



Marketing Collateral for a Healthcare Fundraising Campaign

To launch a \$100 million development campaign for this north shore healthcare system, we developed a strategy focused on communicating the importance of high-quality healthcare within a high-quality community. Creative focused on high quality, location photography of the communities case-history stand outs. Beginning in a market downturn, the campaign exceeded original goals resulting in \$152 million total funds raised. Campaign graphics were repurposed for multiple marketing opportunities.

