MOVING FORWARD:

Expanding the Digital Marketing and Information Technology Strategy of a Thriving Nonprofit

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Hospice Cleveland County exists to provide high quality skilled compassionate care and support for individuals with a life-limiting illness, their families, and the community, regardless of their ability to pay.
STATEMENT OF NEED

HCC in 2016:

• Aging Web presence
• Disparate marketing systems
• Inconvenient volunteer training and reporting processes
**CONCEPTUALIZATION**

- Define the challenge
- Identify goals and objectives
- Define project scope
- Assemble project team

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**PLANNING**

- Develop strategic action plan
- Create a budget
- Perform risk assessment
- Identify constraints & assumptions
- Develop mitigation/contingency plans

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**IMPLEMENTATION**

- Execute the strategic action plan
- Complete project deliverables
- Provide updates to stakeholders

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**CLOSURE**

- Analyze the project performance
- Document realized project benefits
Goals

• Improve website content management and update processes

• Improve website usability and digital marketing efforts

• Improve volunteer documentation and reporting processes

• Improve volunteer training through accessible education resources
Key Deliverables

- HCC managed web hosting
- Website content management system
- Online event management
- Email marketing campaigns
- Social media ad campaigns
- Marketing platform systems integration
- Mobile-friendly website design
- HIPPA compliant online forms
- Online volunteer training program
Risks

- User error resulting in data loss
- Malware compromised website
- Data breach at 3rd party vendor
- HIPAA violation

Constraints

- Must reduce annual maintenance costs
- Security and HIPAA compliance
- Integration with existing systems
Quality Assurance Plan

Goal → Action Step → Deliverable → Evaluation → Feedback

QAP Example – Goal 2

- Improve website usability and digital marketing efforts
  - Develop secure online forms using Wufoo
  - Implement Eventbrite for online event ticketing
  - Implement MailChimp for email marketing
  - Develop a SMM plan
  - Implement a responsive website design

- Live forms on the website
- Self-service online event ticketing for HCC events
- Email marketing list, campaign Mgmt, and reporting
- Detailed strategy and plan for social media marketing
- A new responsive WordPress website

- Analyze submission metrics and abandoned forms
- Ticket sales reports for recurring events from year-to-year
- Analyze list growth, open rates, click rates, unsubscribes
- Track progress and achievement of SMM plan goals
- Monitor site visitor data using Google Analytics

- Make modifications and create new forms as needed
- Adopt or abandon Eventbrite for more events
- Reuse or modify email creative and copy
- Update SMM plan yearly
- Remove, modify, or create new website content
Results

- 70% reduction in Web hosting expenses
- 50% reduction in website content update expenses
- Over 550 employment applications and patient referrals submitted online
- Over $6000 in online ticket sales generated through online marketing
- Marketing email list growth of 130%
- Automated synchronization of marketing contacts
- Mobile-friendly, responsive website design
- HIPAA compliant online forms for volunteers
- Acquired a six-module online volunteer training program
- 8 new HCC volunteers have completed online training to date
Reflection

- Importance of HCC
- Team dynamics
- Project management
- Communication
- Nonprofit leadership
- HIPAA and PHI
- Technical vs. Adaptive Challenges
Future Efforts

• Expand email marketing automation
• PPC advertising
• Increasing patient referrals through social media
• Digital marketing strategy for volunteer recruitment
References


QUESTIONS?