



Nonprofit Marketing Look Book

Featuring Nonprofit Connect
2018 Philly Awards Winners



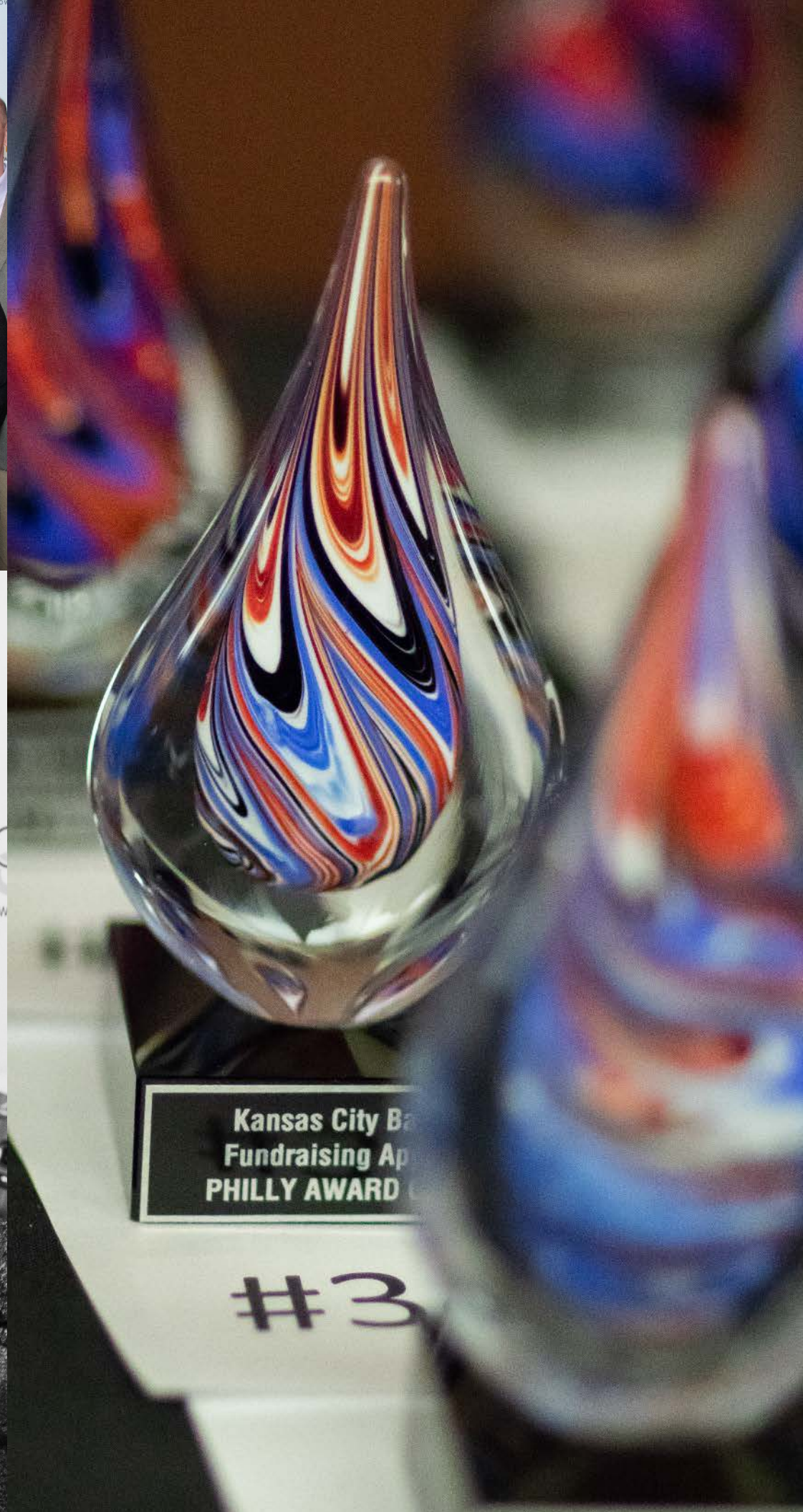
2018 Philly Awards

Nonprofit Connect has hosted the Philly Awards for over 15 years to celebrate outstanding achievements in nonprofit marketing.

Nonprofit organizations and creative agencies working with nonprofit clients are invited to submit entries to an expert panel of judges. Winners are awarded in 15 categories, and honored at the Philly Awards celebration in November.

We've compiled the top-scoring entries from 2018 and their judging comments. Read why these nonprofit marketing pieces are the crème de la crème, and what elements help these print and digital campaigns convey their message.

For more information, visit npconnect.org/philly-awards



Awards of Distinction

2018 entries scoring in the ninetieth percentile of the possible points awarded

Big Slick
Celebrity Weekend

JDRF

Kansas City
Ballet

Kansas City
University

KC CARE
Health Center

Kansas City
Film Office

KVC
Health Systems

Lyric Opera of
Kansas City

Rockhurst
University

Rosedale
Development
Association

Sertoma

Steps of Faith
Foundation

Truman Library
Institute

BEST IN SHOW

Ronald McDonald House
Charities of Kansas City

Entry Title: **“Big Slick Celebrity Weekend 2018”**

Organization: **Big Slick Celebrity Weekend 2018** benefitting Children's Mercy

Creative Agency: **None**

Category: Social Media Campaign

Results:

- Increased social media

engagement 97% over 2017

- Brought in additional \$160,000

What Works

Notes from the Phillys Judges



- ❑ This social media campaign is very cohesive and conveys the message of the event smoothly over all social media channels.
- ❑ Pays a lot of attention to detail to draw in fans, donors, and attendees to the event weekend.
- ❑ The use of Facebook Live was a great experiment that garnered many viewers.
- ❑ Including a social media reference sheet for involved celebrities and specific targeting of fan bases from PR events.
- ❑ Clear impact on the level of engagement and dollar amount raised.

Watch the Video!

Entry Title: “JDRF Dream Gala Fund A Cure Video”

Organization: JDRF

Creative Agency: KJO Media

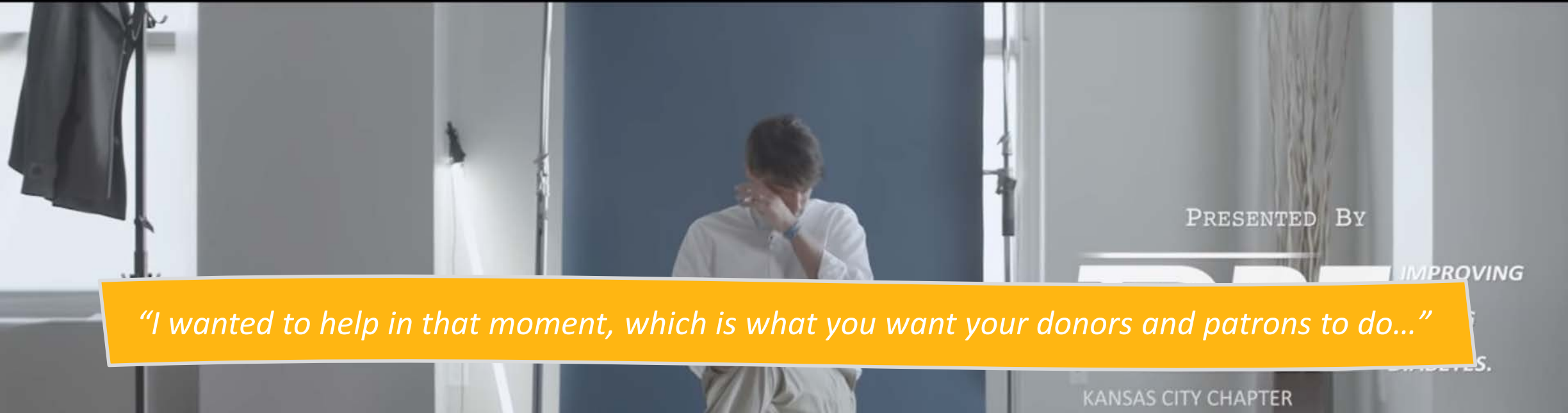
Category: Long Video

Results:

Raised over \$1.8 million for type 1 diabetes research

What Works

Notes from the Philly Judges



- ☐ This video has a clear message and narrative.
- ☐ The call to action was clear and important... gives the donor a clear emotional reason to give.
- ☐ The high emotions from the parents as they tell the story of their daughter and what she faces, combined with the very personal visuals and audio clips make this piece highly impactful. I cried when you hear her get her pump changed.

“I wanted to help in that moment, which is what you want your donors and patrons to do...”

Watch the Video!

Entry Title: “Keep Our Dancers on Their Toes”
Organization: Kansas City Ballet
Creative Agency: None
Category: Fundraising Appeal

Results:
Increased gift size by 28% and
number of monthly donors by
775%

What Works
Notes from the Philly Judges



- The campaign is very unique and specific to the organization and the audience while expressing a real need.
- The comprehensive campaign materials give insight into a ballerina’s tools and a behind-the-scenes look for donors.
- It feels both emotional and educating.
- All pieces work cohesively from the envelope, to the brochure, to the banners.
- The use of the individual ballet dancer’s photo and the worn ballet slippers sitting in front... adds a great, personal touch to the campaign.

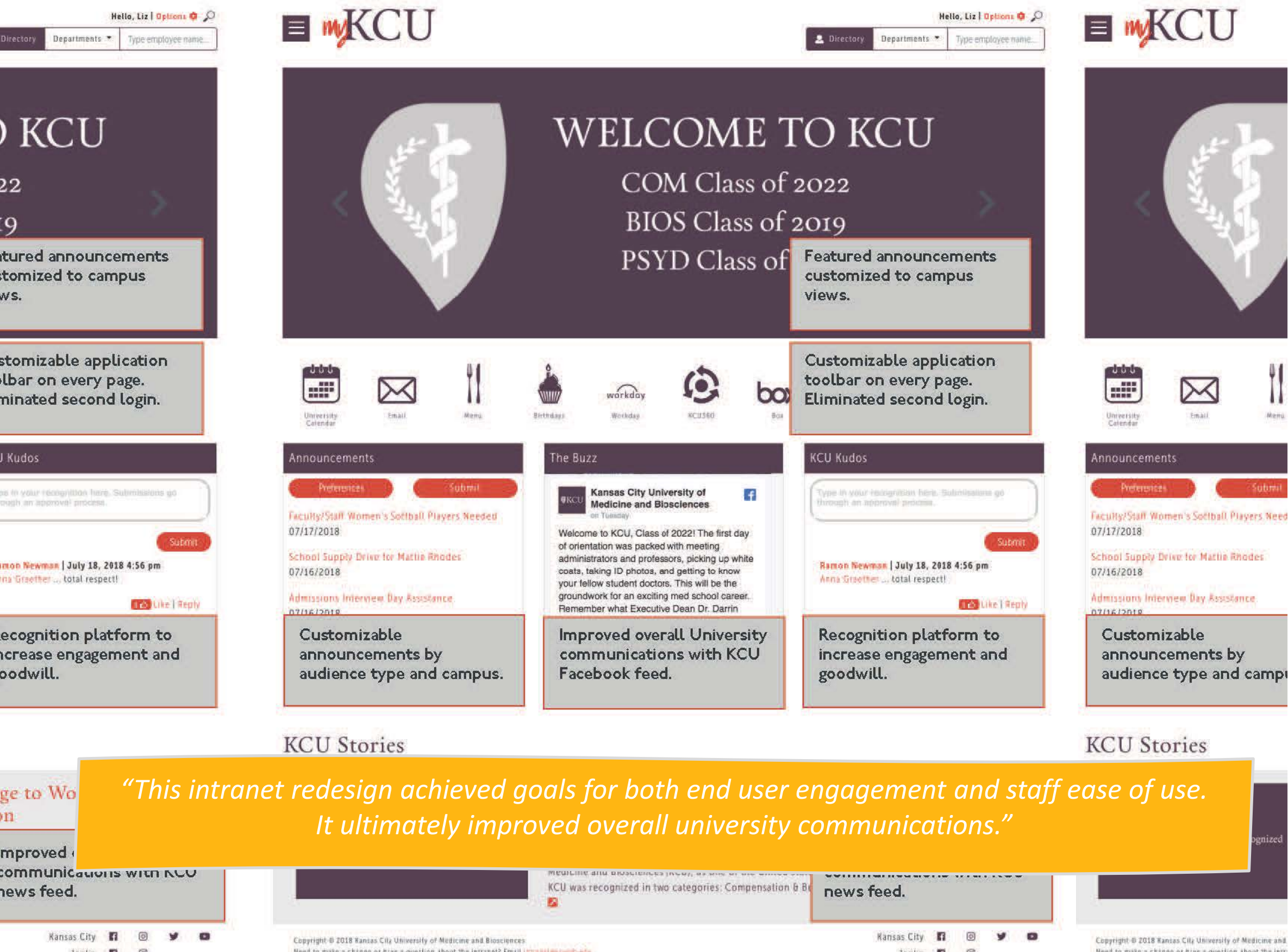
“Very well-designed and an enjoyable experience to read...”

Entry Title: “KCU’s Intranet Redesign – myKCU”
Organization: Kansas City University of Medicine and Biosciences
Creative Agency: None
Category: Website

Results:
Achieved all 5 goals presented and then some – including increase in announcement page views of 298%

What Works

Notes from the Philly Judges



- Striking images complement the concise copy and clear brand identity.
- Mission statement is clear and easy to find.
- Appreciate the statistics and results.
- Easy to read.

“This intranet redesign achieved goals for both end user engagement and staff ease of use. It ultimately improved overall university communications.”

View the Redesign!

Entry Title: “Bloom Party Presents Cirque Electrique Invitation”
Organization: KC CARE Health Center
Creative Agency: None
Category: Special Event Invitation

Results:
Increased sponsorships, sold-out event,
integrated physical and digital: “Social media
exploded with excitement when supporters
received campaign elements in the mail!”

What Works
Notes from the Phillys Judges



- ❑ Wow! Loved that the “electrique” feel was conveyed in every element of this invite, to the colors, to the vector images and type faces.
- ❑ Great, bold, popping pieces. Really catches the eye and makes me want to go.
- ❑ Originality of the sponsorship recognition. It was fun but also kept a spotlight on the sponsors.

“The design was beautifully conveyed in a way that didn’t inhibit information...”

Entry Title: “KC Film Tourism”
Organization: Kansas City Film Office
Creative Agency: KJO Media
Category: Medium Video

Results:
Over 5,000 video views and
30,000 section views – all organic

What Works
Notes from the Philly Judges



- ☐ This is THE MOST unique entry of all! It is engaging and fun and makes me want to sign up for a film tour myself!
- ☐ Love the voiceover, music, and animation. Very impressive.
- ☐ I enjoyed the story line of old Hollywood and up-and-coming opportunity ties to KC.

“Creating a video to attract filmmakers to KC means this video had to nail it – and it did!”

Watch the
Video!

Entry Title: **“2017 KVC Gala Invitation”**

Organization: **KVC Health Systems**

Creative Agency: **REACTOR Design Studio**

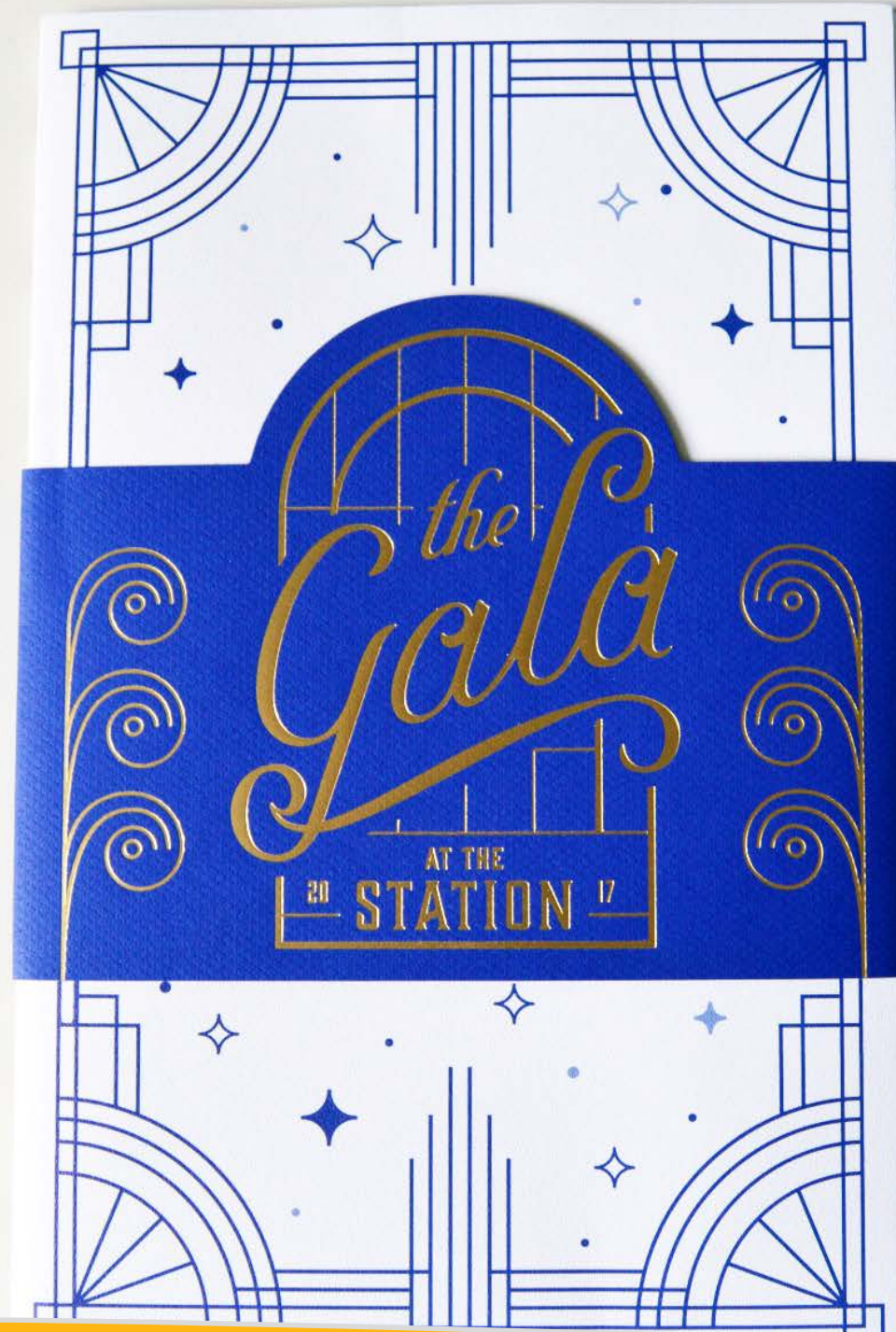
Category: **Special Event Invitation**

Results:

- Increased response rate from invitation, especially among targeted new audience.
- Total fundraising increased nearly 22% over previous year.

What Works

Notes from the Philly's Judges

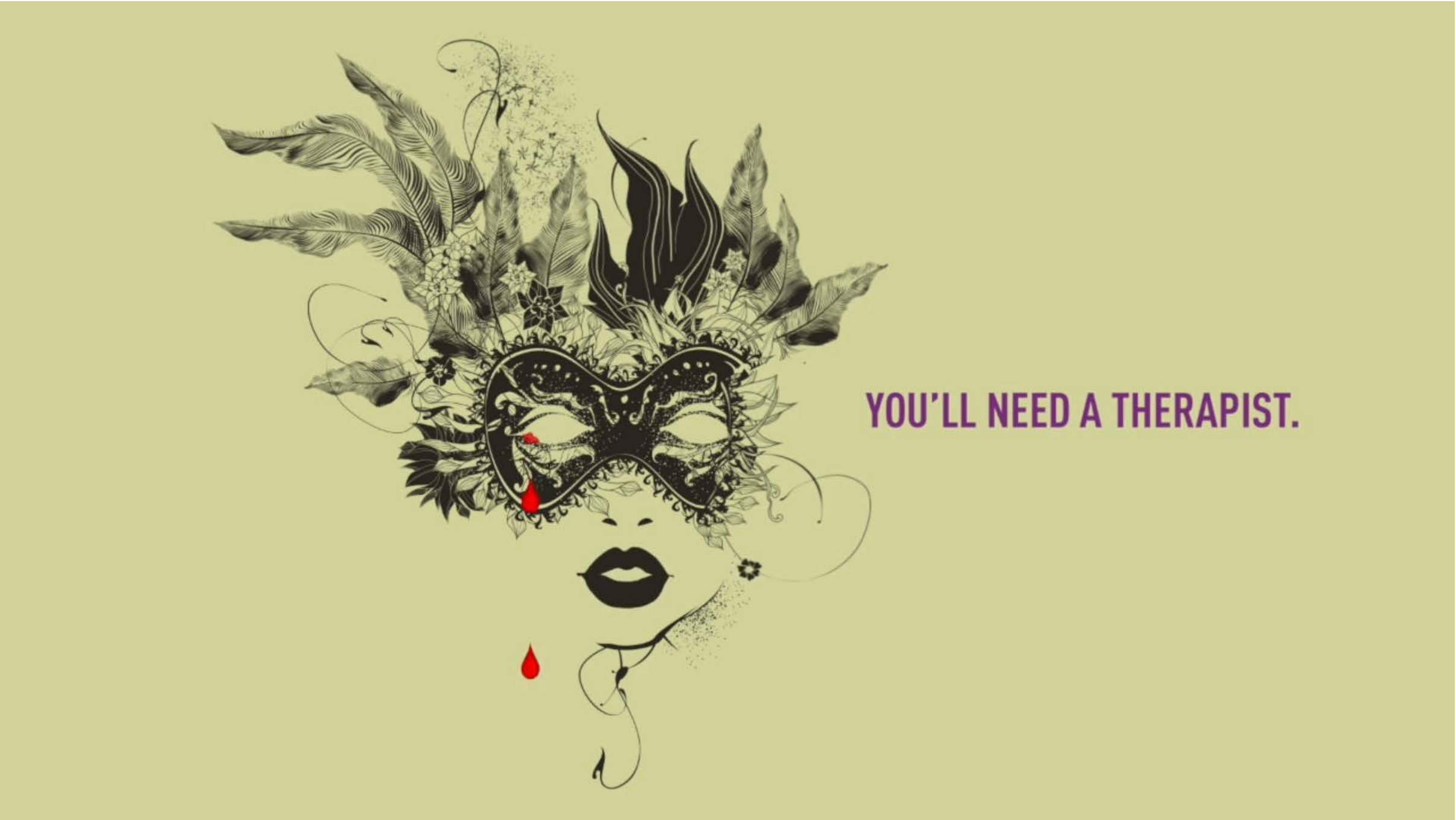


- ☐ The design and paper texture really set the tone for an elegant evening.
- ☐ The colors were stunning.
- ☐ The surprising way the invite folds out into an informational poster was appropriate for the large donors and high-end gala event KVC was hosting.
- ☐ The theme was elegantly and simply executed.
- ☐ The results were really powerful! Sounds like the event was a smashing success!

“Beautiful, tied perfectly to the venue, and also created the atmosphere of the event in print.”

Entry Title: **“Lyric Opera”**
Organization: **Lyric Opera of Kansas City**
Creative Agency: **Nuance**
Category: **Short Video**

Results:
12% increased ticket sales
25% increased social media followers
Unsolicited audience feedback
confirmed change in perception of opera



- ☐ These videos are great! Short, sweet, and to the point.
- ☐ Easily sharable, intriguing, and a great use of animation. Makes me want to see the shows!
- ☐ Love the design and witty copy paired to the style of the graphics.
- ☐ Fresh and innovative approach to attracting a younger demographic to a perceived “older” art form. I really “get” what these operas are about, making them seem more accessible.

“A great creative execution that spanned the appeal of multiple audiences.”

Watch the
Videos!

Entry Title: “Winter 2018 RU Alumni Magazine”

Organization: Rockhurst University

Creative Agency: JJB Creative Design

Category: Newsletter or Magazine

Results:

Growth across all benchmarks:

10% increase online reads

75% more clicks

20% increase online reading time

What Works

Notes from the Philly Judges



“The RU magazine does so much that is outstanding.”

- ☐ Design is first-rate – clean, clear, and concise.
- ☐ The story range is extraordinary, from the features to lists and updates, all with photos and lots of names. The writing and editing is solid.
- ☐ Hard copy format really stands out from other magazines with its slightly enlarged size.
- ☐ Excellent use of color and graphics throughout – bright, colorful, and easily legible.
- ☐ Strong results from online click-throughs compared to past issues.

View the Magazine!

Entry Title: “Website Makeover: Bilingual option and Simple Layout Increase Accuracy, Accessibility, and Impact”

Organization: Rosedale Development Association

Creative Agency: None

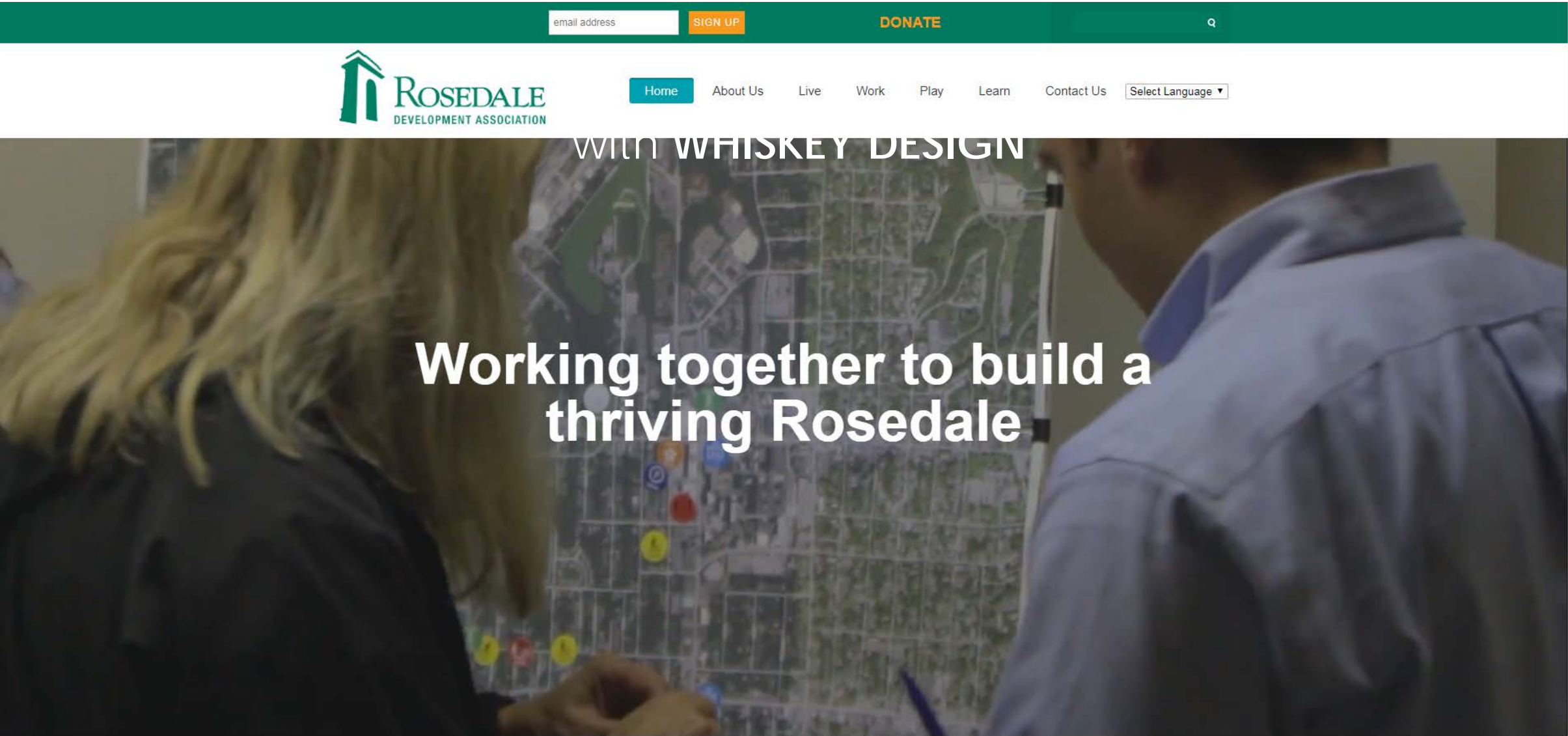
Category: Website

Results:

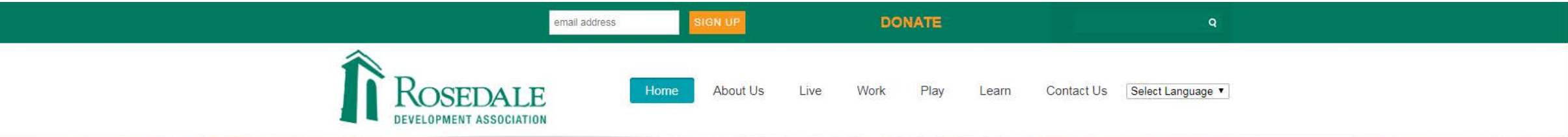
Increased user friendliness both front and back end; better community representation and inclusion; 300% increase in recurring online donations.

What Works

Notes from the Phillys Judges



- ☐ Easy to navigate.
- ☐ Very thorough and inclusive.
- ☐ Good videos.
- ☐ Excellent write-up – liked the format. Great way to explain and present the improved website to the judges.
- ☐ Provides a good understanding of the organization.
- ☐ Liked the static header.



“Liked ‘sign up’ and ‘donate’ always at the top throughout.”

View the Website!

Entry Title: **“Lost”**
Organization: **Sertoma – The Hearing Aid Project**
Creative Agency: **EAG Advertising & Marketing**
Category: **Short Video**

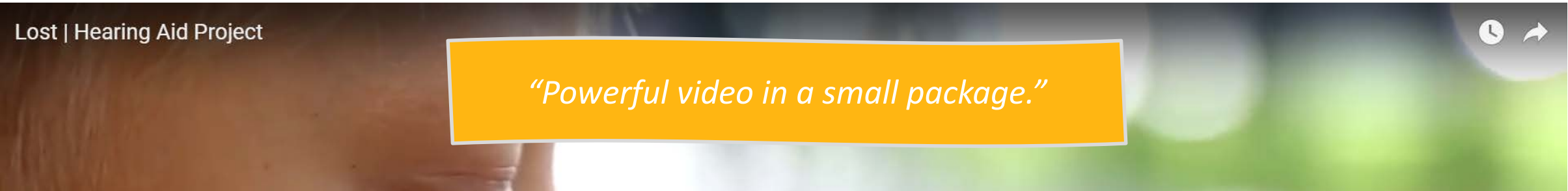
Results:
Most-watched video in organization’s history with 35K views, contributed to surpassing annual fundraising goal.

What Works

Notes from the Philly Judges



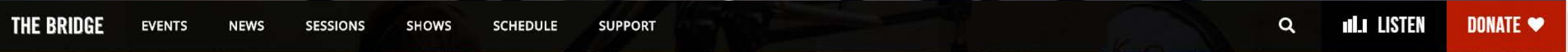
- ☐ The silence of the video catches attention and the message is emotional and connects viewers with the cause.
- ☐ The dollar amounts of donation options are perfect and actionable.
- ☐ Creatively executed using a silent background and conveyed a strong message without a lot of words or watching.
- ☐ The length of the video made it easily sharable.
- ☐ Impactful representation of what this organization does for children.
- ☐ Very moving in a very brief amount of time. Successful!



Watch the Video!

Entry Title: “Thundergong! Media Relations”
Organization: Thundergong! Benefitting Steps of Faith Foundation
Creative Agency: None
Category: Media Relations Campaign

Results:
Doubled initial media outreach goals at over 2 million social media impressions, many print, TV, radio, and social features.



“The team exceeded their objectives on all metrics related to their media strategy.”

BRIDGE TAKEOVER WITH JASON SUDEIKIS AND BILLY BRIMBLECOM

- ☐ Creative in executing their plan and it generated more attention than expected. It will be awesome to see what they come up with next year.
- ☐ This is no doubt a successful event with significant attention in Kansas City.
- ☐ The team continues to do a phenomenal job garnering coverage in Kansas City and beyond.
- ☐ Based on the results given, the event is known now not just in KC but is meeting the goal of national name recognition.

Listen to the
Bridge Takeover!

Entry Title: **“Wild About Harry”**
Organization: **Truman Library Institute**
Creative Agency: **Design Ranch**
Category: **Special Event Invitation**

Results:
Broke attendance and fundraising records by 12% and 5%.



- ☐ The content was delightful – the donor titles of “Oval Office Underwriter” and “Cabinet Member” and the like were engaging and playful.
- ☐ It was easy to find all information quickly.
- ☐ Fun yet presidential design played well throughout.
- ☐ That the invitation folds out to be a bold poster with a quote from President Truman was a fun way to turn a standard invitation into something eye-catching.

“I appreciated the modern design to lift up the story of Truman in 2018.”

Best in Show

Selected by our expert judges from the top-scoring entries

Entry Title: **“2017 Red Shoe Shindig Family Story: The Reeves”**
Organization: **Ronald McDonald House Charities of Kansas City**
Creative Agency: **KJO Media**
Category: **Fundraising Appeal**

Results:
Raised \$673,280 over a goal of \$525,000. 681 YouTube views, an organizational record.

What Works
Notes from the Philly Judges



“Right balance of emotion and happiness.”

- ☐ The production quality on this piece is top notch.
- ☐ The story of Rohen and his family, and the showcase of their emotional journey is breathtaking.
- ☐ The script did a beautiful job of underlining the impact that donors have on families served, both financially and emotionally.
- ☐ Strong and clear narrative.
- ☐ Hit right in the heart within the first five minutes.
- ☐ Being able to see the full story was powerful and a big push to donate for the target audience.

Watch the Video!

Best in Show



RONALD MCDONALD HOUSE CHARITIES OF KC with KJO MEDIA

Tips from the Judges...

ENTRY PIECE

Show clear mastery of:

- ☐ AUDIENCE targeting
- ☐ Attractive, functional
DESIGN
- ☐ INFORMATION +
EMOTION

ENTRY FORM

Demonstrate:

- ☐ OBJECTIVES
- ☐ BENCHMARKS to
success
- ☐ RESULTS



click to learn more about

The Philly Awards!

