

Capital Campaign Case Study: Women & Infants Hospital of Rhode Island

Women & Infants Hospital, one of the top ten obstetric hospitals in the country, approached The Link Agency for help with strategic direction for their ONWARD Capital Campaign. The goal of the ONWARD Campaign was to raise funds for a much-needed addition to the Hospital, which included a new Neonatal Intensive Care Unit and additional patient rooms. It was The Link Agency's job to raise awareness of the capital campaign and its mission among key donors, namely individuals, foundations and corporations.

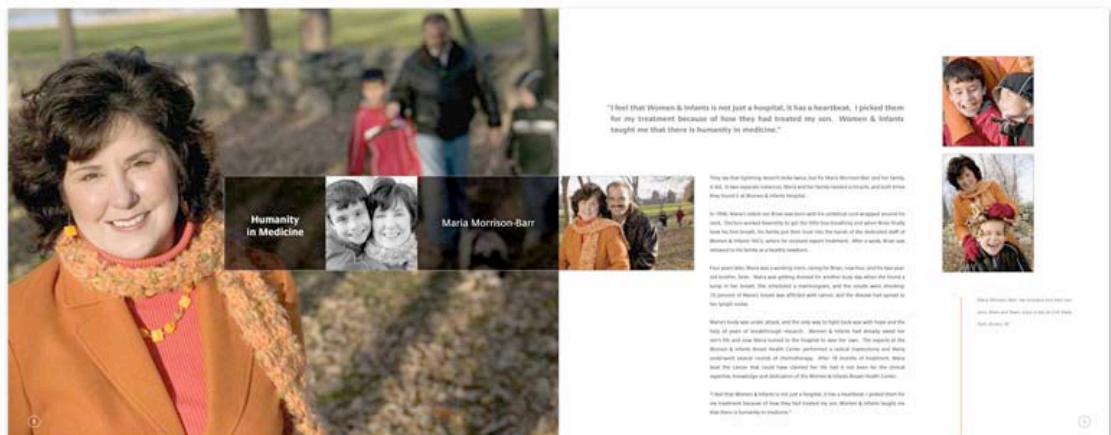
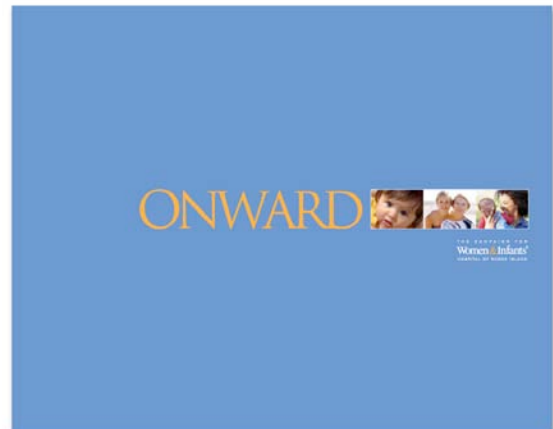
The ONWARD Capital Campaign was a multi-phased process, during which The Link Agency spearheaded initiatives including:

Phase I: Leadership Phase

This phase introduced the campaign, created excitement surrounding the project and attracted leadership gifts from key donors.

Key Deliverables:

- Developed the Case Statement, which involved message development, copywriting, photography and design
- Produced ONWARD collateral, such as letterhead, folders and note cards
- Wrote and designed Campaign Newsletter, sent out seasonally and included contribution updates, donor profiles and patient stories
- Identified key spokespeople for the campaign



Phase II: Informational Phase

During this phase, publicity and marketing efforts centered on announcing major gifts and informing the public of the Campaign.

Key Deliverables:

- Planned and wrote all Donor Announcements, which publicized major gifts and positioned ONWARD as a “winning campaign”
- Developed internal Hospital communication boards, which were placed in the Hospital to keep employees, volunteers and visitors updated on the Campaign and construction project
- Designed a Mini Case Statement, a paired-down version of the larger Case Statement, to be used as collateral material to target potential donors during the public phase
- Produced and directed the Campaign Video to highlight the Campaign’s goals and objectives through key spokespeople, including key leadership, patients and donors



Phase III: Announcement of the Campaign/Public Phase Kickoff

The agency planned a formal event to announce the goal of the campaign, committees and chairs, and other various components, and coupled the event with a press blitz.

Key Deliverables:

- Produced Groundbreaking/Kickoff Event as a way to thank donors and raise awareness of the Campaign objectives within the community
- Incorporated press conference into ceremony and secured key media
- Designed and launched the ONWARD Web site, an interactive online space where interested parties and donors can learn about W&I and ONWARD



- Developed collateral materials such as ceremony program and brochure highlighting unique giving opportunities

Phase IV: Concluding Campaign and Post-Campaign Phase

The Agency and the ONWARD campaign are still currently in Phase III, the Public Phase, but are proactively planning for the successful conclusion of the campaign and attainment of the goals set forth by ONWARD. This phase will focus on the success of the campaign and points to the achievements of the effort toward strengthening institutional programs.