

CASE STUDY: Phyllis Tuckwell Hospice

Just a few days Social Media effort can work wonders

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The start of the coronavirus pandemic and lockdown provided desperate times for all hospice fundraising departments. Physical contact with supporters and donors was banned by the UK Government, thus ensuring monies from projected live events would effectively be nil. No Midnight walks, no Colour Runs, no coffee mornings – all good money spinners

And those desperate times meant that fund raising solutions outside your normal or everyday comfort zone or skill set had to be explored. The virtual world suddenly became the St George of the UK hospice sector.

Of course, virtual can encompass many things, from quizzes, either online or through the new star communication systems of Microsoft Teams or Zoom; to counting your steps every day to see if you've hiked to the moon.

Ruth Masters, Community & Events Manager, at Phyllis Tuckwell Hospice was full of praise for her project with Ecoracing, the world's only virtual balloon race that uses real live weather data, "We have had a great experience working with Eco Racing and taking part in their Easter Virtual Balloon Race.

We signed up just 4 days before the event began, not knowing how many balloons we could sell in such a short space of time but were really pleased to sell over 2,000 balloons.

This event really captured our supporter's imaginations and social media was invaluable in spreading the message. The virtual balloon race was a great way for us to offer a safe, fun and interactive event experience with our supporters during a difficult time and we were really pleased to raise over £5,500 for Phyllis Tuckwell Hospice Care at no cost to us. It was the perfect, no risk, high return virtual event we were looking for!"

Whilst posting on Facebook groups was the main marketing tool of choice, the hospice did a very small FB paid advert – just £10 in fact. It asked recipients to agree or think about going to the hospice race website to buy a balloon or two. The results are below.

		Money				Cost per
Campaign name	Result Type	Spent £	Results	Reach	Imps	result £
Virtual Balloon Race	Event responses	10	24	2679	3865	0.42

Superficially, the results are promising – 24 people said they would go to the race website, with 2679 individuals opening the advert. However, there is no way of knowing whether the 24 respondents actually did go to the race website and buy balloons - there is no connectivity. What you can say, though, is that for £10, nearly 3000 people were made aware of the hospice virtual balloon race. And that is good value.

Contacts

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