

Case Study:

Encouraging Donations

Client and Challenge

Through partnerships with local healthcare providers, a not-for-profit sought to increase donations to achieve their mission: to expand access to treatment for children born with clubfoot in low- and middle-income countries.

Strategy and Solution

A comprehensive media strategy featured full-page ads with before and after pictures, telling the story and conveying the need. The striking ads were showcased in the country's most popular magazines: *PEOPLE*, *Fortune*, *Shape*, and *Fitness*, in target markets, nationwide.

Campaign Success

Large and small donations were received.

A \$10,000 donation from a family foundation included a note that explained that they saw the ad in *PEOPLE* magazine and "felt compelled" to donate to such a "great organization."

The not-for-profit organization achieve a **63% increase** in direct site traffic and exceed their fundraising goals.

A picture is worth a thousand words.

Connect with an MNI Account Executive near you to build your most successful campaign yet.

