

# Arco + Associates Case Study: SSM Health Foundation – St. Louis

## 2020 Hope Blooms Virtual Gala

Like so many organizations in 2020, Arco client SSM Health Foundation – St. Louis found themselves facing a unique challenge: an increased need for fundraising brought on by a global pandemic, combined with social distancing orders that took in-person efforts off the table. As the time for their annual gala approached, they needed a way to create an event that would inspire benefactors from St. Louis and beyond to give in support of Cancer Care efforts – and they needed to do it virtually.

Arco + Associates worked in conjunction with the SSM Health Foundation – St. Louis marketing and event team and an event partner to conceptualize and launch a virtual gala and silent auction, complete with a full paid and organic marketing strategy to encourage ticket sales, bids, and charitable donations. Through a strategic marketing initiative that included creative conceptualization, invitation and program design, script and copywriting, paid and organic social media efforts, a PR campaign, and more, Arco + Associates helped SSM Health Foundation – St. Louis exceed their goals and raise over \$230,000 to support Cancer Care in the regions they serve.



### Attendance:

Attendee Goal: 200

Final Attendee Count: 283



### Funds Raised:

Funding Goal: \$200,000

Total Funds Raised: \$234,667

### The Results:

Total media hits (including print, online, radio, and podcasts): **15**

Average Facebook reach: **31,084 people**

Average LinkedIn reach: **2,866 people**

Total website visitors increased: **23%**

Total new website visitors increased: **22%**

Total visitors to Gala website page: **1,967**

## How We Did It:



Social  
Media Ads



Design and  
Branding



Strategic  
Planning



Organic Social  
Strategy



Public Relations



Copywriting



Print Media



Email Marketing



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