

WOODMARK SUMMIT 2025

Illuminating Success

Building Campaigns with Storytelling and Technology



Seattle

PLACEHOLDER – replace with updated version before Summit
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Guiding principles and Housekeeping

- ▶ Be fully present
- ▶ Listen to understand
- ▶ Assume positive intent
- ▶ Speak from your experience
- ▶ Share airtime
- ▶ Contribute
- ▶ Share your feedback by completing the session evaluation



Presenters



Molly Reynolds

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Carrie Fitros

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Paul St Onge

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AGENDA

- ▶ The Spark - Conception of the Campaign and the Storytelling that brought it to life
- ▶ Lighting Up the Community - Getting the city of Columbus involved
- ▶ Igniting Innovation - How technology made this idea come to life

Bringing the Butterflies to Life

- ▶ Eclipse
- ▶ Two years of planning - in the midst of the pandemic
- ▶ Launch November 2022
- ▶ Focus on lighting up the front lawn for patients, families and staff to see
- ▶ “Light up the Lawn, Light up a Life”

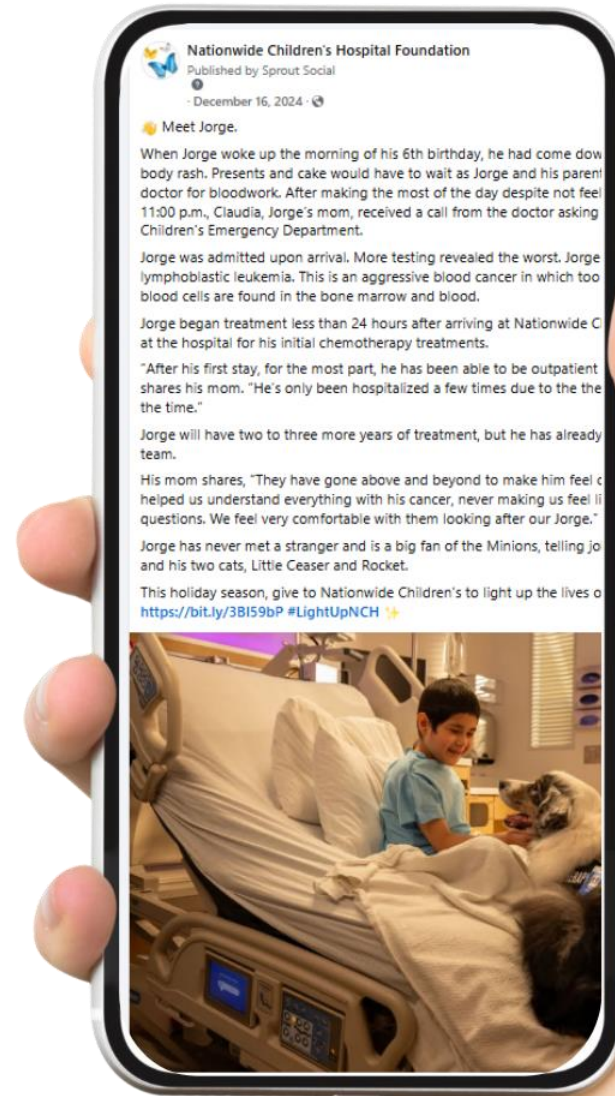
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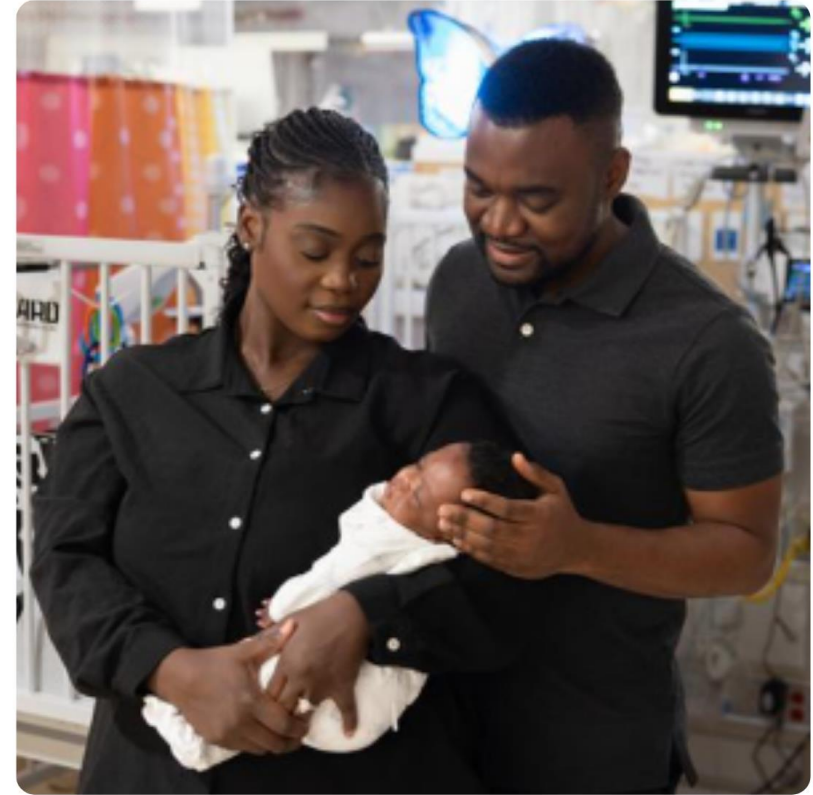


Storytelling

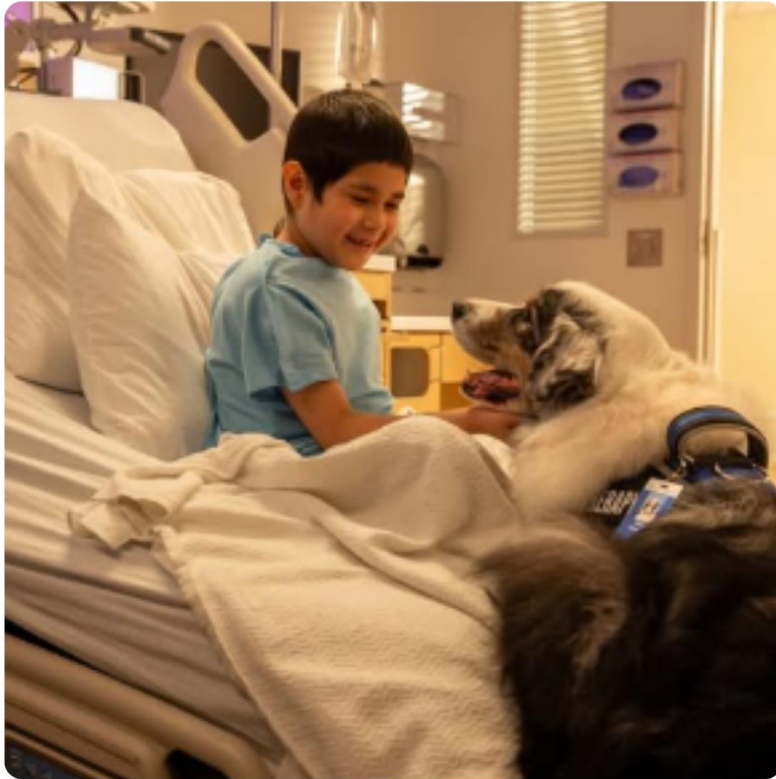
- ▶ Patients are the “why” behind this campaign
- ▶ Weekly spotlights on Patient Champions (8 weeks)
- ▶ Shared via:
 - ▶ eNews
 - ▶ Foundation + Hospital social media
 - ▶ Website
- ▶ All posts include a CTA to donate




Patient Champions



Patient Champions



Patient Champions

A promotional image for the "Light Up A Life" campaign. It features two young patients, Moci and Kael, sitting in a hospital room. Moci is on the left, wearing a white hospital gown, and Kael is on the right, wearing a light blue hospital gown. A person's arm is visible in the center, holding a blue butterfly-shaped light. The text "Light Up A Life" is written in a white, cursive font at the top, with "GIVE TODAY" in smaller letters below it. The background is a blue wall with a pattern of white dots.

Meet Moci and Kael

Moci and Kael were adopted from an orphanage in China by their parents Mandy and Chris. Both have beta thalassemia major, a genetic blood disorder



Top of Mind Awareness

- ▶ CTAs to Donate were everywhere
 - ▶ Emails
 - ▶ eNews
 - ▶ Social media
 - ▶ Giving Website
 - ▶ QR codes in physical ads
- ▶ Local Media coverage
- ▶ Community Partnerships





Turn and Talk:

What are your biggest challenges in finding and collecting powerful stories from your organization?

Discuss at your tables for the next few minutes



Community Involvement

Sponsorship Opportunities

- ▶ \$500-\$50,000
- ▶ Host a Butterfly at their location
- ▶ Send a Butterfly Nightlight to a Patient Room
- ▶ Send workstations in the hospital a gift basket
- ▶ Recognition benefits
- ▶ Event benefits
- ▶ Volunteer Opportunities



Butterfly Hero Business Partners

- ▶ 35+ Participating Businesses across Columbus
 - ▶ Employee Fundraising such as Bake Sales, Flower Sales, Pancake Breakfasts and more!
 - ▶ Register Round-ups
 - ▶ Pin Up Campaigns
 - ▶ Employee Giving and Matches
 - ▶ Holiday product Campaigns





Hospital Events

- ▶ Holiday Campaign Kickoff Events
 - ▶ Audience: past donors of \$1000 or more, and all butterfly hero business partners
 - ▶ Showcase new elements on the front lawn, opportunity to renew gifts and hear from a patient family
- ▶ Grand Illumination and Winter Festival
 - ▶ Audience - hospital staff, patients and families, media, board, and presenting sponsors
 - ▶ “Flip the Switch” Moment with presenting sponsors, moment of cheer inside hospital with children’s choir, activity stations, hot chocolate and swag

Community Events

- Christmas Trolley stop
- Butterfly at Gay Street Corridor
- Chef's dinner – FYR
- Butterfly at Columbus Convention Center
- Butterflies at: Polaris, Easton, Columbus Airport, Commons, and Bridge Park
- Toy Drop
- NBC4 telethon







Turn and Talk:

What barriers have you experienced
in getting businesses to engage
philanthropically?

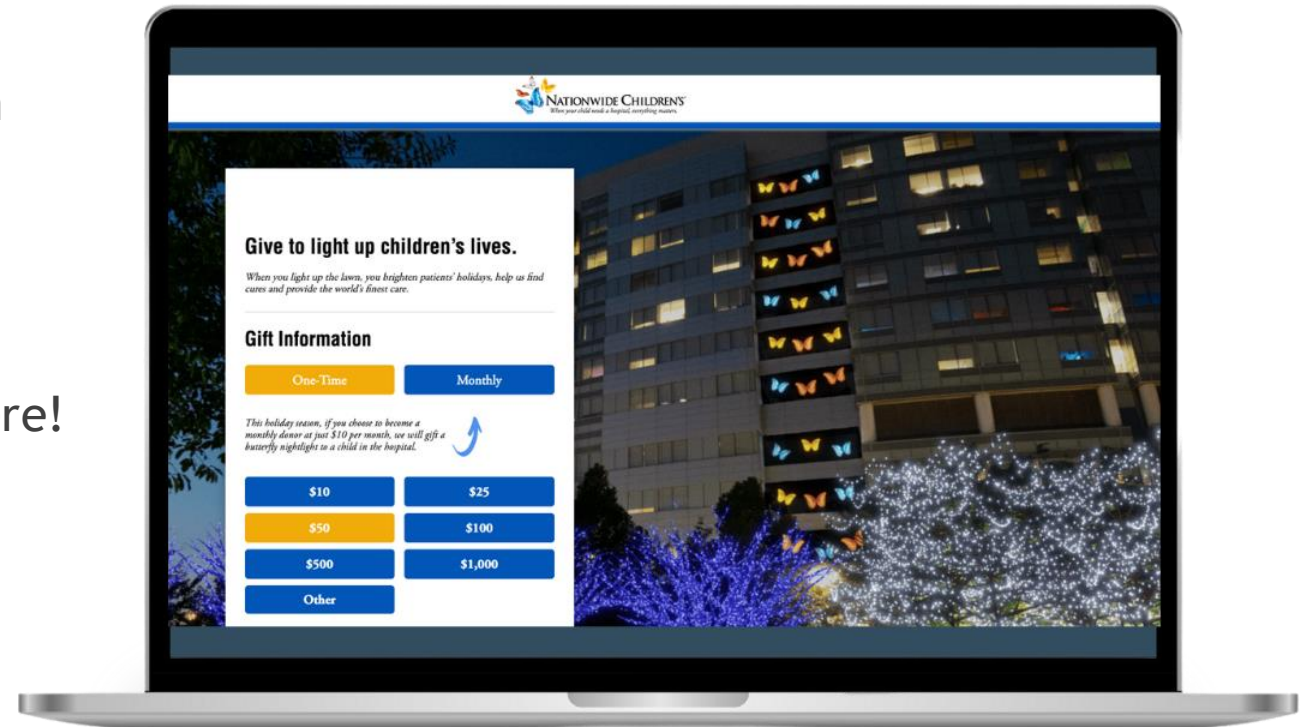
Discuss at your tables for the next few minutes



Igniting Innovation

The Donor Experience

- ▶ From a CTA, you land on the donation form
- ▶ Make your gift
- ▶ Thank you Page & Autoresponder have livestream of the butterflies lighting up
- ▶ Instant Emotional Connection from anywhere!



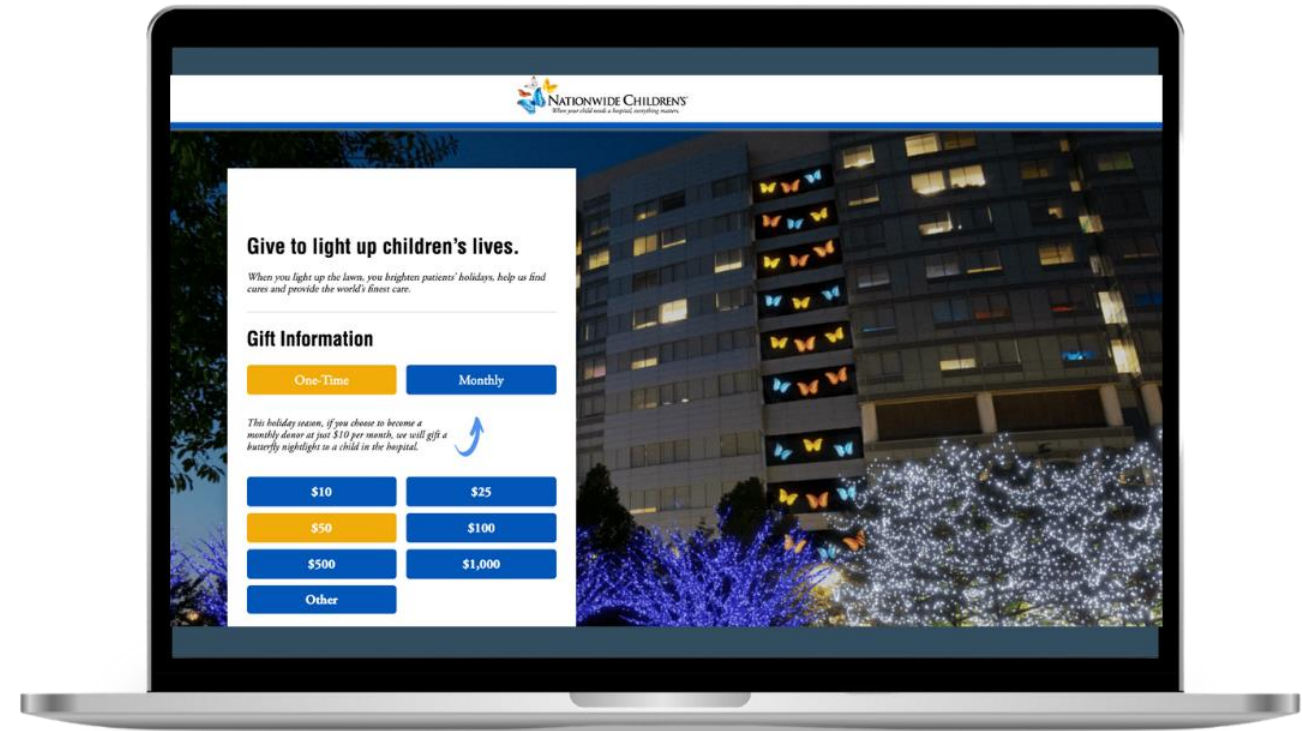
How it works?

- ▶ Created over 180 multi-colored butterfly sculptures
 - ▶ Ranging in size from 18" to 10'
- ▶ Installation, management, take-down all handled by Eclipse/Goodbeast
- ▶ Programmed Nightly interactive Light Show
- ▶ Worked with city and local team on permitting



Beyond a Simple Donation Form

- ▶ Doing Good Digital
 - ▶ Created the Donation Form in Luminate Online
 - ▶ Added Google Tag Manager code to the form that triggers the lights with a donation of \$10 or more
 - ▶ Thank you Page and Autoresponder have link to livestream to see the lights activate on demand after the donation



Increased YOY by 30% since 2022



**1600
New
Donors**

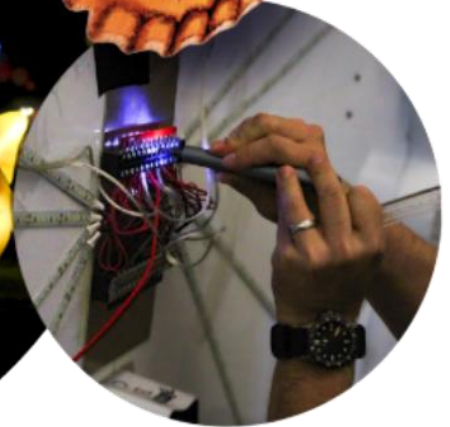
**25 Corporate
Matches of \$10K+**



**\$250K in
added value
from Media**



**35 Butterfly
Heroes**





What Will Take This Campaign to the Next Level?





Next Level Ideas

- ▶ Create an Abandoned Cart email that will trigger to someone who clicks but doesn't give and is already in the email list
- ▶ Create a special new donor welcome series to donors that come in from this effort that continues the storytelling that got them to convert in the first place
- ▶ Create an automated stewardship series throughout the year to these donors for retention efforts



Next Level Ideas

- ▶ For donors that donate, include a conditional section in eNews with an update each month
- ▶ Mail stickers to all donors last year at the start of the campaign
- ▶ Add Peer-to-Peer fundraising, and if you hit certain milestones you get a butterfly at your house for a week





Next Level Ideas

- ▶ Grateful Family Program: Year round engagement of patient families with butterfly themed content and engagement, then special ask at EOY
- ▶ Interactive donation form where you choose the part of hospital (Or community) you would like to light up





Next Level Ideas

- ▶ Engaging emails leading up to campaign
 - ▶ Butterfly themed quizzes, downloads
 - ▶ Voting for butterfly placement
 - ▶ Naming butterflies
- ▶ Badge strategy
 - ▶ Incorporate badges into campaign based on dollar amount or number of years donated in a row
 - ▶ Display in a custom donor portal



Turn and Talk:

If you had unlimited tech resources for one year, what innovation would you prioritize?

Discuss at your tables for the next few minutes



Questions?





Connect with us on LinkedIn!



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