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# Case Study Exercise 1

HIV+ hospital



# HIV+

## **Hospital & Advocacy Group**

- Needs help raising funds to open 10 new beds in its in-patient unit
- Chronically underfunded
- Downtown Toronto location

# Canada's first and only stand-alone hospital for people with HIV/AIDS.

"We serve the whole person. We offer a respite not only from illness but from the stresses of daily life. Our clients understand that we are a safe haven, a place to find care, compassion and acceptance."



# The Donor Audience

- Affluent, highly-educated, socially-conscious men in their late 40s
- Active in the arts and culture scene
- Affiliated with LGBT2QA causes
- Working and living in downtown Toronto



# The Situation

## HIV+ Crisis

Two to three people are diagnosed with HIV every day in Ontario

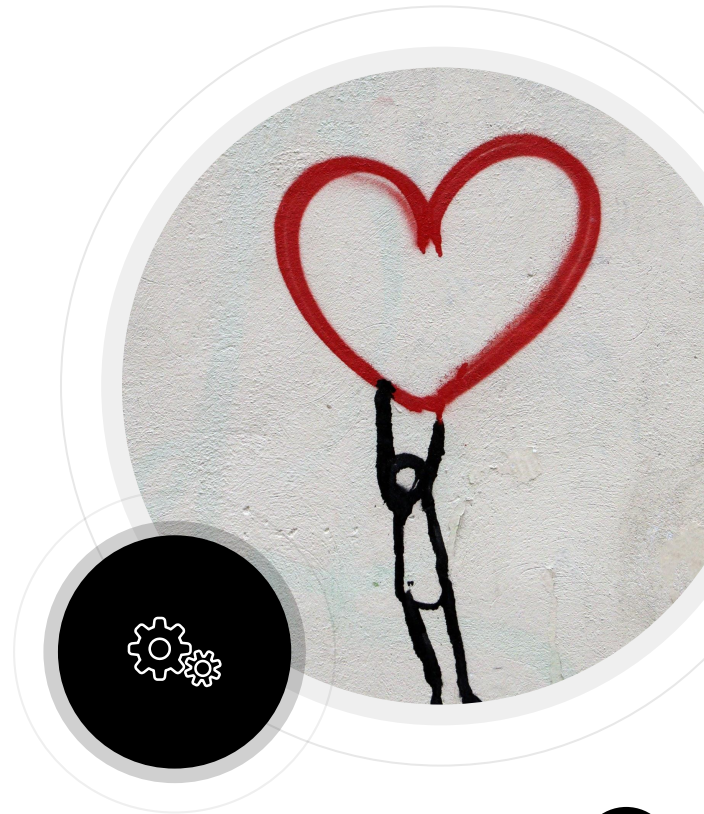
Ministry of Health and Long-Term Care Website, Retrieved from [http://www.health.gov.on.ca/en/public/programs/hiv/aids/charact\\_epidemic.aspx](http://www.health.gov.on.ca/en/public/programs/hiv/aids/charact_epidemic.aspx)).

## Stigma

There are still significant misconceptions and harmful myths around HIV, ie. you can get it through casual contact

## Reduced Focus

HIV/AIDS has fallen out of the news with many people falsely assuming it is no longer a risk, and a 'cure' has been found.



# The Client Says

Try to talk to Simon to get more information on the audience, objectives, and the organization.

Ask for Simon...

<https://tanyapobudaphd.com/fundraising-demo-for-dr-meyer/>





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# Select a headline

Which headline would you use? Pick one.





- 1. Help us help a patient living with HIV in Toronto live happier and healthier lives filled with compassion and caring.**
- 2. Make HIV+ medical care better for all Canadians.**
- 3. End stigma, open minds, help us advocate for those living with HIV.**





2

# Select some messages

Which supporting fact would you use? Pick one.

# Select 1 message

**In a single 12-month period, we cared for 319 clients with over 9000 visits, made 18,000 meals through inpatient, day health and community care**

**We helped elevate medical care for HIV+ patients across Canada with new doctor accreditation program, teaching needed skills to medical staff**

**We provide in-home nursing, social work and case management for those not able to travel to HIV+ Hospital**

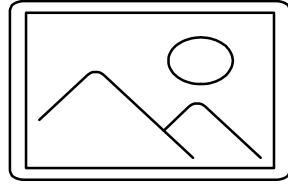




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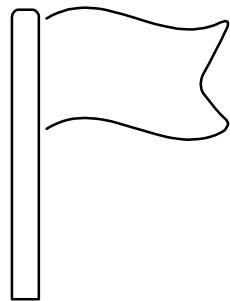
# **Choose your event**

Which event works best for your audience?  
Pick one or create your own.



# Online art auction

Original artworks created by HIV+ artists living and  
working in Toronto



# **Weekend golf tournament**

Saturday event at suburban golf course with pro  
golfing tips with two of Canada's top golfers

# **Weekday Cocktail Fundraiser**

With special guest speakers including a wellness coach, personal trainer and financial advisor

# What does your campaign look like?

Why did you make these choices?

How do your choices link back to the objectives of the campaign?

Justify your campaign ideas based on the audience.

