

Chief Development Officer

Direct Response Television (DRTV) Update

July 1, 2021



As you know, a subcommittee of the CDO Advisory Committee has been working with CMN Hospitals leadership to create and launch a DRTV pilot program for the network in Q3/Q4 2021. This working team has been diligently engaged against an aggressive timeline to ensure the pilot is both successful and informative. To ensure all CDO's are informed on progress, below are some key details to date.

Agency Support:

CMN Hospitals has engaged two agencies to support our entrance into DRTV.

- **O'Brien Advising** is a consultancy that specializes in direct response and has worked with many nonprofits to launch, maximize or revitalize their DRTV programs.
- **Havas Edge** is a creative and media placement company hired to both produce the DRTV television spot and to place the spot in various national cable and broadcast media outlets throughout the pilot timeframe.

Working Timeframe:

- CMN Hospitals is aiming to be in market with DRTV from **August 16 through November 1**. We will not be on air for the entire time frame, but will be working in breaks to analyze data in real time and adjust media placement for optimized response and conversion of monthly donors.

Creative:

For the DRTV pilot, we are producing a core **1:20 second spot** with A/B call-to-action testing.

- The target demographic is a "Philanthropic Friend":
 - 70% female,
 - 78% age 50+
 - 88% married/partner,
 - 22% kids still at home
 - 54% work full time,
 - 63% HHI \$100K+
- The team is working with Havas Edge to finalize a creative brief to inform the spot creative. Creative direction will be finalized and storyboarding/copywriting underway by the week of **July 5**.
- Spots will need to be filmed, mixed and to the media outlets by **August 9**.

Media Placement:

- A final plan for the media mix and placement of the spot will be finalized the week of **July 26**.
- Spots will run on national broadcast and cable outlets for the pilot **to achieve 100% national coverage** across all markets.
- The team will be looking at response rates, monthly donor conversion rates and other KPI's in real time throughout the pilot and changing the media placement from week to week for the best possible outcomes.

Back End Process:

- The call center for the DRTV pilot has been chosen. Scripts and Q&A's are being written and then training of the call center staff is taking place throughout July. A test of the call center and donor experience will take place on **July 7**.
- The unique DRTV URL and the website landing page is being designed to mirror spot creative/copy and will be tested throughout July to ensure all website donors are captured and have an easy path to convert to a monthly donor.
- A **tote bag premium** has been selected as a gift for all new DRTV monthly donors.
- The DRTV working team is ensuring localization of the donor process at key points in the initial journey, and then throughout the monthly management of the donor to ensure the donor is very aware of the local hospital being funded.

Hospital Support:

- As we get closer to the in-market date of **August 16**, a hospital toolkit will be created for any hospital looking for assets and ideas to support the DRTV flights within their local markets (again, media placement will change at least weekly based on performance so the initial media plan will change frequently.)
- CMN Hospitals will be supporting the DRTV spots through a national marketing plan to include social, radio advertising and more.

Communication/Updates:

The DRTV working team will commit to timely communication through the CDO HUB about the DRTV program and its performance.