

SPOTLIGHT

Cause Marketing - How Dunkin Donuts raised over \$180,000 to help fund the My Hospital Scrapbook® program for Hasbro Children's

Funding new programs for a hospital can be a difficult challenge. Community outreach and time can push things to the bottom of the list. Hasbro Children's and the Child Life Staff were interested in getting a new program, My Hospital Scrapbook® started for the children who are admitted to the hospital. The Child Life Staff introduced this new resource to the Hasbro Foundation and Michelle Brannigan, Manager of Development for LifeSpan. What Michelle realized is that this book can be customized to offer the branding rights and cause marketing opportunities with the right community based organization. She met with her department and they strategized a few companies where this can have a unique fit. Medical Memories, the company that develops these scrapbooks, designed some customized covers with

the hospital logo and they met with Dunkin Donuts. During the meeting this dynamic resource with the unique branding opportunity led Dunkin to get on board. What Dunkin did next was quite amazing. They organized an iced coffee day as a fundraising event to raise money and support of the program. What resulted was an amazing accomplishment. 360,000 iced coffees were sold in one day that raised over \$180,000 for Hasbro Children's. This money was used to fund the My Hospital Scrapbook®. Todd Wallace, Field Marketing Manager Dunkin Donuts "This was one of the biggest and easiest fund raising events for Dunkin Donuts, when we go out to the community we are perceived very well and no door was closed. We are excited to be a part of such a dynamic program."

Medical Memories – A Scrapbook with Heart

This resource is a high-quality, unique, fresh version of a scrapbook and activity book which pediatric patients can use to help alleviate their fears and better understand their surroundings. An ideal "ice breaker", My Hospital Scrapbook® serves as an educational, informative, fun and therapeutic tool that parents and kids can work on together to chronicle the phases of a child's hospital stay and help give both the parent and child greater peace of mind.

Approximately forty pages in length, with customizable page options including a hospital-specific welcome letter and unique room and department images, My Hospital Scrapbook® allows hospital staff to create positive associations with their young patients – assuring kids that not all items they'll encounter during their stay are scary

or pain related. Medical Memories collaborates with each hospital, working with them to ensure their own imagery, photos and branding are used to create a My Hospital Scrapbook® and customized cover that presents as uniquely their own. The Dunkin-Hasbro books even included a special coupon treat for each child.■



Taking the Fear Factor out of the Hospital Experience

Hasbro Children's Hospital began the rollout of My Hospital Scrapbook® in 2010. In a short time, the hospital has realized tremendous results. A hit with hospital staff, pediatric patients and parents alike, My Hospital Scrapbook® is handed out upon admission to any child between ages five and thirteen who finds themselves having to stay in the hospital overnight or for an extended length of time. These tools have been the perfect way to introduce children to their new surroundings and help them understand both what will happen in the hospital and the illness that brought them there. And while all the kids love using their scrapbooks, certain age groups rave about their favorite parts.

As for parents, they are simply grateful to have this soft-spoken, lighter-hearted means to help them speak openly and honestly with their children about what staying in the hospital means. When a child is having a procedure or surgery, the parents can go through the scrapbook with their child the night before, pointing to pictures and explaining the process so that the child knows what to expect and can be less afraid. My Hospital Scrapbook® helps alleviate anxiety for both parents and children, providing them with a degree of comfort that's simply invaluable. The staff of Hasbro Children's Hospital agrees – My Hospital Scrapbook® is an invaluable asset. Unlike anything they have ever seen or used before. ■