



**GREAT
ORMOND
STREET
HOSPITAL
CHARITY**

BUILD IT. BEAT IT.

**Creating the sector's
biggest integrated campaign**

Today...

- What is GOSH up to?
- The integrated campaign strategy
- The big idea
- Initial results and future plans
- What we learned



What is GOSH up to?





**GREAT
ORMOND
STREET
HOSPITAL
CHARITY**

CHILDREN'S CANCER CENTRE

This is where we'll find the cure, this is where we'll beat
cancer for more children

Why now?

Childhood and cancer. Two words that should never go together.

But, every week, around five children in the UK lose their lives to cancer. That's five families who are faced with the worst news possible.

A child doesn't have to die from cancer for it to take their life. It can take away their childhood, their opportunities to learn and even to have children of their own one day.

That's why we're building a new, world-leading Children's Cancer Centre at Great Ormond Street Hospital (GOSH). To give more children the chance to lead happy, healthy lives. And to help improve the odds for children with cancer once and for all.





**WE'RE
AIMING TO
RAISE...**

**£300
MILLION**



THE BRIEF

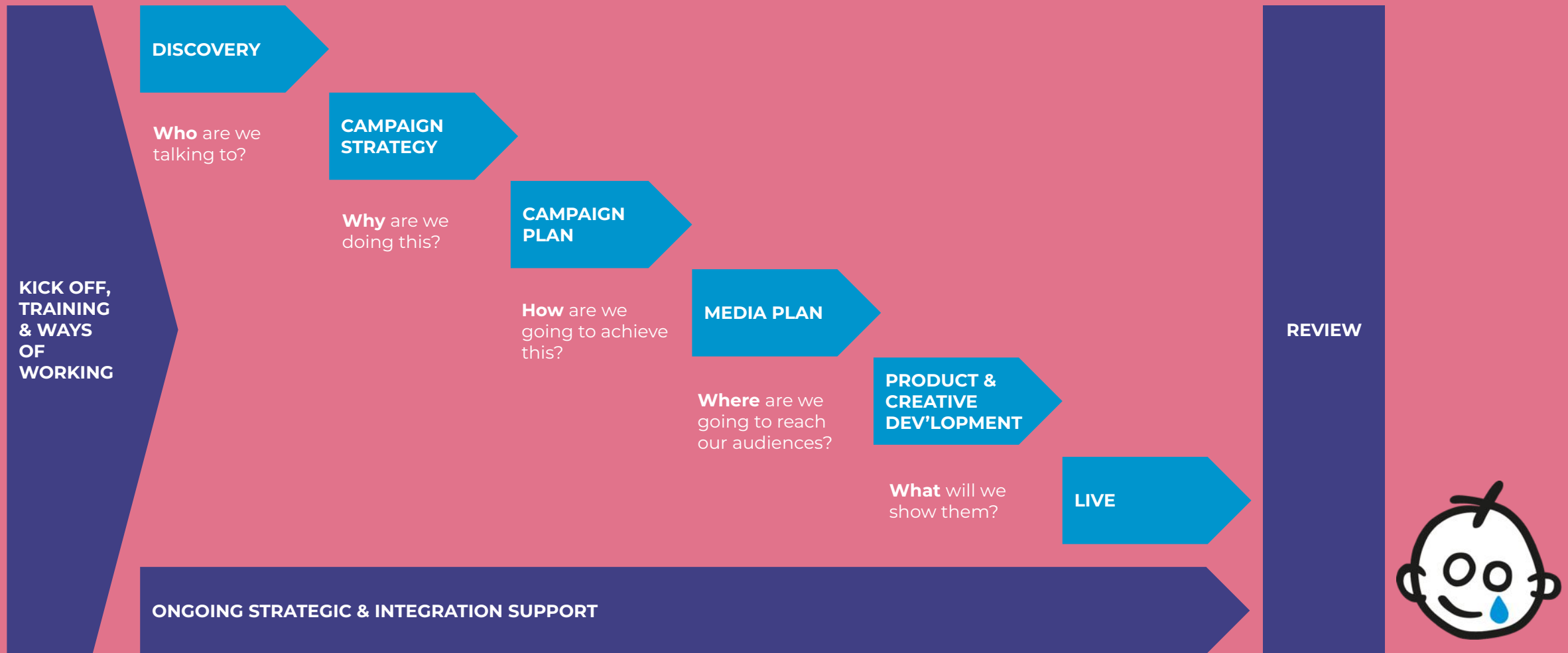
- We need a proposition that will cross multiple audiences, from both Public & HNW supporter bases
- We needed an integrated plan that would unite our activity to a common goal
- We needed to bring our teams together to generate new product ideas and grow our supporter base



The integrated campaign strategy



Building the campaign step by step



Capital appeals are unique opportunities

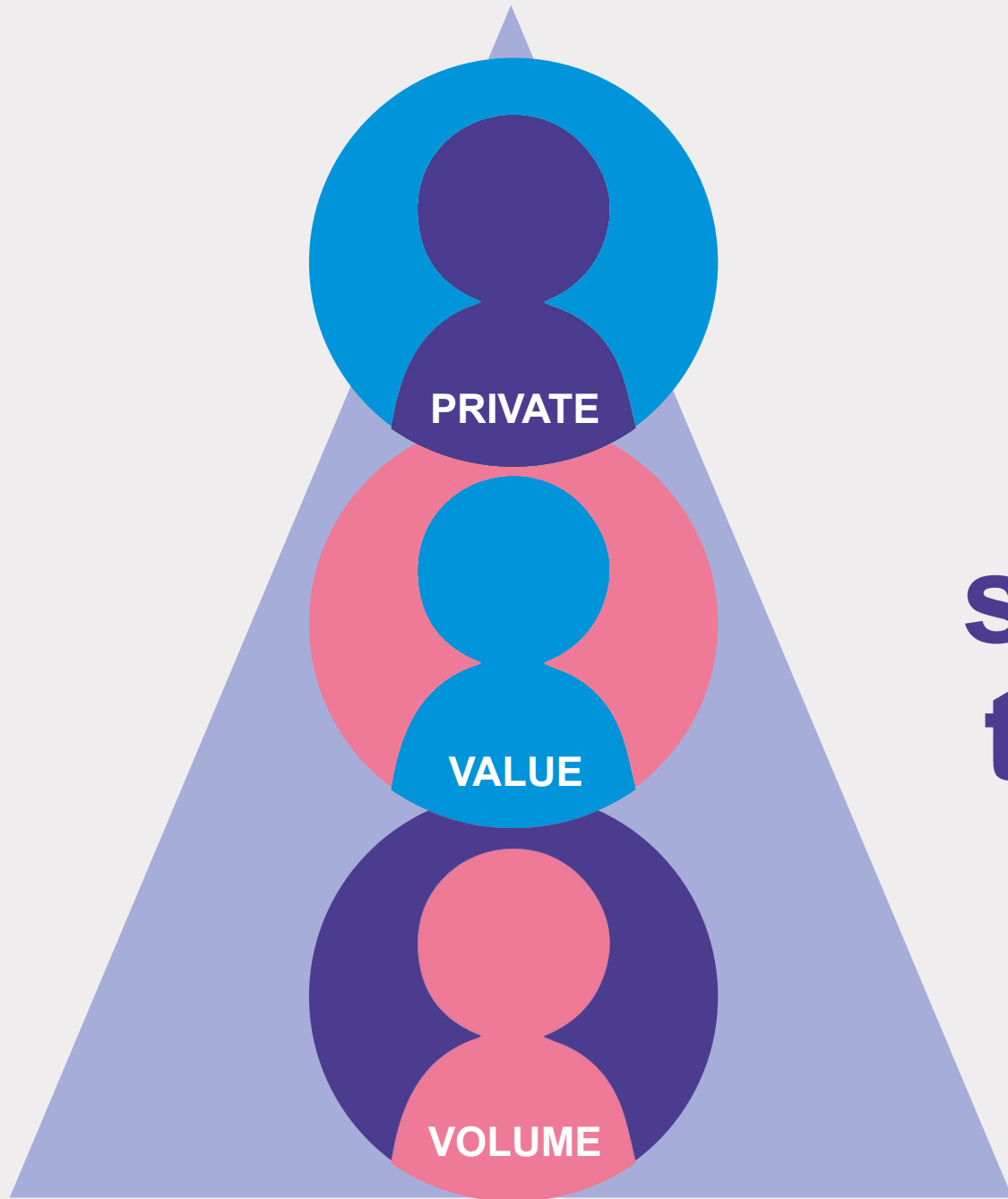
- Tangible goal
- Time bound
- A physical location
- A singular focus



...with unique challenges

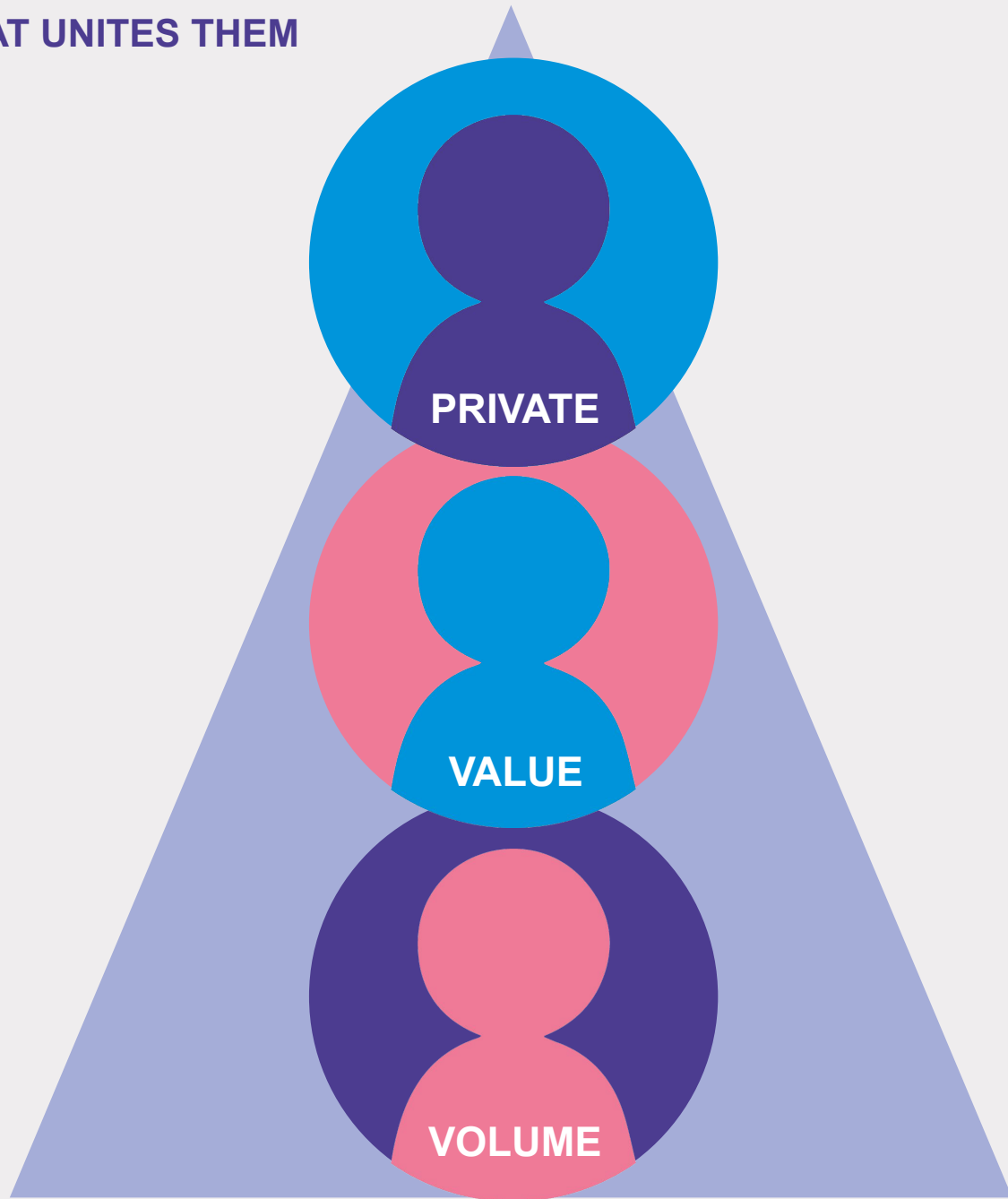
- Huge targets
- Lots of stakeholders
- High pressure
- Conflicts with BAU





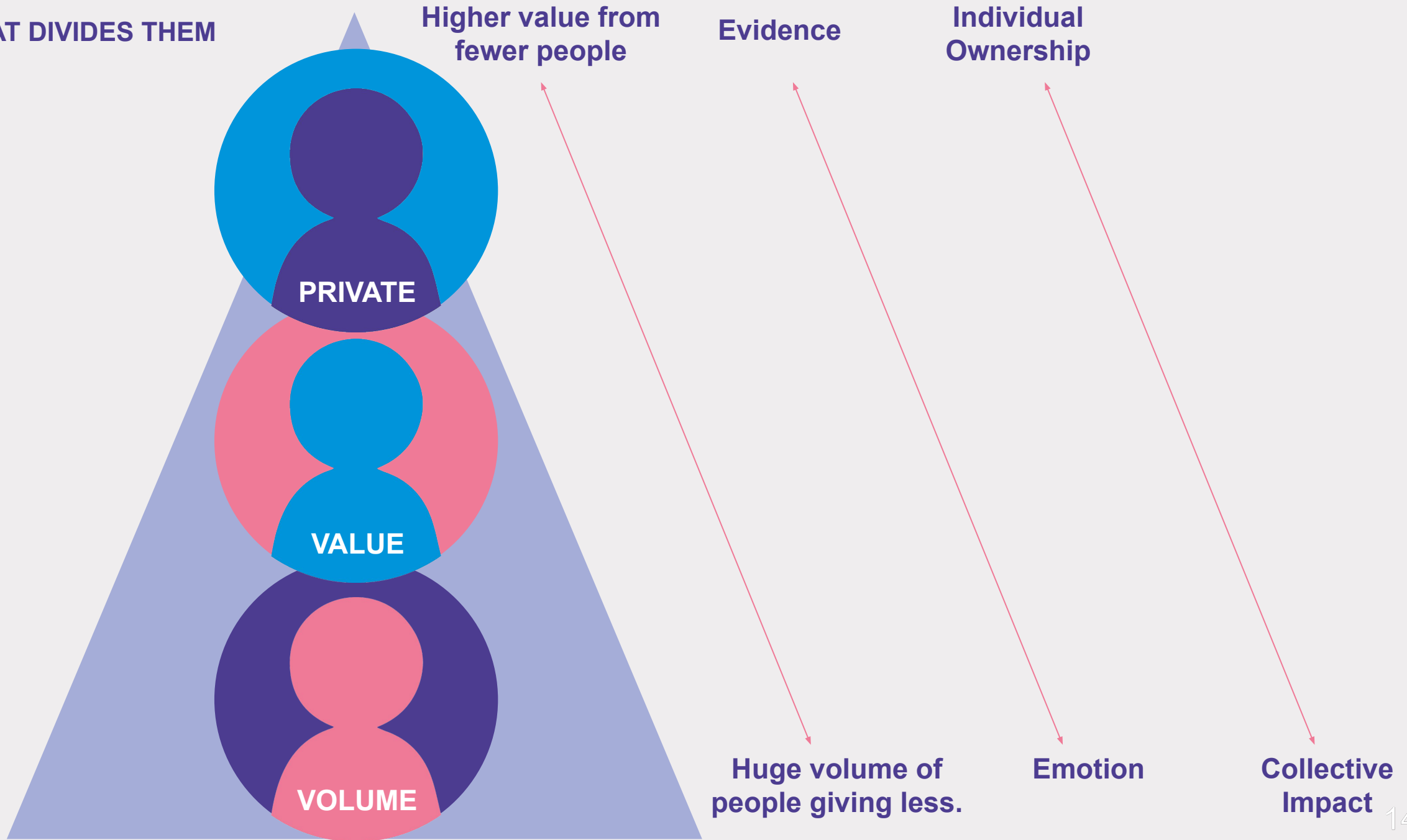
**You need to
give all your
supporters a way
to get involved –
and give**

WHAT UNITES THEM



We find the themes and insights that unite your audiences to help us develop an integrated proposition and messaging

WHAT DIVIDES THEM



Higher value from fewer people

Evidence

Individual Ownership

PRIVATE

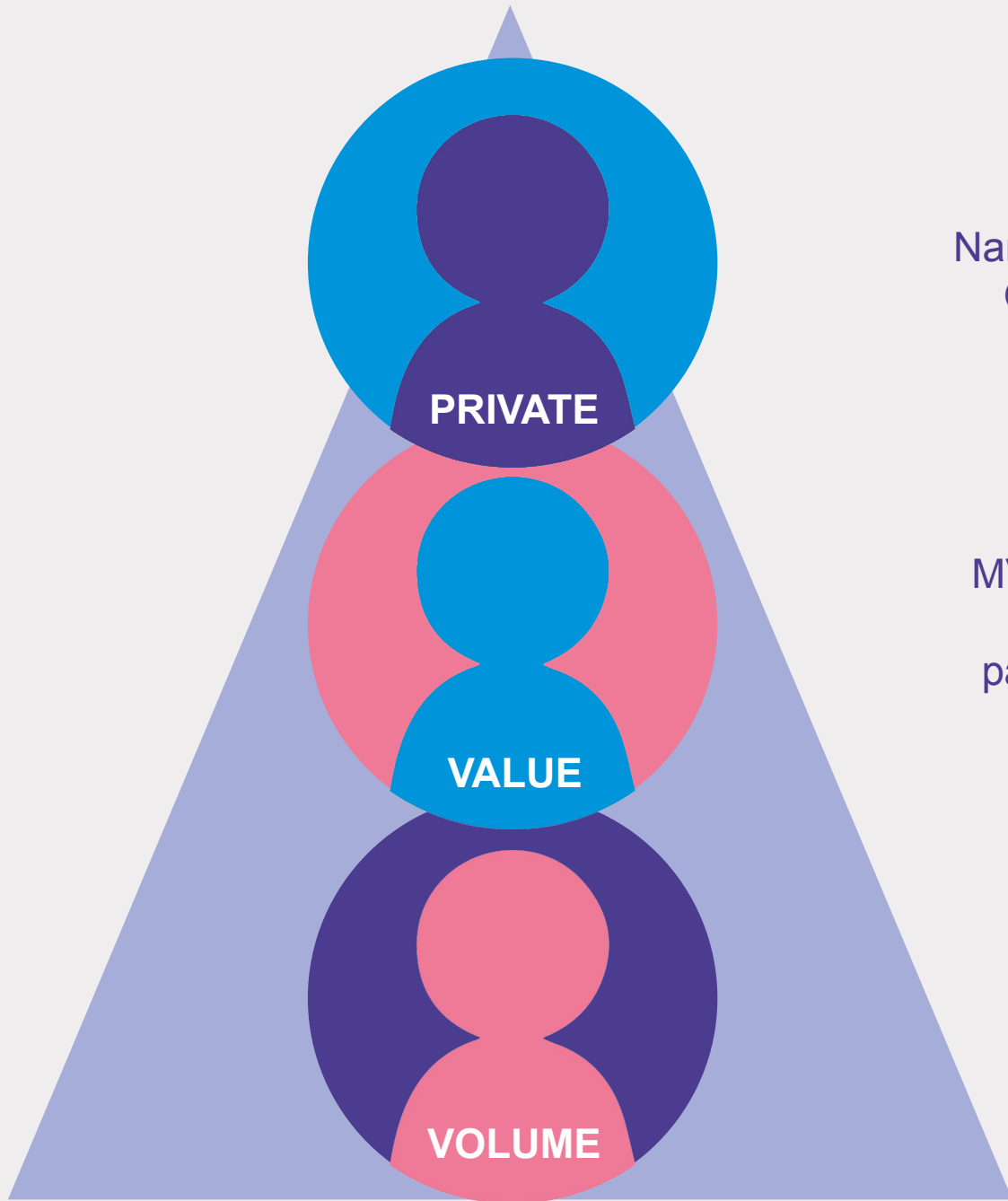
VALUE

VOLUME

Huge volume of people giving less.

Emotion

Collective Impact



Naming opportunities, Principle Gifts, Major events, Major partnerships

MV cash, smaller corporates, Committed giving, mass participation and community

Committed giving, cash, shop, lottery

How do we package giving for our key supporters?

How do we package giving to drive value?

How do we make giving easy to drive volume?

CAMPAIGN STRATEGY ON A PAGE



**BUILD IT.
BEAT IT.**

HOSPITAL OBJECTIVE

Build a world class new children's cancer centre at Great Ormond Street Hospital

CHARITY OBJECTIVE

1. Raise awareness that Cancer is the biggest killer of children, and GOSH & the CCC is a credible solution to this problem
2. Grow our fundraising in order to deliver £300m net in five years to fund the build

CAMPAIGN PRINCIPLES (HOW)

Integrated

Agile

Diverse

Bold

AUDIENCES

PRIVATE

PUBLIC

VALUE

VOLUME

AUDIENCE PRIORITIES

e.g.
Pursue partnerships that offer reach.

e.g.
Consider higher value asks on current products.

e.g.
Lower barriers to entry to let more people in.

WORKSTREAMS (non-exhaustive)

e.g.
Pursue media and reach partnerships

e.g.
Product development including higher value asks

e.g.
Develop a test plan for recruitment

SPECIFIC KPIS

Number of donors increases.
Average value of gifts increases.
Matched giving opportunity secured.

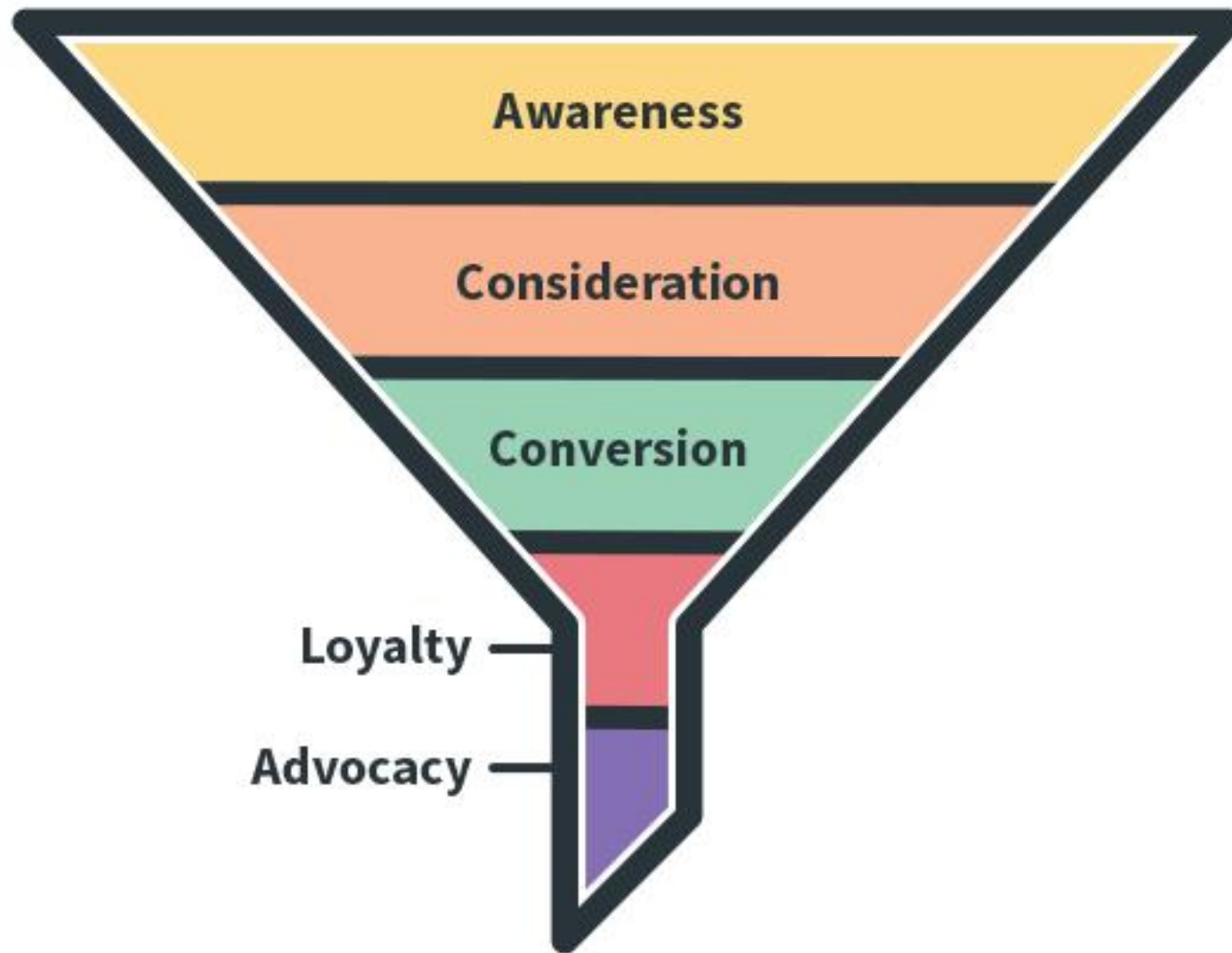
LTV increases from sign up at 3 months and 12 months.

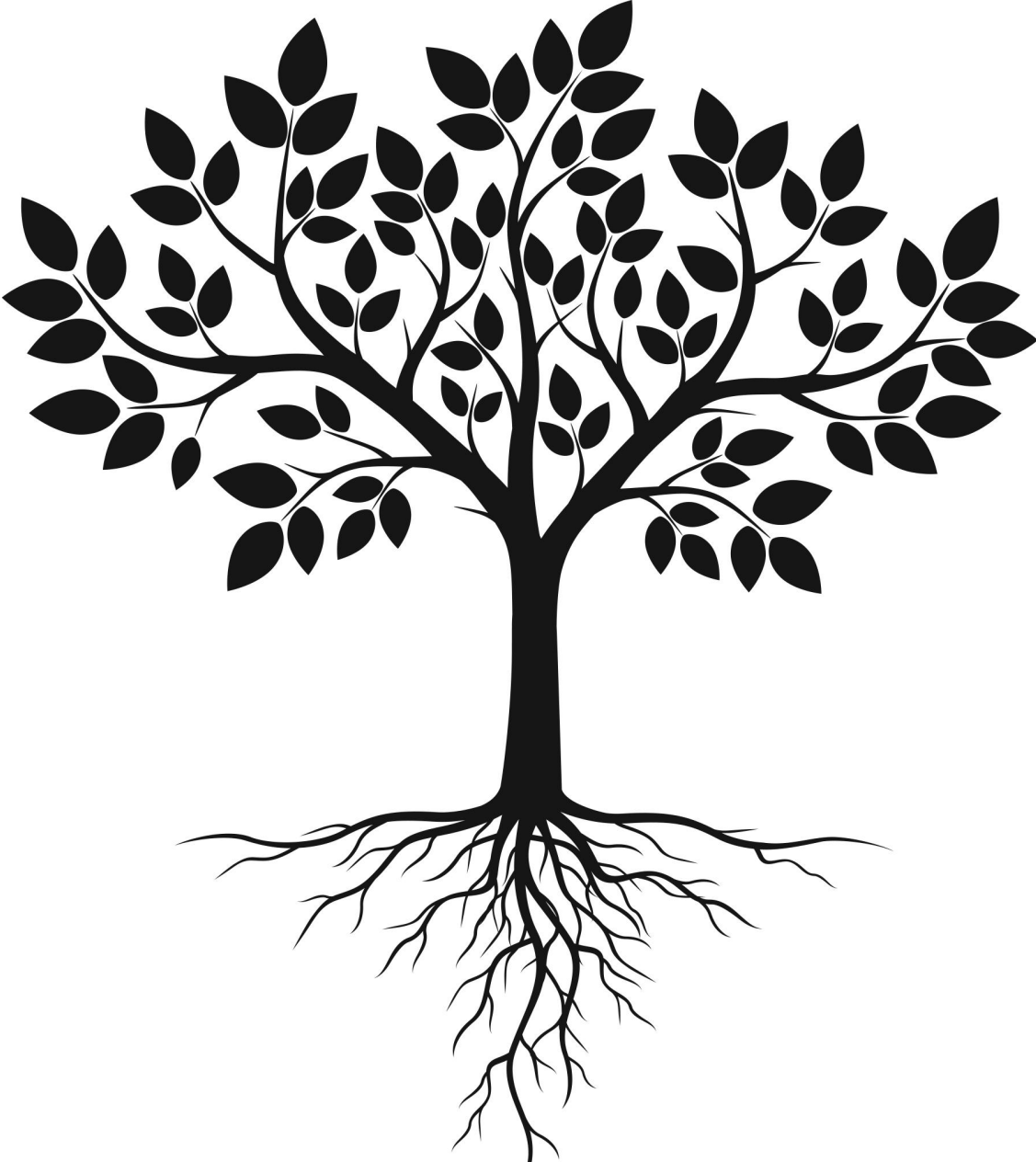
% increase in monthly recruitment volume.
Data capture volume.

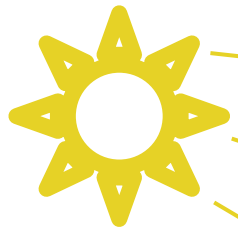
DEVELOPING A CAMPAIGN PLAN



**BUILD IT.
BEAT IT.**

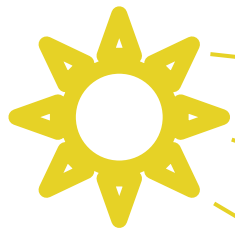






**Our supporters
are sunbeams!
They give us
energy and help
us grow.**



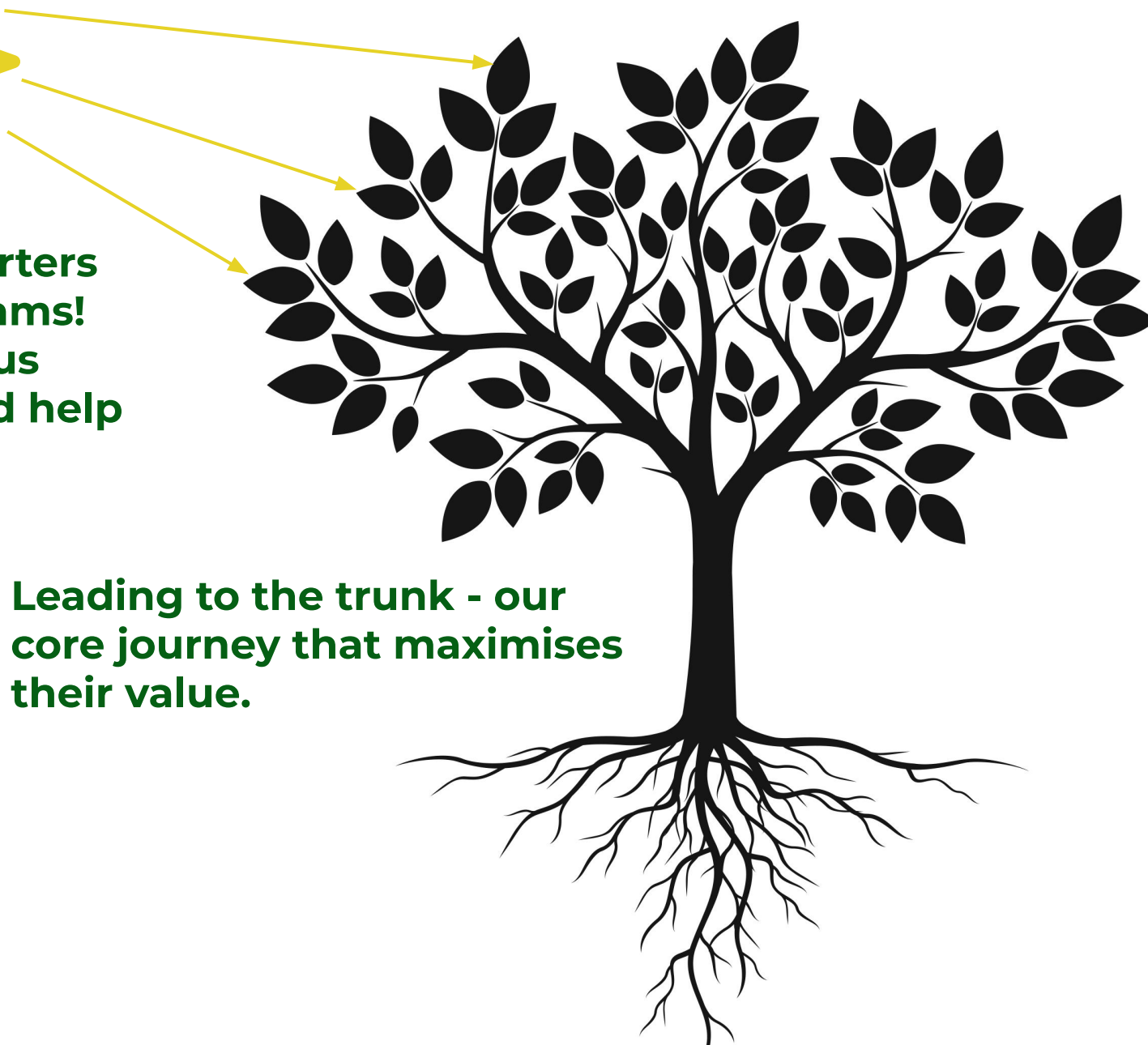
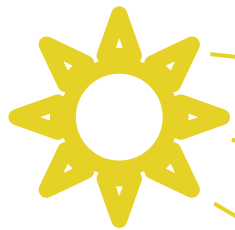


**Our supporters
are sunbeams!
They give us
energy and help
us grow.**



**The leaves are
our ways in to the
campaign.**

**When a supporter hits
one of those leaves, they
begin a unique journey
through our branches.**

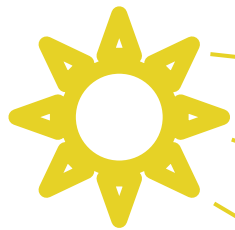


Our supporters are sunbeams! They give us energy and help us grow.

Leading to the trunk - our core journey that maximises their value.

The leaves are our ways in to the campaign.

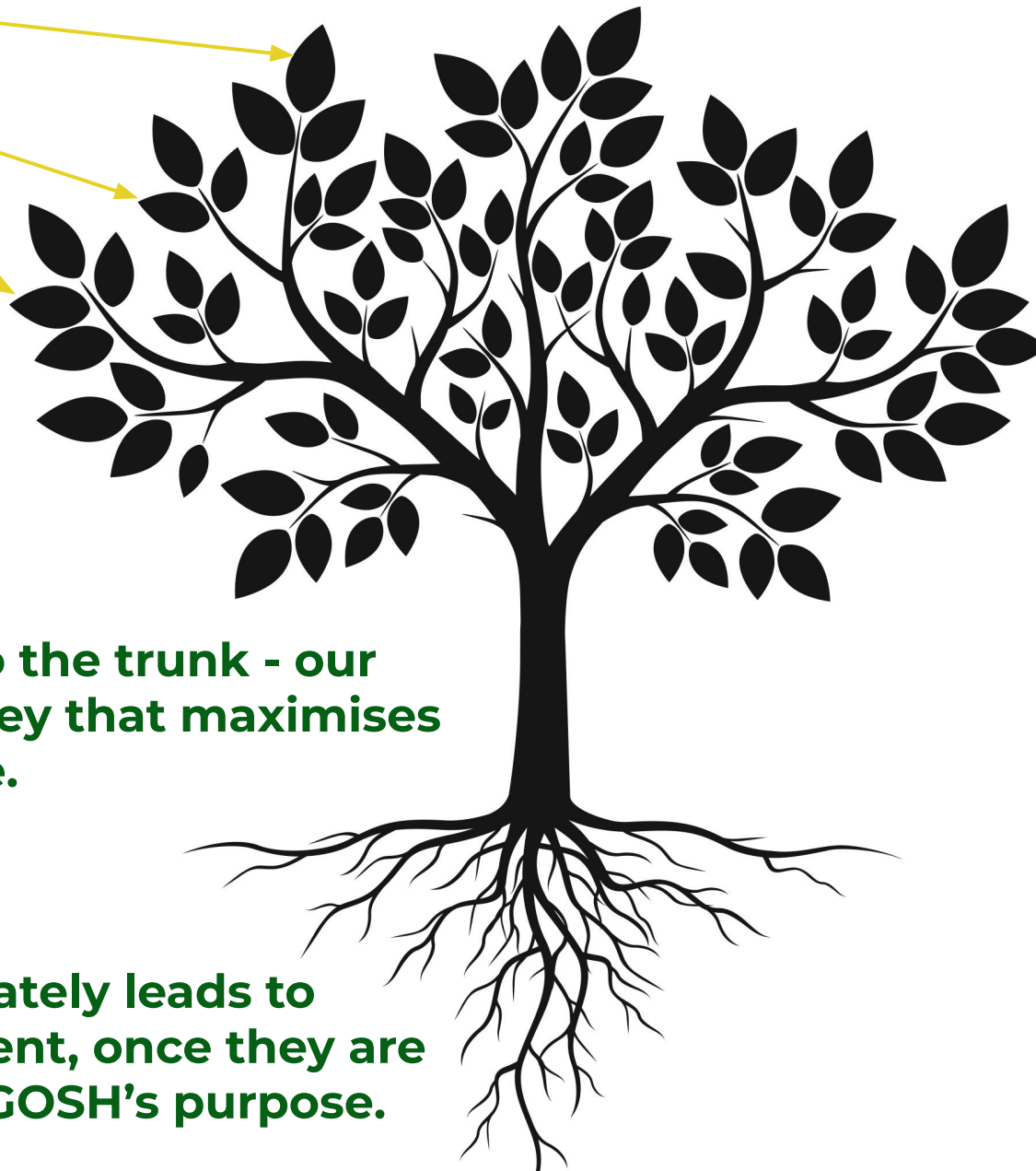
When a supporter hits one of those leaves, they begin a unique journey through our branches.



Our supporters are sunbeams! They give us energy and help us grow.

Leading to the trunk - our core journey that maximises their value.

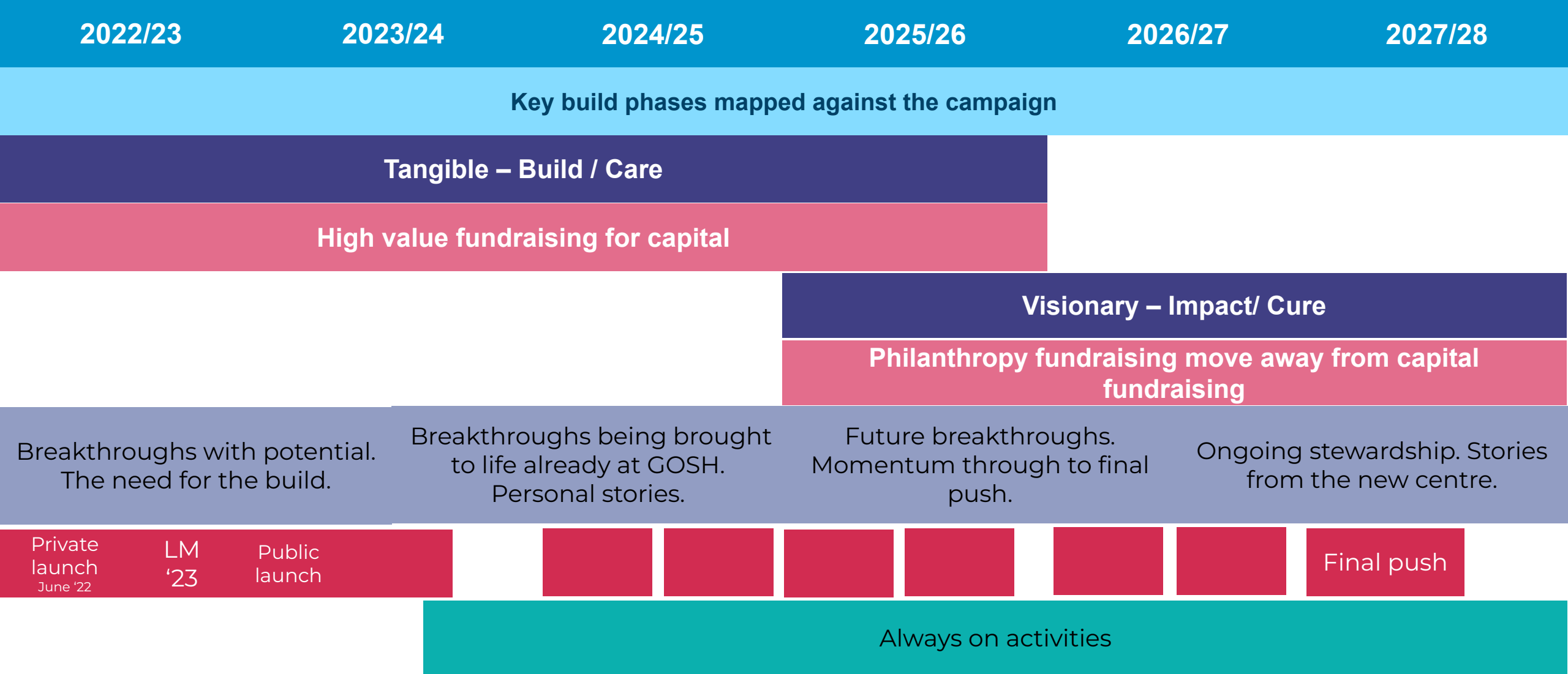
And ultimately leads to commitment, once they are rooted in GOSH's purpose.



The leaves are our ways in to the campaign.

When a supporter hits one of those leaves, they begin a unique journey through our branches.

5 YEAR TIMELINE





Always on:

- We expect to see teams promoting the appeal as a primary focus throughout the year e.g.
 - ✓ Digital RG and cash asks
 - ✓ Dialogue RG ask 'Together'
 - ✓ Partnerships, community, HNW
- We expect to see teams utilising Build it. Beat it. within their own products e.g.
 - ✓ Run it. Build it Beat it.
 - ✓ Play it. Build it. Beat it.
 - ✓ Buy it. Build it. Beat it.
 - ✓ Bake it. Build it. Beat it.



Peaks:

- Peaks will run twice a year
 - Purpose: create momentum during the campaign
 - Regular review pathway
 - WOW will consist of 3 phases
 1. Strategic direction
 2. Planning & concept
 3. Delivery
- * Flexible approach to respond to testing results and the environment*



Pulses:

- Out of peak activity where we have an opportunity that does not fit within a peak but requires focus e.g.
 - ✓ Stream it. Beat it.
 - ✓ Partnership opportunities

We aim to test, learn and optimise, so as the appeal progresses, we anticipate learnings to drive decision making for the activity & ways of working ahead

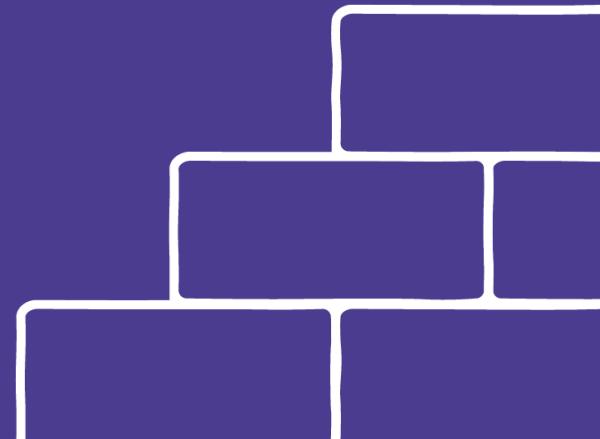
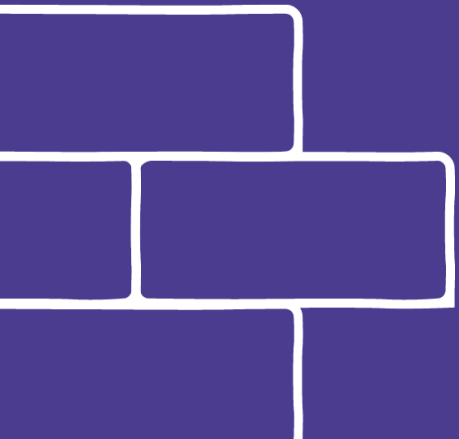
The big idea





**GREAT
ORMOND
STREET
HOSPITAL
CHARITY**

**BUILD IT.
BEAT IT.**



Stream it.

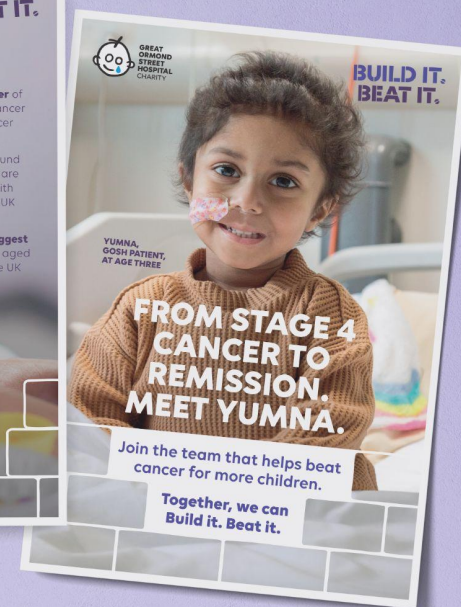
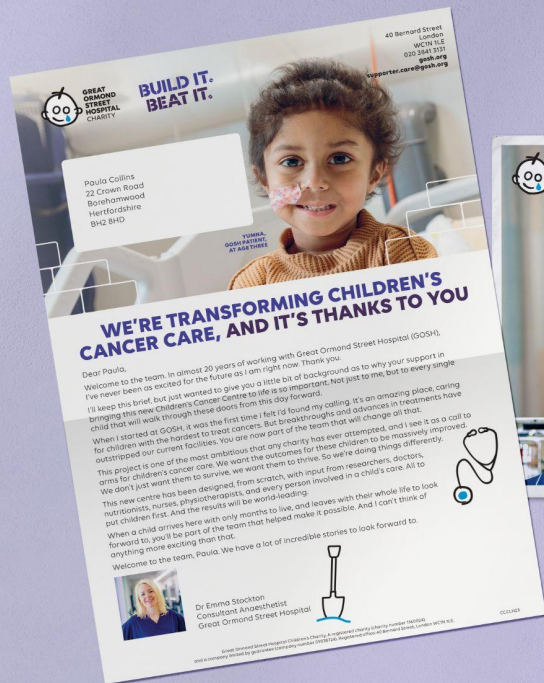
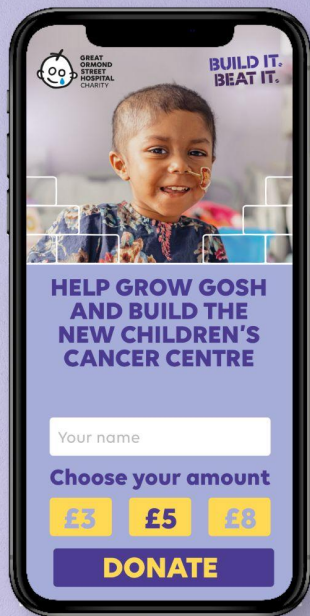
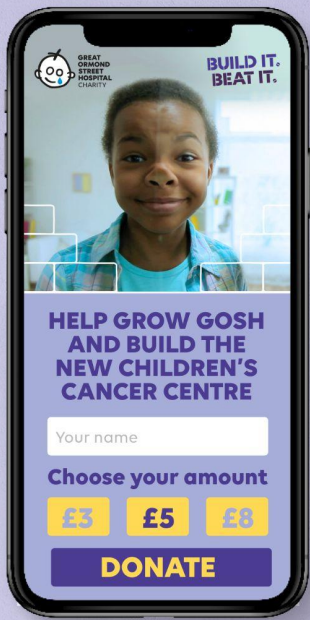
Play it.

Bake it.

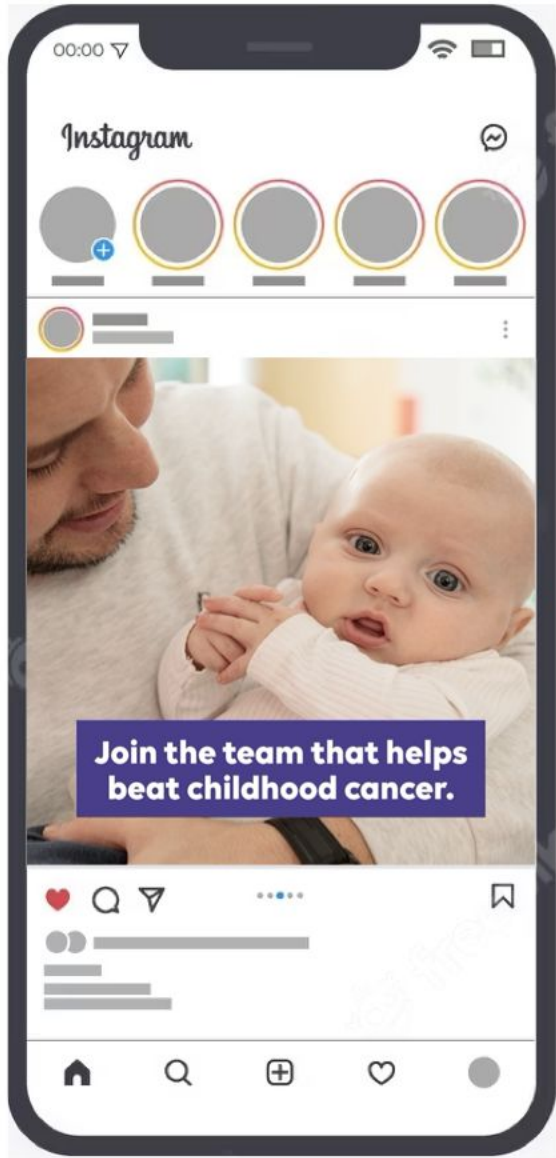
Scan it.

Run it. Build it. Beat it.





BOOSTING OUR VISIBILITY



THE ASKS

- Throughout September we've had a variety of asks to encourage our audiences to help us achieve our ambitious targets....



BUILD IT. BEAT IT.

Great Ormond Street Hospital Children's Charity invites you and your community to

STREAM IT. BEAT IT.

Stream with us this October and help beat childhood cancer.

All funds raised will go towards a new world-class Children's Cancer Centre at GOSH and help save more children's lives.

If you'd like to take part or would like more information, please send me a message, or email me: benjamin.austwick@gosh.org

gosh.org

TOGETHER, WE CAN BUILD IT

NURSES
The new Children's Cancer Centre will help our wonderful nurses, the beating heart of Great Ormond Street Hospital (GOSH), to provide world-leading care like never before.

BUILDERS
From the first foundations to the last brick, nothing gets off the ground without these hands-on heroes, who've been itching to get started ever since this pioneering project was announced.

PLAY TEAM
Entirely funded by GOSH Charity, our play team ensures children are comfortable and relaxed, helping them prepare for and recover from life-saving treatment and surgery. They let children be children.

THE FUTURE OF CHILDREN'S CANCER CARE, BUILT BY YOU

THE ROOF GARDEN
A colourful place of respite and calm within the hospital grounds, filled with plants and seating areas.

THE HOUSE BAY
Children who are in isolation due to weakened immune systems can stay connected with family and friends in a home-from-home environment.

THE GARDEN BAY
Enchanting outside spaces for children, their families and staff to use for rest, relaxation, play and physiotherapy.

THE ENTRANCE
From the moment children and their families are welcomed inside, it'll be clear this is a truly world-leading hospital with children at its heart.

THE SCHOOL
Our fully equipped school will mean that children's education doesn't have to be disrupted while they're going through treatment.

DESIGNED WITH CHILDREN AT ITS HEART, THIS IS WHERE OUR BREAKTHROUGH THERAPIES, PIONEERING TREATMENTS AND CUTTING-EDGE CARE WILL HELP BEAT CANCER FOR MORE CHILDREN. THIS IS THE FUTURE YOU'RE MAKING POSSIBLE.

YUMMA, GOSH PATIENT, AT AGE THREE

TOGETHER, WE CAN HELP BEAT IT

RESEARCHERS
One of the major benefits will be strengthening our research capability, helping us to develop kinder and more effective treatments to save more lives.

DOCTORS
Already among the best and brightest in their fields, our new Children's Cancer Centre will offer our doctors even more opportunities to help save children's lives.

YOU
Your vision, compassion and generosity are what's helping make this possible and will see it become a reality. It is a groundbreaking project like no other, that will help save more children's lives, thanks to you.

THE RESULTS

- We're **halfway there** with pledges and income!
- Our **top of funnel metrics are exceeding targets** e.g. 4% lift in public consideration to donate & exceeding reach targets during our concentrated peak activities
- We have a successful and **evolving campaign strategy** informed by testing and insight
- Multiple senior **volunteer boards recruited** including:
 - Philanthropy Board
 - Pro Bono marketing board
 - Gaming Panel

We have won and delivered fantastic **fundraising events** like the London Marathon COTY 2023

We're taking **new products** to market e.g.

Run it. Build it. Beat it

Stream it. Beat it.

Bake it. Build it. Beat it.

Play it. Build it. Beat it.

Together we can Build it. Beat it.



What did we learn?



What we learned

- Start with insight
- Find the shared objective
- Everyone has a role
- Build the campaign culture
- Be rigorously creative
- Keep learning and pivoting
- Better done than perfect





**GREAT
ORMOND
STREET
HOSPITAL
CHARITY**

Chloe Shields

**Senior Fundraising Strategy &
Planning Manager**
Great Ormond Street Hospital
Children's Charity

www.linkedin.com/in/chloe-shields-460b1050

Amy Hutchings

Creative Strategy Director
Open

www.linkedin.com/in/amystategy