

Help us EXTINGUISH cystic fibrosis



1. PR CAMPAIGN INTRODUCTION

When approached by the Cystic Fibrosis Foundation (CFF) to help promote the Ensynch StairClimb and Firefighter Challenge, we hit the ground running and didn't stop to look back. We understood the value a well-developed and thought out PR and marketing plan would bring to the event, but more importantly to the fight for a cure for Cystic Fibrosis (CF).

As a firm we combined energies and strengths to launch a four-month plan that yielded the most successful StairClimb and Firefighter challenge in its 26 years of existence. The achievement of all of our efforts and the event's committee resulted in more awareness about Cystic Fibrosis within the community and more resources to help researchers find a cure.

2. SUMMARY

We built a PR Plan that was solid and raised more money than we could have imaged. Brief snapshot of what we did:

1. Built a brand over the Ensynch StairClimb and Firefighter Challenge
 - a. Worked with Digital Moxie to create a new logo, sponsorship packet, brochure, etc. to give the event a whole new look and feel
 - b. Created a new slogan
 - c. Created new Web site, Myspace.com page, PSAs and promotional videos
2. Event Coverage
 - a. Generated buzz among the community
 - b. Received coverage pre-event and day of
 - c. Received mentions post event
3. Delivered Results
 - a. Exceed fundraising goals
 - b. Received substantial coverage of event
 - c. Raised awareness about Cystic Fibrosis
 - d. Got more local businesses involved
 - e. Increased the number of stair climbers who attend the event

3. OBJECTIVES

When developing the PR plan for the Ensynch StairClimb and Firefighter Challenge, we outlined objectives that served as landmarks to guide us as we achieved our main goal:

- To raise awareness about CF—we knew by informing the community about the disease we could help make a difference in future efforts.

Before we reached our goal, we created a list of key objectives that would build momentum within the community about Cystic Fibrosis, the event and how they can help.

- > **Objective 1:** Raise a total of \$60,000 to help fight for a cure
- > **Objective 2:** Raise awareness among the local community and businesses about the Ensynch StairClimb and Firefighter Challenge
- > **Objective 3:** Secure local businesses as corporate sponsors
- > **Objective 4:** Recruit 250 stair climbers to attend and participate in the event
- > **Objective 5:** Drive attendance to the event
- > **Objective 6:** Secure a steady stream of media exposure of the Ensynch StairClimb and Firefighter Challenge and of Borders Benefit Days during Labor Day Weekend

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4. STRATEGIES

Being smart and strategic is a knack we have. When creating the PR plan we developed strategies that were possible to implement, but more importantly, would help us exceed our expectations and those of our clients.

With our goals set, we went straight to the drawing board and created a list of calculated steps we would take to drive awareness and raise money for CF.

- **Establish a brand image** for the Ensynch StairClimb and Firefighter Challenge that would stay in CFF's target audiences' minds.
- **Create a call to action.** We knew it was necessary to drive attendance to the StairClimb and Firefighter Challenge to make it successful—encouraging people to participate in the StairClimb, donate money and have a good time.
- **Build awareness** about Cystic Fibrosis by creating a buzz within the community.

5. TACTICS

Our daily activities and outreach were the reason why we yielded over \$90,000 donated to researchers, searching for a cure. Over the course of four months we picked up the phone and went through our rolodex, sent hundreds of emails, organized media outreach so we could surpass our goal. Here is a quick download of what we did:

- Issued press releases announcing everything we knew was news worthy.
 - > “Cystic Fibrosis Foundation Announces the Launch of the Ensynch StairClimb and Firefighter Challenge”
 - > Ensynch StairClimb and Firefighter Challenge Raises over \$90,000 for Cystic Fibrosis Research”
- Because we pulled out all the stops, we even launched media advisories the day before the events:
 - > “Cystic Fibrosis Foundation Announces Borders Benefit Days for This Labor Day Weekend Only on Sept. 2nd, 3rd and 4th.”
 - > “Nation’s Only Dual Building StairClimb Event to be Held at The Arizona Center Saturday, September 23, 2006”
- Created Marketing Materials to get people excited:
 - > 30-second radio and TV PSA (wrote script); Sponsorship Packet (copy and coordinated design); 15-second promo video and email blast copy and coordinated in design and launch.
- It’s pitching time! We made sure to let everyone in the media know about the Ensynch StairClimb and Firefighter Challenge, and fell just short of renting out a blimp. It was important to create strategic media pitches that would spark attention and drive media coverage.
- Call down to businesses: We needed to raise funds for CF and we contacted every client and their customers to gain the sponsorships we needed to have a successful event.

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6. RESULTS

Our Initial fundraising goal: to raise \$60,000
Total Monies Raised: \$95,207
Total Revenue: \$90,819

Sponsorships:

- > Title Sponsor: Ensynch \$15,000
- > Firefighter Sponsors: \$19,000
- > Climber Revenue: \$30,037
- > General Sponsorships/Revenue: \$26,795
- > Day of Revenue: \$345
- > Border's Benefit Days: \$4,030

Media Coverage:

- > NBC 12
- > ABC 15
- > *The Arizona Republic*
- > AZ Family, 3TV
- > CBS 5
- > *LA VOZ*

Participants: Over 350 Climbers