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**Breakfast of Champions  
Recommendations**

**October 08, 2020**

# BACKGROUND & OBJECTIVE

## Background:

**The Psychology Foundation of Canada(PFC)** will be executing their 16<sup>th</sup> annual Breakfast of Champions on November 5, 2020. They are looking to implement a more robust fundraising platform that will be able to engage with their donors/participants to raise funds and provide additional e-commerce solutions all year long for their development program.

## Discovery Objective:

To provide short-term and long-term recommendations for the Breakfast of Champions event and to help with future fundraising programs.

# Breakfast of Champions Landing Page Recommendations

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1. Promote clear call to action above the fold of the landing page. Sponsor logos are more prominent than the actual info of the event
2. Optimize call to action messaging for both Individual Tickets and Sponsorship Tickets. For example instead of Tickets, update it to Buy Individual Tickets
3. Add clear information on the page in terms of all types of tickets to drive user interest and purchasing
4. Update donation levels to provide more options
5. Design Event Info section or page to explain event logistics
6. Create Dollars at Work messaging around use of funds
7. Utilize web page assets or sections and remove redundancy around sponsors and graphics
8. Ensure all elements on the page are screen reader friendly, and text is legible through color contrasts
9. Create a French landing page with same page look and layout




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# SAMPLES:

Clear Call to Action, Ticket Information and Dollars at Work






EVENT INFO

BUY TICKETS

DONATE

For over 20 years, more than 1,500 cast members have entertained people in nearly 75 performances of the Follies, netting over \$10 million for CHOC Children's.



SPONSORSHIP AND AD OPPORTUNITIES

Cast Member

Start typing the Cast Member name

Sponsorship and Ad Opportunities

The Star Sponsorship

Tickets:

20 Reserved Tickets20 Cast Party Tickets (3/28/20 only)

Advertising:

Full Page Ad in the CHOC Follies Program


Ad specs: 7.5" wide x 10.0" tall, black & white

Fair market value: \$900

\$100,000

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Your Dollars At Work



CHOC is proud to offer four centers of excellence: the Heart, Neuroscience, Orthopaedic and Hyundai Cancer Institutes. Our fifth institute--the CHOC Children's Research Institute--enables our patients and their families to have access to the latest pediatric clinical trials and comprehensive treatment options available, including some of the newest medical technology.

Share on Facebook

Share on Twitter



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# Website and Marketing Recommendations

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1. Add promotional slider on the home page.  
Example:  
16th Annual Virtual Breakfast for Champions  
Call to Action: Learn More
2. Promote 16th Annual Breakfast for Champions across paid and earned media channels through organic social post and Facebook advertising.
3. Retarget constituent base through email campaigns to buy ticket, donate and attend the virtual event to create a sense of urgency leading up to the event.



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# SAMPLES:

## Home Page Slider and Email Marketing

Watch our virtual Ride Rally and Ride Wrap-Up on [FACEBOOK](#) and [YOUTUBE](#)

DONATE

REGISTER



[HOME](#) [IMPACT](#) [ABOUT](#) [GET INVOLVED](#) [GET INFO](#) [SIGN IN](#)

Be part of our  
**STRAVA Club!**  
Ride together virtually

JOIN NOW

☐ ☒

< Inbox ^ v

Walkers Wanted!  
February 26, 2020 at 11:20...

LET'S CONQUER CANCER  
TOGETHER!

Franck,  
A mother. A sister. A father. A friend. 1 in 2  
Canadians will be diagnosed with cancer in their  
lifetime, so we need our community's support more  
than ever.  
The Weekend to Conquer Cancer™ is a life-

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# SAMPLES:

## Facebook Advertising promoting registration and donations

**UCI Anti-Cancer Challenge**  
Sponsored · 🌐

It takes an entire community to create change. When you register for this year's virtual UCI Anti-Cancer Challenge, you are choosing to support cancer research at the only National Cancer Institute designated comprehensive cancer center in Orange County and one of only 51 in the nation. We're just **THREE DAYS AWAY!** There is strength in numbers. Join us as we fight against cancer – together!



**ANTI-CANCERCHALLENGE.ORG**  
**One Challenge, One Community**  
Become a part of a community and ma...

[SIGN UP](#)

**The Weekend Toronto**  
Sponsored (demo) · 🌐

Join us on May 5th for **#GivingTuesdayNow**, a global day of giving and unity as an emergency response to the unprecedented need caused by COVID-19. On this day, for every \$1 donated to your event page we will contribute \$2 to the Conquer COVID for Cancer Fund, up to a total of \$50k. Our vulnerable patients and frontline staff need your help now more than ever. Thank you for continuing to fundraise in the fight against COVID-19 and cancer.



**3X THE IMPACT OF DONATIONS**  
**GIVING TUESDAY NOW**

WEEKENDTOCONQUERCANCER.CA  
NOT AFFILIATED WITH FACEBOOK

**Donate to the fight against COVID-19 and cancer.**


[Donate Now](#)

👍❤️ 22      1 Comment 16 Shares

👍 Like    💬 Comment    ➦ Share    🌐

**Children's Cancer Research Fund**  
Sponsored (demo) · 🌐

During the COVID-19 pandemic, finding better treatments that don't leave kids vulnerable with compromised immune systems is more critical than ever. When you choose to raise funds for Children's Cancer Research Fund, you choose to support advances in groundbreaking research that provide kids like Zein, a four-time cancer survivor, with the safer, more effective treatments they need.



CHILDRENSCANCER.ORG

**Support Groundbreaking Research!**  
Make an impact on the lives of children with cancer today.

[Learn More](#)

👍❤️ 19      3 Comments 1 Share

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# FUTURE RECOMMENDATIONS

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1. CauseForce recommends The Psychology Foundation of Canada to change the current platform "iMIS" to a more effective fundraising solution that supports the overall foundation fundraising long-term goals. CauseForce to present 2-3 top Fundraising platforms that are focused on the overall user and administrative experience that will benefit both supporters and staff of the foundation.
2. By selecting a robust and modern fundraising platform, CauseForce recommends to re-design the Psychology of Canada website in connection to the rebranding and advanced capabilities of a new fundraising platform. Our website recommendation will be focused on mobile-first approach and UI/UX optimization to reduce barriers to donate online.
3. Create a dedicated micro-site for the Breakfast of Champions event next year that is focused on driving ticket sales and donations for the event. A turn-key effective fundraising program website can be set-up in the future to promote the foundation's cause and mission.



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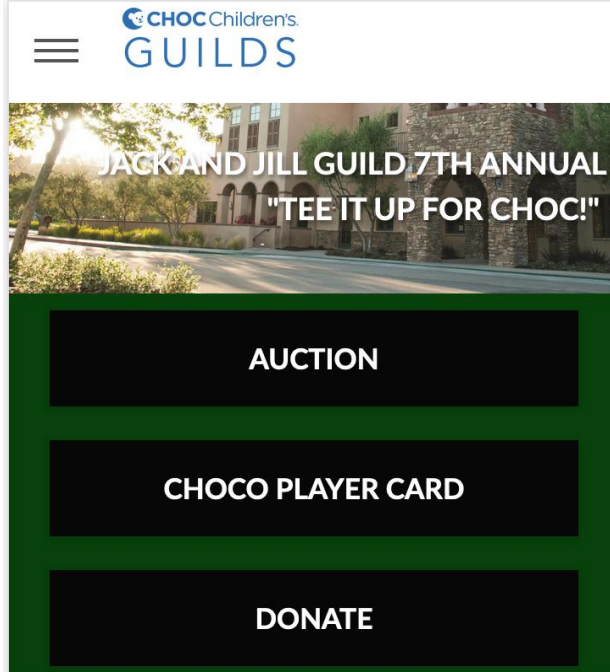
# SAMPLES:

## Dedicated Event and Fundraising Websites



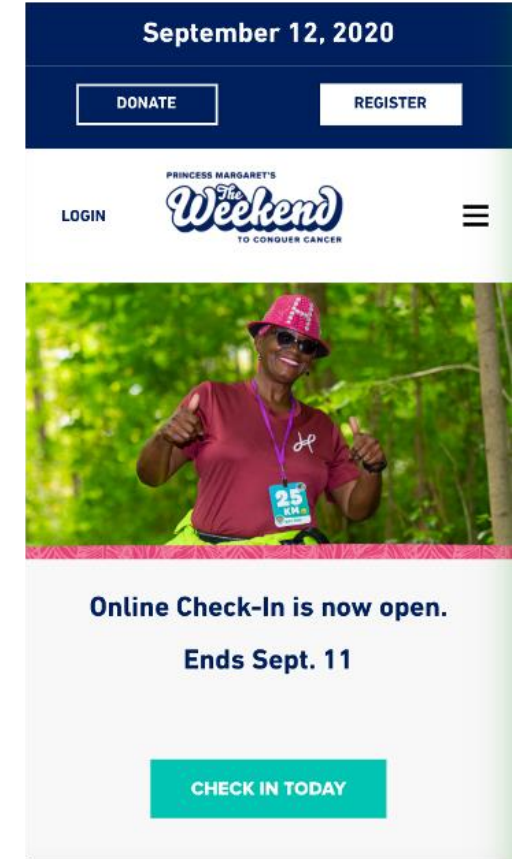
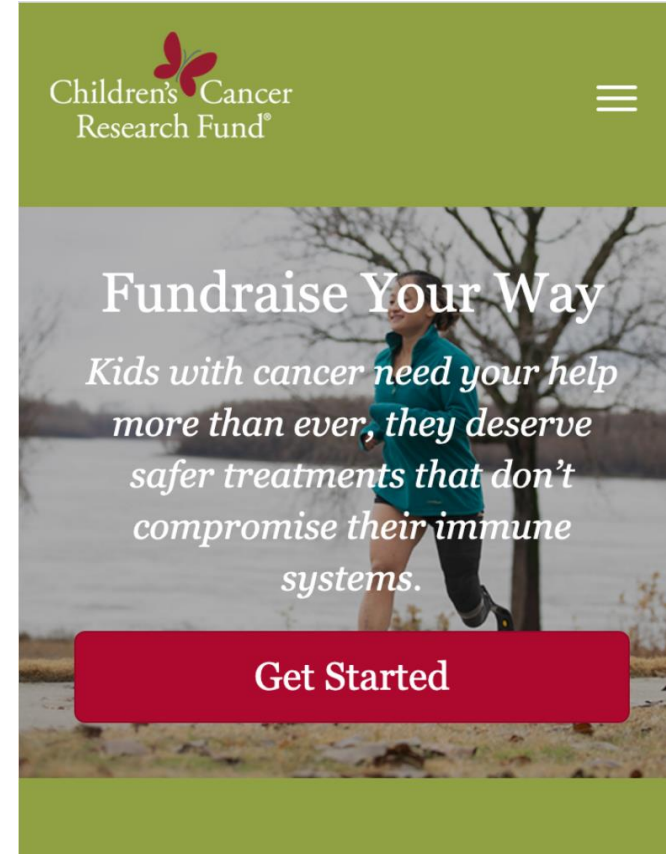
Search for your favorite...

TOP CAST MEMBERS	Amount
Cathy Johnson	\$105,000
Lee Angell	\$711,000
Ellen Laporte	\$10,000
Jackie Ellis	\$10,000
Richard Doherty	\$10,000



### Jack and Jill Guild 7th Annual "Tee It Up For CHOC!"

Please join us for our charity golf tournament at beautiful Aliso Viejo Country Club in Aliso Viejo on Monday, August 31. Get your



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Thank you!



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