



# SickKids<sup>®</sup>

**SickKids Foundation Partners with Cision to Maximize Fundraising Opportunities and Capture Full Coverage**

**CISION<sup>®</sup>**

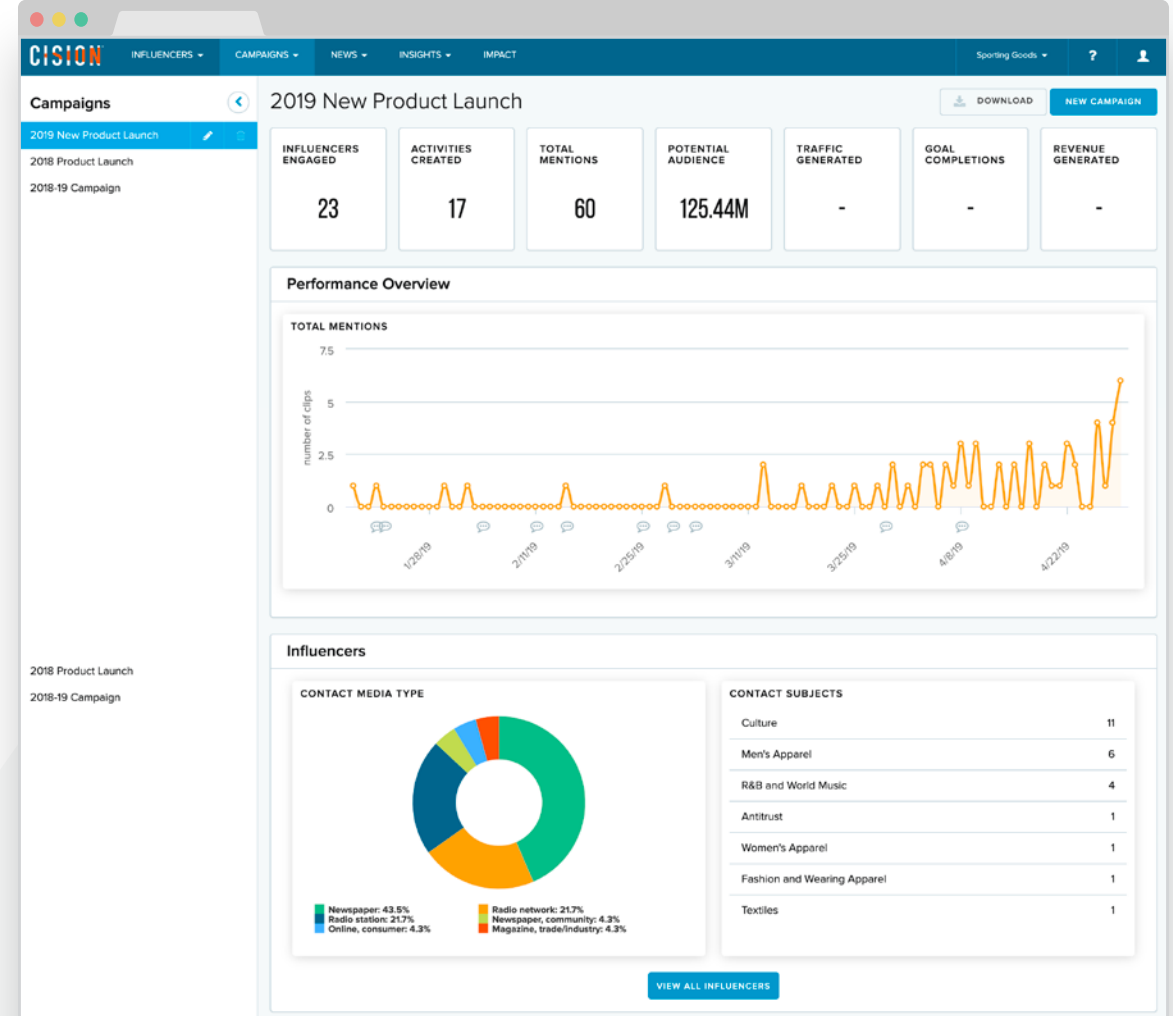
CASE STUDIES

# SickKids Foundation Partners with Cision to Maximize Fundraising and Capture Full Coverage

As one of the largest charities in Canada, SickKids Foundation's mission is well-known: to make every kid a healthy kid. With a goal of raising \$153 million this year, SickKids Foundation needs to make sure its communications strategy is flawless to maximize their reach and achieve their fundraising goals. The Foundation turned to Cision to help improve its print and broadcast monitoring, allocate their resources efficiently and gain insights into their competitive landscape.

## KEY TAKEAWAYS

- Cision services led to a **50% decrease** in time spent creating daily monitoring reports
- Cision customizable monitoring tools helps SickKids **deliver cross-functionally across multiple use cases**
- Using Cision Insights to take a **deep dive into competitive analytics**



## The Challenge

Like most charitable organizations, SickKids Foundation relies on a number of fundraising strategies and campaigns to achieve its goals. Not only does SickKids Foundation set ambitious annual fundraising goals, they are also in the middle of a campaign to raise \$1.3 billion over a 5-year period in part to build a new hospital.

Sandra Chiovitti, Director of Public Relations for SickKids Foundation, believes that efficiency, accuracy and insights into the performance of their communications strategy are key factors for her team to perform well and deliver on results.

“We were using Meltwater along with a separate provider for quarterly insights analysis reports of both the Foundation and the hospital, which are two different communications teams,” says Chiovitti. “It would take our team three hours every morning to compile our media monitoring reports. There were a lot of mentions to sort through that were not relevant and we were missing clips from important outlets. It was not an efficient use of our team’s time.”

Chiovitti also missed getting a clear understanding of where the Foundation stood compared to its competitors, which include other children’s hospitals

in the province and charities of similar size and scope. “We know we’re good at getting positive coverage and we have good media relationships, but we don’t know how we compare in terms of media coverage and share of voice,” said Chiovitti.

## The Solution

Chiovitti and her team turned to the Cision Communications Cloud®, taking advantage of features that include accurately monitoring coverage, a vast database of journalists and other contacts, and analytics capabilities. “Our Cision team told us we were one of the first clients to sign up for unlimited broadcast clips,” said Chiovitti. “We’re lucky to generate a lot of TV coverage so we like to keep track of that coverage.”

SickKids Foundation recently added Cision social media monitoring and Cision Insights to its product suite. **“We are very happy with Cision services so we decided to combine all of our monitoring, targeting, and analytics needs under one provider,”** said Chiovitti. **“It makes our process much more streamlined.”**

## The Results

Chiovitti's team takes advantage of the platform's full offerings of database, monitoring and analytical tools. Some of the specific areas of value for them include:

### » ACCURATE MEDIA MONITORING:

Chiovitti's team now takes significantly less time to create their daily media monitoring report. "It's great to have a very user-friendly, self-serve tool that contains accurate coverage and where we can find all of our relevant clips," said Chiovitti. "Meltwater could not deliver on what they promised or what they sold us. There was a lack of transparency regarding what their capabilities and limitations were. They weren't able to show us that they hold copyright licenses to certain key outlets. I think Cision has better licensing agreements, especially for print. We are no longer missing coverage using Cision Comms Cloud."

### » IMPROVED MEDIA OUTREACH:

SickKids Foundation often needs to reach very specific publications or target a specific region. Using Cision Comms Cloud, the team can narrow down its searches to find the right reporter or influencer for their needs. "We do a lot of one-on-one targeting so the tool helps me find contacts that I'm not familiar with or cover a specific newsbeat I should target and get to know," said Chiovitti.

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*— Sandra Chiovitti, Director of Public Relations for SickKids Foundation*



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### » A CUSTOM APPROACH TO MONITORING:

SickKids Foundation has a department called "Stewardship and Donor Relations" which includes a team of writers dedicated to creating content for donors. They write "Impact reports" explaining to donors why their money is needed and how their contributions have helped the organization. SickKids Foundation sets up monitoring searches in Cision Comms Cloud to cover all relevant medical journals. The writers look up the reports every day to find if affiliated researchers have published recent study findings and ground-breaking health discoveries. Using that information, they can tailor their content to their most generous donors and share with them how their contribution helped this specific researcher further their work.

"Because of this program, these donors can see firsthand how their contribution helped," said Chiovitti. "This program is very unique and appreciated by our donors and staff. We're glad we can tailor Cision Comms Cloud to our specific needs."

» **EXCEPTIONAL ONBOARDING EXPERIENCE:**

Based on the experience with their previous provider, Chiovitti was looking for a fresh and much improved experience with Cision.

“Our key contacts at Cision are Darrin and Gary. We appreciate that Cision provides consistency and transparency. With Meltwater, our contacts changed a lot,” said Chiovitti. “Darrin really wanted this new relationship to work so at first, he set up weekly calls to make sure everything was okay, that the tool was working for us, to see if we needed additional training, which I thought was just exceptional onboarding.”

“I truly feel like Cision is a partner. My emails or calls are always answered promptly which is great. That’s the sort of partnership I look for in a vendor,” said Chiovitti. “They also really seem to care about us actually giving our feedback about the platform to help shape how the Cision product evolves.”

» **A QUALITATIVE LOOK AT SOCIAL MEDIA LISTENING:**

The PR, marketing, creative services and social media teams at SickKids Foundation meet once a week to discuss upcoming projects. The main topic used to be all about media pitching, but recently, Chiovitti observed that the conversation has shifted to social media: What content to produce for social media, when to push it out, who to target.

“That’s why we decided to add social media monitoring,” said Chiovitti. “We need to get a more qualitative look at social, understand it at an analysis perspective- tone of voice, who is talking about us, who we should get to know- so that we know where to spend our production time and dollars to achieve higher engagement.”

» **A DEEP DIVE INTO COMPETITIVE ANALYTICS:**

SickKids Foundation recently added Cision Insights to its portfolio. “The team sat down with us and asked us a lot of questions to really drill down into what kind of information we want to analyze and capture. That way, it really works for us and helps us strategize moving forward,” said Chiovitti. SickKids Foundation is looking to capture exactly how they compare with their competitors in terms of share of voice, media coverage, tone of voice, and more.

“Cision has a lot to offer and I feel like we just started scratching the surface on what we can do,” said Chiovitti. “I’m looking forward to receiving our first Insights report and seeing how that could help guide our communications strategy moving forward.”

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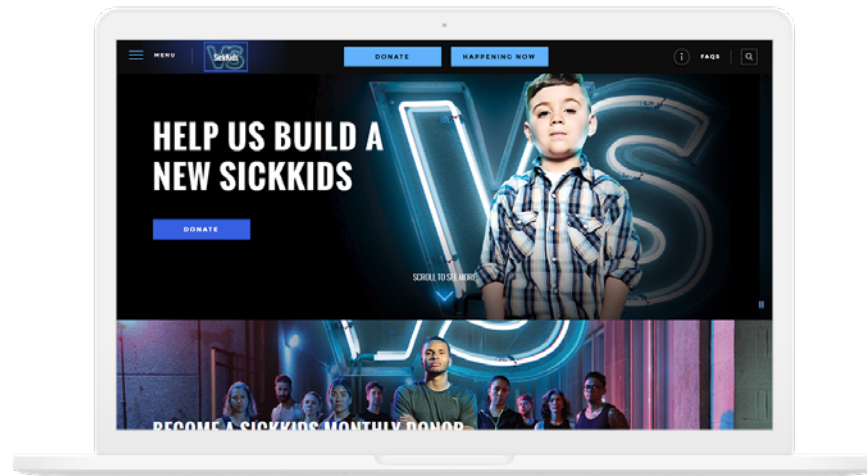
— Sandra Chiovitti, Director of Public Relations for SickKids Foundation





# The Customer

SickKids Foundation has one vision: to make every kid a healthy kid. SickKids Foundation believes fighting for the health and wellbeing of children is one of the most powerful ways to improve society. SickKids Foundation raises funds on behalf of The Hospital for Sick Children (SickKids) and is the largest charitable funder of child health research, learning and care in Canada. Philanthropy is a critical source of funding for SickKids —) one of the world's foremost pediatric health-care institutions. SickKids Foundation is one of the largest charities in Canada.



## ABOUT CISION

Cision Ltd. (NYSE: CISN) is a leading global provider of earned media software and services to public relations and marketing communications professionals. Cision's software allows users to identify key influencers, craft and distribute strategic content, and measure meaningful impact. Cision has over 4,000 employees with offices in 22 countries throughout the Americas, EMEA, and APAC. For more information about its award-winning products and services, including the Cision Communications Cloud®, visit [www.cision.com](http://www.cision.com) and follow Cision on [Twitter @Cision](https://twitter.com/Cision).

## LEARN HOW CISION CAN TRANSFORM YOUR COMMUNICATIONS

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