

# Scripps Health

## Electrophysiology Development Campaign Project Summary



### Project Goal:

Raise \$5 Million in 5 years to support the financial and timeline needs of the new Electrophysiology suite

### Results to Date:

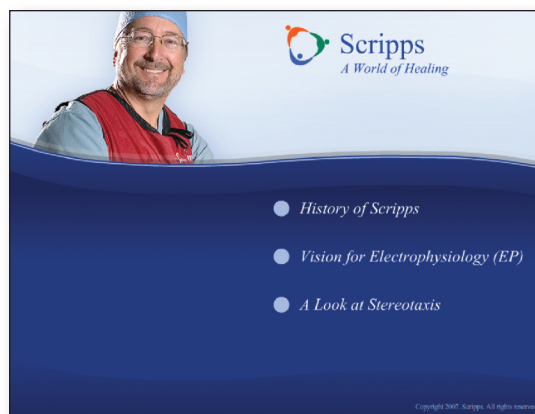
Entire \$5 Million raised in 18 months.

### Background:

Scripps Health Marketing/Communications department was asked to partner with Scripps Health Foundation in support of a five year \$5 Million foundation campaign to raise money for the new equipment and remodeling needed in the Electrophysiology suite being constructed

### Project Team:

Scripps Health Marketing/Communications department partnered with Pinpoint Strategies LLC to create an interactive communications solution to help tell the story behind the Foundation's campaign to perspective philanthropists and donors in a consistent and engaging solution



### Final Deliverable:

- 8 page color brochure created by Scripps Marketing/Communications department to support the interactive CD
- Interactive CD & website solutions created by Pinpoint Strategies to tell the campaigns story to perspective donors. CD contained three modules:
  - History of Scripps Health (will be reused for future foundation campaigns)
  - Vision for Electrophysiology
    - introduced Dr. Higgins, world renowned Electrophysiology and champion for the campaign
    - explained the vision for the EP lab and equipment to be purchased
    - included the “ask” so that Dr. Higgins would not need to directly ask the potential donors for money
  - Video the explained the Stereotaxis equipment that will be purchased
- The Electrophysiology story was also output to the web and added to the Scripps Foundation's website

### Campaign Implementation:

- Dr Higgins met 1 on 1 with 10-20 top tier philanthropists over dinner
  - Dr. Higgins used the interactive CD prior to dinner to provide the background for the campaign
  - Each philanthropist received a copy of the brochure with CD inside at the end of dinner
- A 100 person gala event was organized for the next tier of donors
  - Interactive CD was used to kick-off the gala
  - Dr. Higgins followed with some general comments
  - Each attendee received a copy of the brochure and CD at their place setting to take with them after the event

### Contact:

**Jonathan Jones, Managing Partner**  
PinPoint Strategies  
240 Market Street, Suite 201  
Bloomsburg, PA 17815  
570-784-1100 • [jjones@pinpointstrategies.com](mailto:jjones@pinpointstrategies.com)  
[www.pinpointstrategies.com](http://www.pinpointstrategies.com)