro site (appropriately branded with the domain name www.WeAreTidewell.org) where they could:

1. Easily make their gifts and pledges by cash, credit cards, paid time off, or payroll deduction; and
2. Learn more about the "We Are Tidewell" campaign by watching the compelling video testimonials from fellow employees.

Prior to launching the "We Are Tidewell" campaign, The One to One Group scripted and produced a two minute video of employee advocates to reinforce the message and case for support. The video was the central voice for the campaign and a centerpiece for the pURL site.

The pURL site was constructed with the official “look and feel” of the Tidewell Hospice home page and included the following features:

- Four highly personalized and targeted email solicitations.
- A personalized VIP welcome page;
- Compelling video from fellow employees;
- Pre-populated survey page to collect donation and payment options;
- Automated custom reports generated and emailed to the client on a weekly basis throughout the campaign;
- Secure client login for access to the pURL campaign dashboard to monitor activity in real time.

According to Aida Matic, Director of Annual Giving, “The inaugural ‘We Are Tidewell’ was a tremendous success!” The campaign added 123 new employee donors to the database with an average gift amount of \$255 and yielded an astonishing return on investment of \$16.26.

Screen Captures of Employee Campaign

