



galvanizing giving through a creative campaign

My Promise. My Children's.

An employee campaign for Akron Children's Hospital

As support for a \$200 million expansion to meet needs of children and their families, Akron Children's Hospital launched its first-ever employee capital campaign with creative support from akhia communications, resulting in impressive fundraising and enthusiastic employee buy-in.

the quick take



a promise fulfilled

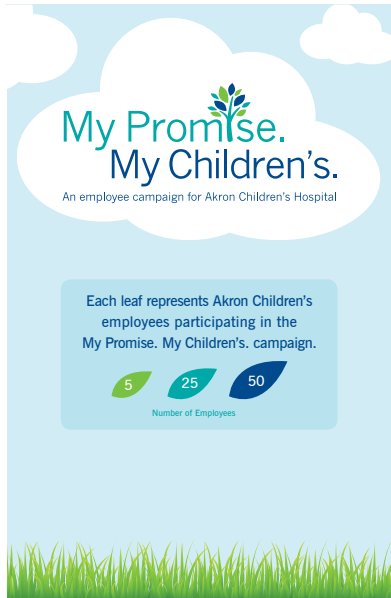
Employees not only contributed on a large scale to the project, but took immense pride and "ownership" resulting from their involvement in bringing it to fruition.

5,000
employees

3 months
of fundraising

\$3,843,938
donated by employees

368,735
square feet of care funded



what drove our success?



a comprehensive approach

We took a holistic approach to the capital campaign, delivering brochures, packets and branded items, a "giving tree" progress display, intranet stories and other materials to engage employees.



psychologic appeals

We structured the campaign to elicit employee pride in the project they helped complete and to increase emotional investment in the outcomes



keeping it real

By tapping into heartwarming stories of children who had been treated (including those of many employees), we were able to make the impact of donations feel tangible.

