

Hi, I'm Jeff Hodgens.

I tell stories.

More importantly, I tell meaningful stories.

Over the last several years, I've come to the realization that the absolute best form of marketing - *especially in the healthcare environment* - is storytelling. And at CHOC Children's Hospital, that's exactly how a team of three, positioned a small, regional, floundering foundation, into having its most successful fundraising year ever.

In 2018 I joined a brand new team whose sole purpose was to bring a lost identity back to the Foundation - we all came to the consensus that the best way to do this was through storytelling. From having no brand consistency whatsoever, to having every flyer, brochure, handout, sticker and lanyard feel like you got it from the same organization - from having no almost no social presence to having a thriving one where our supporters are creating organic content for us - from using cold, stock imagery, to utilizing our very own patients and families in ways we never had imagined - in everything, absolutely everything, we ensured that our story was intertwined.

No matter how many competing children's hospitals we had in our backyard, no matter how many other campaigns we happening simultaneously, no matter that donor audiences had never been segmented or analyzed - we knew that if we told our story in every way, shape and form possible, we would be successful.

We were right.

Let's talk.

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