

OUR CLIENT:



The mission of the WakeMed Foundation is to be a philanthropic partner of WakeMed, supporting the health and well-being of their community.



OBJECTIVE

The WakeMed gives campaign was designed for a way to raise money to give back to employees of WakeMed Hospitals and the community. They wanted items that were useful and that exhibited the 4 key reasons to give back to patients, employees, and the community.

TARGET AUDIENCE

Employees, donors, and community members served by the WakeMed network.

SOLUTION

The solution was to build a promotional campaign based off of the 4 key areas: Patient Assistance, Employee Assistance, Projects and Education. It was decided that t-shirts, custom journals, mousepads and measuring spoons would be given out to employees and additional donors as a way to thank them for their contribution.

WakeMed raised over \$760,000 from more than 1,600 employees to support WakeMed programs, services to employees, and the community.

"WORKING WITH OLIVIA AND HER TEAM HAS BEEN SUCH A PLEASURE... THEY ALWAYS WORK WITHIN A MANAGEABLE TIME FRAME AND DO ANYTHING NEEDED TO ENSURE OUR PROJECTS ARE PERFECT... I HIGHLY RECOMMEND PROMOTIONAL PARTNERS FOR YOUR BUSINESS NEEDS."

-BLAIR, WAKE MED FOUNDATION

ITEMS CHOSEN:

- [Zippy Clip](#)
- [Budget Balm Lip Balm](#)
- [Slim Line Color - Small Jotter](#)
- Measuring Spoon Set
- Mousepad
- Color Jet Ballpoint Pen

