



Brave
Beginnings
Helping Premies Thrive



BARRIERS

- Low brand awareness
- Misconceptions about NICUs
- Not positioned as a timely issue

COMMUNICATION CHALLENGE

Highlight the urgency and timeliness of the cause to drive catalytic action with tangible impact.

You told us...

Women 25-44



We prioritized...



HIGH VALUE TARGET:
GRANDPARENTS



GRANDPARENTS HAVE MONEY

Highest average net worth, discretionary funds

GRANDPARENTS ARE GENEROUS

Contribute 45% of the nation's contributions to nonprofits

GRANDPARENTS LOVE BEING GRANDPARENTS

Enjoy talking about their grandkids to just about everyone



THE CARE GIVEN IN THE FIRST HOUR AFTER BIRTH, OFTEN KNOWN AS THE "GOLDEN HOUR," IS CRUCIAL FOR THE LONG-TERM HEALTH OF A PREMIE.



Grandparents have rich life experience that has taught them the value of time. As they grow older, they feel compelled to invest in future generations and leave a legacy.



Draw parallels between grandparents' appreciation of time, and the vital "Golden Hour" of a premie's life, to drive a sense of urgency and inspire sharing.

THE BIG IDEA



“For some, an hour can mean almost nothing. For others, an hour makes all the difference in the world.” –Greys Anatomy

“THE GOLDEN HOUR”

Shed light on how just one hour can have an everlasting impact on someone’s life.





KEY TACTICS



1 SHARE AN HOUR



ENCOURAGE SOCIAL SHARING WITH #MYGOLDENHOUR

KPIs: Social Engagement, Site Visits, Donations

2 OWN AN HOUR



TAKE OVER ONE FULL HOUR OF COMMERCIAL AIR TIME

KPIs: Donations, Awareness (Brand Lift Study)

3 REPEAT AN HOUR



RE-ENGAGE DONORS WITH INSPIRING UPDATES

KPIs: Donations, Open Rate, Link Clicks

SHARE AN HOUR

WHAT HOUR CHANGED YOUR LIFE? #MYGOLDENHOUR

EXPOSURE

Brave Beginnings
Sponsored · 

Did you know? For the 1 in 9 babies born prematurely, the care given in the first hour after birth is crucial for their long-term health. This life-changing hour is known as "The Golden Hour". What hour changed your life? Share using #MyGoldenHour, nominate a friend to do the same, and donate here: <https://www.bravebeginnings.org/>



Donate

82 Reactions 9 Comments 26 Shares

 Like  Comment  Share

SHARE & DONATE

Create a Post | Photo/Video Album



The hour that changed my life was when I got married 45 years ago. This man

Photo/Video Feeling/Activity Check in Tag Friends

Public Post

Donation Amount * \$50.00

Recurring Frequency * Monthly One Time

This is a tribute donation.

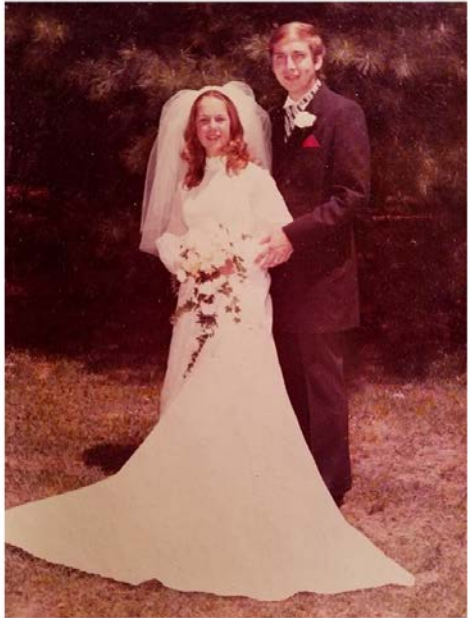
NOMINATE

Barb Antos added a new photo — with **Cathy**

Antos-herring and **Lauren Antos Kacyvenski**

August 13, 2016 · 🌐

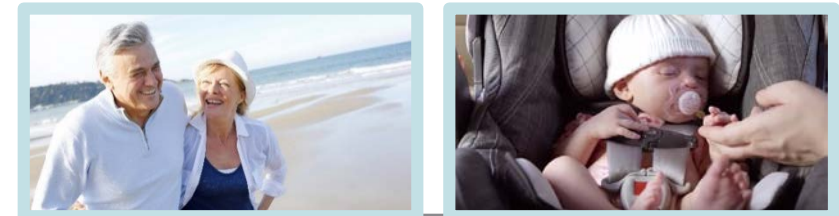
The hour that changed my life was when I got married 45 years ago. This man gave me two beautiful children and a wonderful life, full of adventure. #MyGoldenHour I nominate those I tagged to share the hour that changed their life and donate to BraveBeginnings.org



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OWN AN HOUR

We will be owning 1 **GOLDEN HOUR** of commercial breaks on
Grandparents Day, September 10, 2017
‡
World Prematurity Day, November 17, 2017



GOAL:
Raise \$200K in one hour
(\$400K total)

HOW:
Ask each viewer to
donate \$5

CALCULATION:
880K viewers per episode
5% donation rate (estimated)
44K viewers X \$5 = \$220K per hour
TOTAL = \$440K donations

Leverage
current
theater
partnerships





REPEAT AN HOUR



Thank You from Brave Beginnings

Inbox x

Dear Barbara,

Those of us at Brave Beginnings would like to thank you for your continuous support for families spending time in the neonatal intensive care unit, along with the health professionals who care for them. Over the past 6 months, your donations have helped more than 450,000 preemies by providing them with vital equipment they need to live a healthy and productive life.

Let's keep the momentum going year-round! You can increase your reoccurring donation at any time, [HERE](#).

See below for a video update on hospitals in your region that have benefited from your contributions.



- Retarget past **GOLDEN HOUR** donors with email newsletters and direct mail
- Share videos, pictures and personal stories to show tangible impact
- 3 easy ways to donate:

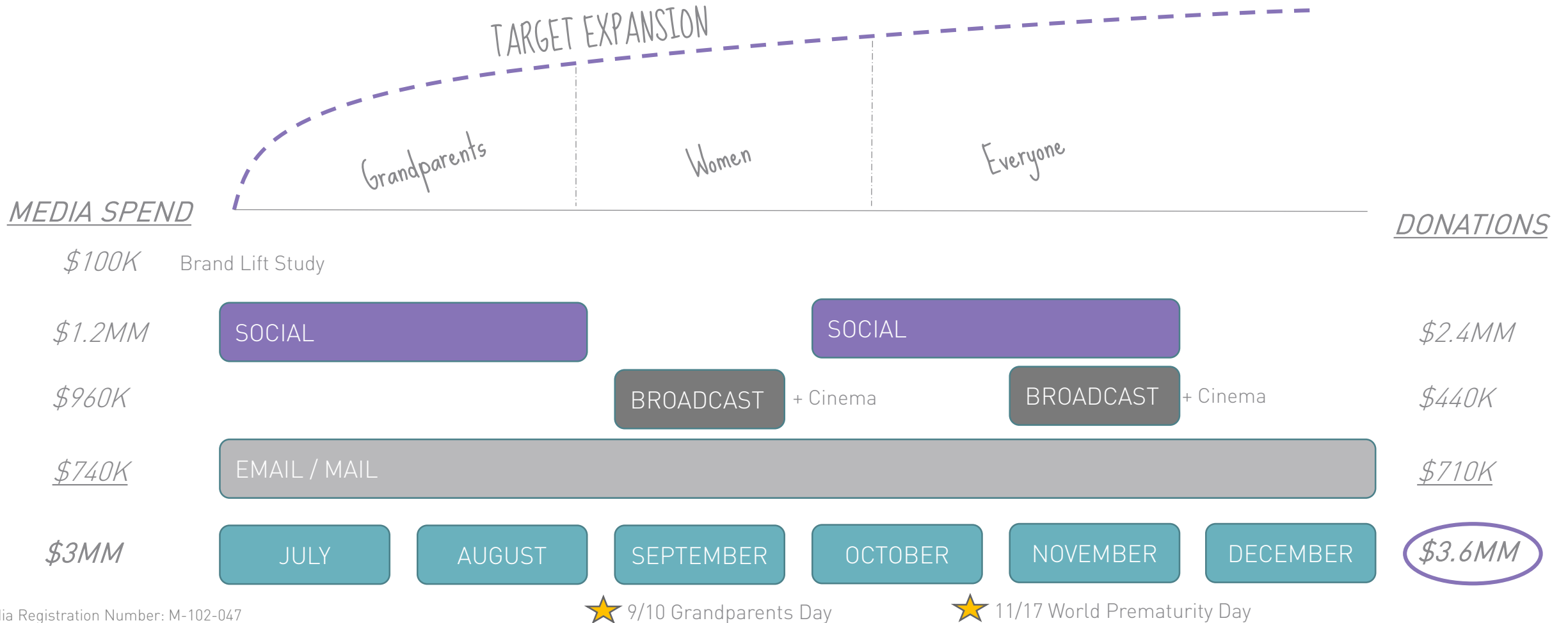


*Email results in one-third of online fundraising revenue, and has the highest ROI of any marketing channel.**

THE BREAKDOWN



2016 Donations = \$4.2MM
 2017 Donation Goal = \$4.4MM
 6 Month Campaign Goal = \$2.2MM





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MEASUREMENT

- ❖ Donations
- ❖ Social engagement
- ❖ Awareness
 - Retail partnership interest

WHY IT WORKS

- ❖ Highlights the value of time
- ❖ Leaves a legacy
- ❖ Encourages sharing
- ❖ Has organic growth potential