

Building Buzz & Support: Marketing Strategies for a Successful Capital Campaign

Presented by:



*Holly Boldrin, APR, CPRC, Senior Director,
Public Relations*



Integrated Marketing



PR PRIORITY

Build Buzz Pre-Campaign

- ➔ **Assess Readiness – Internal, External**
- ➔ **Demonstrate Impact – Build Momentum**
- ➔ **Create Communications Plan - Phases**
- ➔ **Build Campaign Brand and Toolkit**
- ➔ **Create Vision Story, Case for Support**



Build Buzz Pre-Campaign

- ➔ **Build/Enhance Visibility – Storytelling!**
- ➔ **Leverage Board, Staff, Champions**
- ➔ **Cultivate Donors**
- ➔ **Host Events**
- ➔ **Prepare/Refine Launch Plan**



Campaign Ready?

- **Stakeholders understand mission**
- **Board and donor support, momentum**
- **Strong public/media awareness**
- **Brand assets ready, consistent**
- **Compelling case for support**



Guadalupe Center

- Rebranding and creative campaign development to generate awareness, build understanding of its three core programs and increase philanthropic support
- Wide-ranging services delivered daily including market research, public relations, copywriting, collateral development, video production and digital marketing



Lee Health Foundation

- 2014 - Golisano Children's Hospital capital campaign goal to raise the final \$20 million from the general community

- Public relations
- Advertising
- Creative development
- Event planning (from media conferences to black-tie galas)

- Ongoing services to support the current \$40 million fundraising goal for five new initiatives:

- Branding
- Public relations
- Creative development
- Event support
- Social & digital services
- Media placement
- Website



Harry Chapin Food Bank

- 2025- Harry Chapin Food Bank capital campaign goal to raise awareness and support fundraising for a new hunger action center.
 - Public relations
 - Social media
 - Branding
 - Creative development
 - Video
 - Case for support
 - Event planning and execution



Thank You!

Questions?

