

YOUNG LIONS COMPETITIONS



**PR
Category**

Supporting:



Sponsored by:



THE BACKGROUND

Helping Ireland's sickest children is the heart and driving force of CMRF Crumlin. We're the leading Children's Health charity in Ireland, with a dual remit – to provide vital funds to Our Lady's Children's Hospital Crumlin (*now called "CHI at Crumlin"*) and provide much needed funds for research within the National Children's Research Centre. By providing vital funding and support right across the patient journey from early diagnosis to patient experience and in some cases palliative care, CMRF works relentlessly to deliver better treatments and outcomes for sick children.

Despite having 35,000 active donors and raising in excess of €12m every year, the charity needs to increase its direct debit donor base from 15,000 to 40,000 people over the next 3 years if it wants to continue to significantly improve patient experience, find breakthrough treatments and cures for the most debilitating and life-threatening children's illnesses.

Childhood illness is indiscriminate. In Ireland alone 250,000 children live each day with chronic illnesses. Furthermore 2% of our children will be diagnosed with a life-threatening illness- that's a staggering 25,000 children robbed of their childhood. Early detection and improved treatments have delivered seismic improvements in patient outcomes – for example, over the past 20 years the mortality rate for childhood leukaemia has reduced from 85% to just 15%.

This campaign must touch and move people not directly impacted by childhood illness to feel they can make an impact. It must sell hope and galvanise people to be part of a movement that actively improves the daily lives of Ireland's sickest children.

THE CHALLENGE

When childhood illness strikes the daily things, we take for granted can become difficult. Whether it's the ease of getting out of bed ready for the day ahead, the ability to focus, learn and attend school, the opportunity to plan for the future, being able to move without pain, or simply having a choice of what to do with the weekend. The lighter side of life - adventures, fun, jokes, parties, birthdays, friendship secrets and special outings with siblings, cousins and grand-parents – can be missed by long hospital stays or lack of recovery. This impact upon a family and its wider community.

Almost all donors have been affected directly or indirectly by a sick child. We want to extend the reach and resonance of the work we do to people currently unaffected by childhood illness. We want to mobilise them so together we work towards eradicating childhood illness. We want to popularise the work we do beyond those directly affected.

In 2019 we are hoping to provide €5m in support towards research for better cures and treatments and €1.5m in support for equipment and supports. This requires recruiting an additional 1000 new direct debit donors committing a monthly donation. Without increasing our donor base the outcomes for our patients will deteriorate.

WHAT DOES SUCCESS LOOK LIKE?

Support our wider campaign to deliver an incremental 1000 new direct debit donors who will commit to donate €5 to €10 a month.

We want to leverage PR and especially broadcast media, to bring our story to life. While we do have an in-house PR team who work very effectively in press and through social media, when we land an action driving story on high profile TV and Radio programmes (Late Late, Ray Darcy, Marian Finucane) response rates are turbo charged. We'd like any PR strategy to illustrate how we use more emotive messaging to activate our story and link it up with easy ways to donate at the click of a button for people commuting, at home in their kitchen, or relaxing with TV.

Our patients can tell amazing stories of heroism, stories that have resonated deeply with the public. We want some of our stand out stories to amplify the phenomenal work funded by CMRF and to actively motivate the public to get involved and donate regularly to finance these outcomes.

We care for Ireland's sickest children, our service is national therefore our PR strategy needs to have national reach. Campaign must be executable between Q3 & Q4. Tone of voice should be approachable, empowering, optimistic, compassionate.

We can provide patients and their families, along with some celebrities who have directly been affected, to share their journeys and outcomes. (Celebrity ambassadors include Colin Farrell, Robbie Keane, Johnnie Sexton, Ronan O'Gara Victoria Smurfit, Andrea Corr and Miriam O Callaghan). Essentially our patients and their families are the most authentic and compelling story tellers and theirs is the story we'd like to tell.

THE AUDIENCE

Our donors are between 30-50+ years of age, with children, and directly/indirectly effected by illness. We want to broaden the reach to people who are unaware of our work and create greater front of mind resonance. We want to cut through the noise of other worthy causes and make CMRF have front of mind stand out.

By donating people tell us how they feel. Words like Gratitude (for everything they have), Pride (for giving something back) and Making a Difference come up again and again. For some it's an insurance policy – by supporting this I am insuring illness doesn't visit my children. For others it's about their own childhood experience or their experience of a friend or family who has been inflicted with his in the past.

THE CHANGE REQUIRED

We want to mobilise an audience to get behind our campaign highlighting the work of a community doing *#whateverittakes* to eradicate childhood illness.

THE DELIVERABLES

- 10 slides PowerPoint detailing PR strategy and proposed campaign.
- 450 word explanation detailing the creative idea, the strategy and the execution
- One slide that visually summarises your presentation saved as Summary Slide