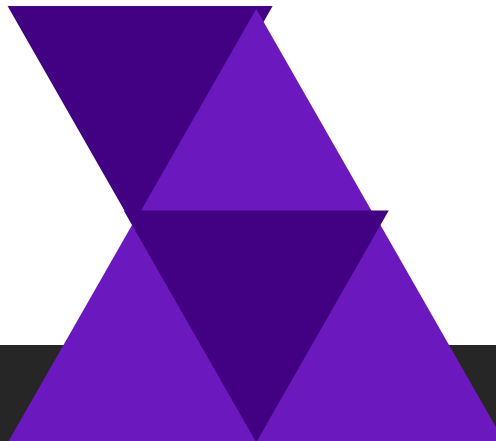




**Marketing Effectiveness:
Corporate Social Responsibility**



Marketing Effectiveness

Corporate Social Responsibility

Transforming Lives Through Organ Donation Awareness

The **Gift of Hope 2024 Registration Tour** exemplifies the true spirit of Corporate Social Responsibility by aligning with a mission-driven initiative to save lives through organ, eye, and tissue donation. By combining community engagement, innovative outreach, and measurable impact, this campaign reached new heights in fostering societal well-being and advancing awareness of a life-saving cause.



Marketing Effectiveness

Corporate Social Responsibility

Campaign Highlights

Unparalleled Reach and Community Engagement

- 46 Event Activations across Illinois and surrounding areas, including high-profile events such as the Chicago Air & Water Show, Bud Billiken Parade, and Taste of Chicago.
- 1,114,000+ attendees reached, creating an unparalleled opportunity to spread the message of organ donation.
- Direct engagement with 51,240 attendees, leading to meaningful conversations that encouraged action and awareness.

Driving Action and Impact

- Over 2,084 new organ donor registrations, demonstrating tangible, life-saving results.
- 3,121 QR code scans directing individuals to learn more and take action on the importance of donation.
- The campaign's 209,000 social media impressions amplified the mission, leveraging both Brand Emissaries and attendee-generated content to extend the conversation far beyond event boundaries.

Brand Awareness and Visibility

- An estimated 402,000 brand impressions from strategic on-site presence, including branded tents and signage, which reinforced Gift of Hope's commitment to community health and well-being.
- Opportunity identified for future campaigns: Utilizing a branded vehicle could add over 1,338,800 additional impressions, serving as both a mobile marketing tool and a beacon for donation advocacy.

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Emotional Connection: Human Stories, Real Impact

The tour was brought to life through powerful testimonials from organ recipients, donor families, and community advocates. These stories resonated deeply, creating emotional connections that inspired attendees to register as donors and share their support.

Why This Matters

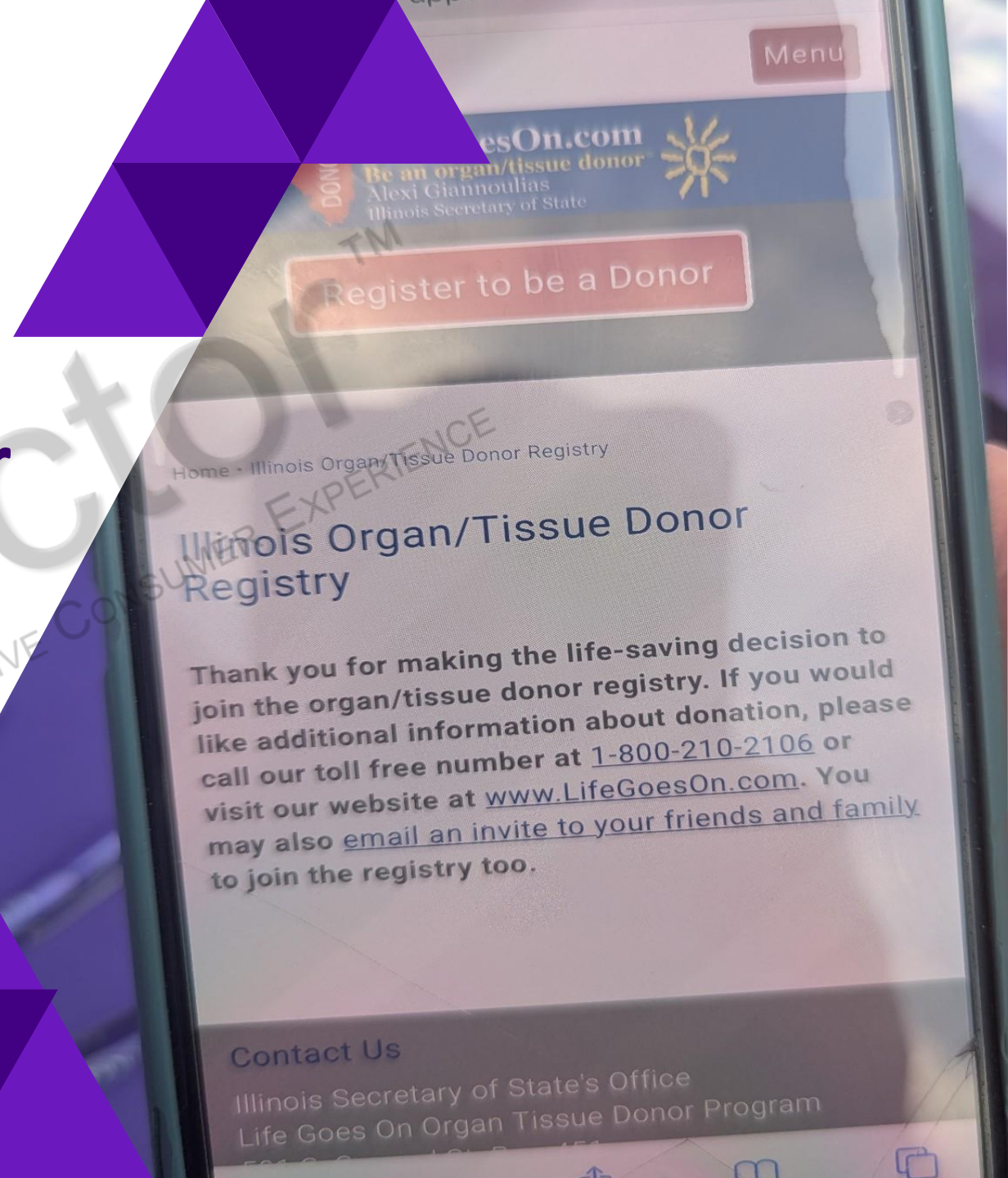
The Gift of Hope 2024 Registration Tour went beyond promoting a cause—it created a movement. By integrating strategic engagement, innovative technology, and heartfelt storytelling, the campaign became a model of Corporate Social Responsibility. It not only raised awareness but also drove actionable results that will save countless lives.

This program highlights Gift of Hope's dedication to addressing a critical societal challenge, positioning the organization as a leader in CSR and a champion for the power of community engagement to make a difference.



2024 Registration Tour

July – December 2024





Gift of Hope

2024 Registration Tour

