



# One Community

Direct Response Plan

# Meet the Team

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Strategy & Budget

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Accounts & Strategy

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Accounts & Strategy



# Client



- Founded in 1985 by Ms. Laurie Bennett
- She had a vision of creating a hospice in Mississauga and Brampton
- She was a palliative care professional and saw a need for end of life care in the community
- Today, Heart House cares for more than 1000 individuals living with life limiting illnesses

***There was always a simple vision:***





# Why Donations Matter

- Heart House Hospice receives *partial* government funding, but to have everything operating, it must raise over \$500,000 every year.
- Every dollar that they receive from individuals, corporations, service clubs, foundations and through special events, allows them to be there for those in need in the community



# Our Mission

- To create a Direct Response plan that speaks to donors
- To show Heart House as a place of great accomplishment and establishment in the Mississauga region
- To drive donations to Heart House
- To show Heart House's newest campaign, One Community



# Strategy

**Target Market:** We have decided to target all former donors within their list which includes 1704 people as well as the surrounding community of Mississauga

**Problem:** Heart House Hospice requires more awareness and needs donors in order to assist their support programs and grow their charity

**Solution:** Reach out to existing donors and the local community by revealing the message that every donor and Volunteer has the opportunity link their donation of time or money to a meaningful impression on recipients life



# Strategy

**Insight:** Donors lack the physical and mental connection to their recipient of their donation which results of a loss of awareness and continued donors

**Big Idea:** Bridge the gap between the donor and the recipient by embodying the sense of community with the physical impression of a fingerprint to the recipient's individual story





# Strategy

This campaign will primarily take place in February, centering around Valentine's Day  
People will feel more inclined to give donations because there are not a lot of holiday costs during February



# Budget

**Budget: \$5,000**

**Cost to print (2 sided, full colour):** .29 cent per side = \$988.32

**Envelope (full colour):**

\$145/1000 (we need two orders)

14 cent per envelope

= \$290.00

**Sending:**

0.85cent per letter

= \$1,448.40

**TOTAL MAIL BUDGET:**

**\$2,726.72**

The remaining 2,273 \$ would be spent on facebook advertising as promoted posts to capture new donors.



# Executions



Many stories. One community.

Mr. John Sample  
123 Anywhere Street  
Toronto, ON M2L 5G6



100003805-T2P6L3-8R01



HEART HOUSE HOSPICE  
855 MATHESON BLVD E  
MISSISSAUGA, ON L4W 4L6



Mr. John Sample  
123 Anywhere Street  
Toronto, ON L2L 5G6



**"WHEN WE GIVE CHEERFULLY  
AND ACCEPT GRATEFULLY,  
EVERYONE IS BLESSED."**

- Maya Angelou

December XX, 2016

Dear Ms. Sample

From the bottom of our hearts, Heart House Hospice thanks you for your generous donation of \$XXX. With that donation, we were able to improve the quality of life for many patients faced with a life limiting illness, as well as provide comfort and counselling to friends and family.

At Heart House Hospice, we believe whole-heartedly in the word "community." Each individual that walks through our doors has their own unique story. These individuals come together to create a safe-haven of supportive people, making Heart House Hospice the special place it is.

Each letter we send out carries a significant story from one of our community members. The fingerprint heart at the top of the letter is a specific colour, unique to that individual's story and experience. It represents how every member is special and has left an eternal impression on Heart House Hospice.

Heart House's community thrives through the work of our volunteers. Karen Steen is one of those volunteers and has chosen to share her important and inspiring story.

**"I AM A PROUD VOLUNTEER WITH HEART HOUSE HOSPICE.**  
I became an office volunteer in late 2014 after my best friend/husband passed away. I was lost and wanted to feel 'useful' so I became a volunteer.

I experienced first-hand the kind of care our counsellor at Heart House Hospice provided. She made all the difference in the world. She became my rock and helped us both have many difficult conversations to get us through the hardest times that we were facing. She was truly an angel to both of us.



855 Matheson Blvd E, Mississauga, ON L4W 4L6  
Phone: 905.712.8119  
[www.hearthousehospice.com](http://www.hearthousehospice.com)

**YES, I WOULD LIKE TO MAKE A TAX-DEDUCTIBLE GIFT TO HEART HOUSE HOSPICE**

Provide your email and phone number in case we need to contact you

Email: \_\_\_\_\_

Phone/Cel No: \_\_\_\_\_

Mr. John Sample  
123 Anywhere Street  
Toronto, ON L2L 5G6

Here is my gift of:  \$500  \$250  \$100  \$50  \$35  
 Other \$ \_\_\_\_\_

Method of payment #1

I have enclosed a cheque payable to Heart House Hospice

Method of payment #2

Please charge my Credit card:  VISA  M/C

Card number: \_\_\_\_\_

Expiry date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

We DO NOT sell, trade, or share our mailing list.  
Please check here if we can acknowledge you as a donor in our newsletter  
and other publications - If you would like to remain anonymous.  
To volunteer, please call 905-712-8119.  
Please return this form with your donation in the postage paid envelope.  
Official receipts will be issued for gifts over \$25.

Heart House Hospice, 1-855 Matheson Blvd E, Mississauga, ON L4W 4L6  
Tel: 905-712-8119 - Fax: 905-712-4029 - Charitable Tax No. 13255011 880001

**THANK YOU**



Heart House Hospice provided us with such compassion and assistance during the worst possible time in our lives, which continued with grief counselling after my husband's passing.

I didn't know Heart House Hospice existed until our time of need! If people hadn't supported Heart House Hospice over the years, that crucial support/resource wouldn't have been there for Barclay and me. I am honoured to be a volunteer to 'give back' to Heart House."

Karen Steen

Heart House Hospice receives partial government funding. Unfortunately, it is not enough to satisfy the financial requirements of the many essential programs and services we provide at no cost to our patients, as well as their family and friends. This is why we rely on your generosity.

In addition, Heart House Hospice's newest endeavour is the Bring It Home Campaign. We are currently in need of funds to start building a residential hospice for our patients to experience their last, cherished moments in peace and comfort, surrounded by the ones they love.

Your previous donation brought top-notch services to those desperately in need. It would greatly help our Heart House community if you chose to make another tax-deductible gift to our cause.

Thank you for opening up your hearts and allowing terminally patients to live their last, cherished moments to the fullest.

Sincerely,

Heart House Hospice's Volunteers



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#### MONTHLY DONATION OPTION

YES! I would like to help year long:  \$50 a month  \$25 a month  \$10 a month  Other \$ \_\_\_\_\_  
 I have included a VOID cheque. Please debit my bank account in the amount above

Please charge my Credit card:  VISA  M/C

Starting date: \_\_\_\_\_

Signature: \_\_\_\_\_

Card number: | | | | | | | | | | | | | | | | | | | | | |

Expiry date: | | | | | |

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

I may revoke my authorization at any time, subject to providing notice of 30 days. To obtain a sample cancellation form, or for more information on my right to cancel a PSD Agreement, I may contact my financial institution or visit [www.cdpcy.ca](http://www.cdpcy.ca). I have certain recourse rights if any debit does not comply with this agreement. For example, I have the right to receive reimbursement for any debit that is not authorized or is not consistent with the PSD Agreement. To obtain more information on your recourse rights, contact your financial institution or visit [www.cdpcy.ca](http://www.cdpcy.ca).

This donation is being made on behalf of:

an individual  
 a business

(Monthly donations will be processed on the 15th of each month and can be cancelled at any time)

**THANK YOU**



# Facebook Posts

**Heart House Hospice**  
Sponsored Like Page

Volunteering is a large part of what makes Heart House an amazing community. Our volunteers have so many stories, these are the ones that have touched our hearts.

"Last week while caring for my client she told me that she wished she could get better even if only for a short time. When I asked her why, her response floored me. She told me that she would like to volunteer to help others because she understands that the best feeling she could experience was helping others in their time of time. Imagine she will pass away soon and she is still thinking about helping others." – Muriel Haney

Help us continue to make Heart House a community that cares.  
Many stories. One community.



[www.indiegogo.com/hearthouse](http://www.indiegogo.com/hearthouse)  
Donate Now

HEART HOUSE CROWDFUNDING Donate Now

450 92 Comments 57 Shares

Like Comment Share



## Indiegogo is one of best choices for Canadian Crowdfunding

### Cost:

1. On the all-or-nothing plan, 4% of the funds of successful projects go to Indiegogo.
2. On the flexible funding plan, Indiegogo charges 4% if you reach your goal, 9% if you do not reach your goal. Transaction fees are an additional 3%.

### Pros:

- Some crowdfunding sites charge up to 15 % to run your campaign
- You still get to keep some of your earnings even if you do not reach your goal





# Direct Response Video



# THANKS

ANY QUESTIONS?

