CAMPAIGN REPORT 2

GULFSIDE HEALTHCARE SERVICES

PRESENTED BY:

PR+
COMMUNICATIONS
LAB

TABLE OF CONTENTS

WHO WE ARE

TEAM MEMBERS

PR+ Communications Lab is a Public Relations firm committed to improving your business by finding the right voice for you and discovering the best way to communicate with your desired audience.

PR+ Communications Lab is composed completely of international students at the University of Tampa. They have met through different paths, but have relied on their cultural differences to bond and make their ties stronger. For their capstone class, Public Relations Campaigns, they assembled to produce quality deliverables regarding their donor awareness campaign for Gulfside Healthcare Services Community Partners Program. All team members have different mentalities and come from different backgrounds, allowing them to integrate all these ideas and produce innovative content that is culturally aware and efficient.

Isabella is an international student from São Paulo, Brazil. Currently, in the final semester of her journey toward receiving a Bachelor's Degree in Advertising & Public Relations at the University of Tampa. Isabella is applying her creative problem solving, organization, and leadership skills as the Social Media Intern at Branding Bosses, a branding and digital marketing agency. Additionally, Isabella is the Social Media Manager for the UT Ad Club. She aspires to pursue a career in Digital Marketing.

ISABELLA DIAS
ACCOUNT EXECUTIVE DIRECTOR

Alise is an international student from Latvia currently pursuing a Bachelor's Degree in Advertising and Public Relations at The University of Tampa. Alise hopes to leverage her strategic creative skills, copywriting, and interpersonal communication skills in her future Public Relations career within the political or human rights field. She is a Student Advancement Assistant at the Office of Development and Alumni Relations and president of the UT Ad Club on campus.

ALISE BLŪMA
COPYWRITING DIRECTOR

Carolina, originally from São Paulo, Brazil, is actively pursuing a Bachelor's Degree concentrated in Advertising & Public Relations and with a minor in Marketing. Her passion lies in marketing and data analytics. She hopes to apply her analytical and research skills to pursue a career within the marketing field. Carolina is an AMA (American Marketing Association) member at the University of Tampa chapter. She is also working on a research project about Social Media Branding within Educational Institutions outside of class with her professor Dr. Lina Gomez-Vasquez.

**CAROLINA OZI
MEDIA RELATIONS**

Daphne, who calls Bogota, Colombia, her home, is an international senior student at The University of Tampa. She is about to complete her Bachelor's Degree in Advertising & Public Relations degree with a minor in Political Science this December. Her creativity, graphic design, critical thinking and intercultural communication skills are represented in her role as Social Media and PR Intern at the Tampa Museum of Art. Her future career aspirations lie within the advertising field, specifically, working for a renowned advertising firm in the Tampa Bay Area.

**DAPHNE BARQUIN CADENA
CREATIVE DESIGN DIRECTOR AND
SOCIAL MEDIA MANAGER**

EXECUTIVE SUMMARY

Brief summary of the report to be read.

Gulfside Healthcare Services employs the Community Partners Program (CPP) to encourage corporate giving and raise funds for their non-profit organization. The Community Partners Program has loyal and enthusiastic current donor support; however, various threats and weaknesses limit exposure and recruitment of new donors. Through extensive research, we have established a goal to generate more awareness for the Gulfside Service Healthcare Services' Community Partners Program and attract more donors. This report showcases that research and provides sound reasoning behind our established goal and objectives. First, we outline current trends and patterns within the hospice, palliative and at-home care industry that illustrate both relevant roadblocks and opportunities faced by the majority of organizations within the industry. Then, we provide secondary research composed of media insights and keyword research, as well as competitor research and an audit and analysis of Gulfside's content and social media use.

Then, we provide primary research reflecting qualitative results of multiple interviews with current donors, Gulfside employees, and a fundraising director. This is followed by SWOT analysis that highlights the strengths, weaknesses, threats and opportunities for Gulfside and the CPP program. As outlined in our situation analysis, the CPP program's benefits have a high satisfaction rate from current donors and establishes mutual trust and loyalty between program partners. However, it faces lack of exposure and engagement on social media which then results in recruiting new partners, creating an opportunity to re-work these weaknesses into opportunities. Based on this research, we establish the aforementioned goal and objectives of our campaign. Finally, we pinpoint our target audience as largely middle-aged, ethnically educated, and financially stable professionals from Generation X, working primarily in the medical industry and living in the Hillsborough and Pasco county areas and its surroundings.

INDUSTRY TRENDS

Discussion of the current hospice/palliative healthcare trends.

Recent years have brought unexpected challenges and new practices within the healthcare industry, especially hospice and palliative care. While the ongoing pandemic has challenged the industry to adapt to a very different type of care access, it has also allowed for more access and outreach. This report illustrates these major current trends.

To understand the changes affecting the industry, it is important to explore general data and statistics. According to the CDC's National Health Center's most recently released data, as of 2016 there are 4,300 hospice care agencies and 12,200 home health agencies (2020). However, 63.0% of the hospice care agencies and 80.6% home health agencies have for-profit ownership (2020). This coincides with LeadingAge, LeadingAge Ohio, and National Partnership for Hospice Innovation's joint report Nonprofit Hospice Services: Where Mission and Community Meet (2019). The amount of for-profit hospice has increased by more than 300% between 2000-2015 (See Figure 1). This indicates that access to non-profit hospice care has decreased dramatically, and those unable to afford healthcare in other ways have less access to such services.
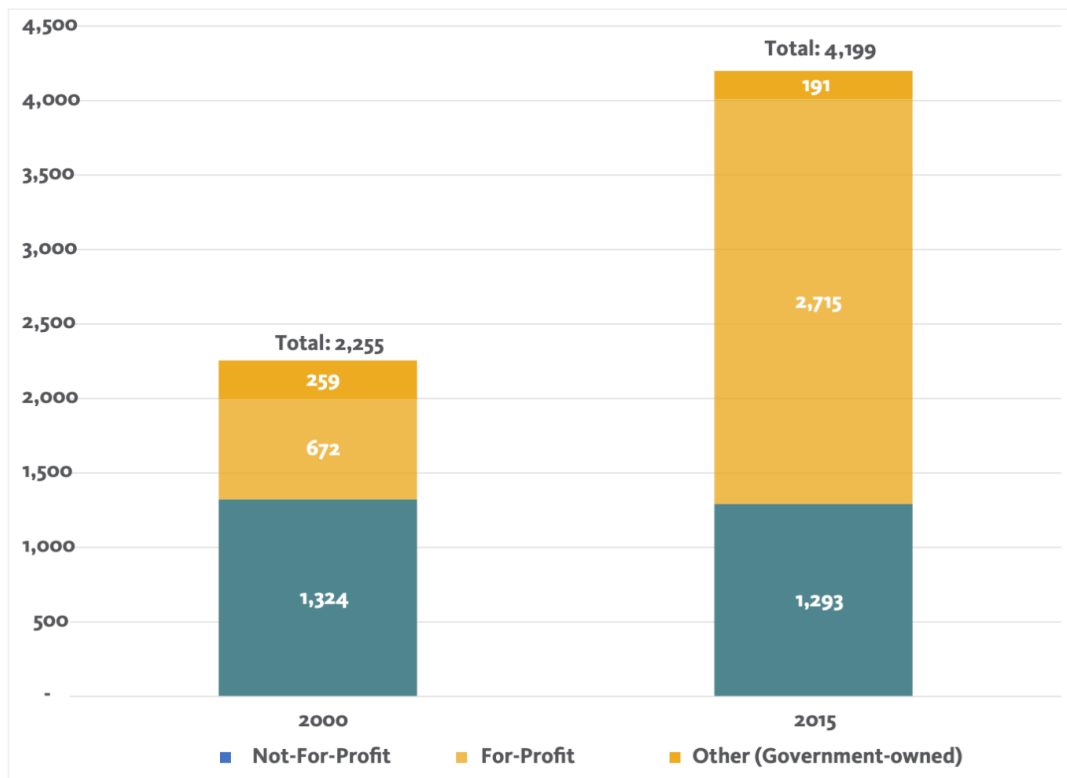
Figure 1. Growth in Number of Hospices by Ownership (Profit) Status from 2000 to 2015. From Nonprofit Hospice Services: Where Mission and Community Meet, by LeadingAge National, LeadingAge Ohio, and National Partnership for Hospice Innovation, 2019, p. 6 (https://www.leadingage.org/sites/default/files/Nonprofit%20Hospice%20Services_FINAL%205.pdf).

According to the Center of Advance Palliative Care 2014 report Palliative Stats and Facts, roughly 90 million Americans are in need of such care (2014). Thus, as the Center of Advance Palliative Care 2019 report America's Care of Serious Illness indicates, the healthcare system can not effectively accommodate current needs for palliative and hospice care (2019).

This increase in for-profit hospice and palliative care can partially be linked to private equity investors. In January of 2021, Jim Parker lists various hospice trends to take note of in the upcoming year. One of them is the rising trend of private equity investors' interest in hospice (Parker, 2021a). His warning is a sound one as multiple recent articles illustrate the dangers of such a trend.

He explains that: "generally, private equity firms buy companies, capitalize them to fuel growth and then sell them off at a substantial mark up" (Parker 2021b). In an article from September of this year, Holly Vossel references a recent study by The Braff Group, mentioning that "private equity hospice transactions rose nearly 25% between 2011 to 2020", resulting in higher prices (Vossel, 2021a). Diane Eastbrook adds to the concern of such trends in an article discussing the Senate Finance Committee's scrutiny: "private equity's business model of generating profits on a rapid turnaround could come at the expense of dying patients and their families" (Eastbrook, 2021). She mentions that this increased interest in home care, hospice and similar care can be attributed to the rapidly aging population (Eastbrook, 2021). However, Parker mentions in a later article from this year that private equity interest in hospice may be decreasing (Parker, 2021b).

The pandemic has created an increased need for access to telehealth and at-home care. According to Vossel, the industry already saw a trend of a turn towards virtual healthcare (Vossel, 2021b). However, the COVID-19 pandemic has significantly sped the process up.She mentions that in-person care anxiety has increased a need for both telehealth and at-home care (Vossel, 2021b). In his article about hospice trends to watch mentioned above, Parker agrees that access to online care will continue to be a vital part of both hospice and palliative care even after the pandemic (Parker, 2021a). It is safe to say that we will see increased access to virtual care, especially with future technological developments.

Interestingly, Parker mentions that half of palliative care is provided by hospices (Parker, 2019c). The aforementioned Center of Advance Palliative Care 2019 report America's Care of Serious Illness shows a growing trend in access to palliative care with 87% of U.S. hospitals with 50 or more beds providing such care to patients (2019). It is also important to note that there are noteworthy efforts among various organizations and government structures to expand access to community-based palliative care (Parker, 2021a).

Another major trend in the industry has been a push toward vaccine mandates. Blue Ridge Hospice in Virginia has mandated all workers to receive their vaccine by the end of October; failure to do so will result in termination (Brehm, 2021). In a similar fashion, Hospice & Palliative Care Buffalo in New York have made it obligatory for its workers to get vaccinated (Vossel, 2021c). Numerous healthcare organizations, including hospice and palliative care, have followed suit. As is stated in a Blue Ridge Hospice's media release, "Blue Ridge Hospice is taking this step to help keep their patients, employees, volunteers, and community members as safe and healthy as possible" (Brehm, 2021). Thus, such mandates are instigated in order to protect both workers and patients alike.

Finally, it is important to explore communication trends within the palliative care and hospice industry, both in regard to patients and prospective donors. After reviewing multiple job listings within the industry, a common trend is continuous and established communication.

For example, the role of Director of Development at Talbot Hospice Foundation emphasizes the necessity for establishing lasting and meaningful relationships with donors, patients, their families, nonprofits and the community to "establish effective communications with them (...)" and "advance TH's development efforts" (2019). Even more so, refined communication is especially important when discussing sensitive topics such as palliative care, end-of-life and hospice with clients and partners. The International Association for Hospice & Palliative Care has extensive guidelines and suggestions for those within the hospice/palliative care industry. As they state, "it is not only patients and relatives with whom palliative care workers must communicate. They must be skilled in explaining to the public, the media and their politicians what palliative care is, how it is practised" (Doyle, 2021). It is easy to spot the use of these guidelines in various hospice websites.

Gulfside Healthcare's website features various emotion-evoking images of patients with caregivers or their family, and displays language such as "compassionate care" and "empowering the grieving" to communicate to potential clients, their families, partners, and donors that they are skilled in discussing and handling such sensitive topics. Similarly, Florida-based Tidewell Hospice features similar images and phrases such as "a life fulfilled" and "honoring human dignity". Also, Gulfside Healthcare Services, Tidewell Hospice and Hospice of New York all include information about how donations will be used and create an emotional connection with partners and donors.

They include a call to action with quantitative results and benefits. Also, fundraising and networking events are a popular means of attracting funding and volunteers. All previously mentioned hospices have and continue to host various fundraising events to attract potential customers, donors, and partners. Community Hospice & Palliative Care have published a handbook to hosting such events, and Vermont Home & Health Hospice offer donors the opportunity to host a fundraiser for the organization (2017; "Host a Fundraising Event"). Thus, hospice and palliative care organizations use specifically crafted language and imagery to connect with patients and donors and establish lasting relationships through personal messaging and communication.

Recent trends in the hospice and palliative care industry largely revolve around responses to the pandemic such as an expansion toward virtual care and vaccine mandates, lack of access to palliative care, an increase in private equity interest and for-profit organizations. It appears that access to recent statistics within the industry are not widely available as most date only to recent years, but are not completely current. Sensitive and emotion-evoking communication is used to connect with patients and donors alike to grow trust and connections with them by utilizing fundraising events, emotional imagery, targeted language, and calls to action with tangible results.

CLIENT BACKGROUND

Explanation of Gulside's mission, service areas, and programs, as well as an overview of their board and partnerships.

Gulfside Healthcare Services is a non-profit organization that strives to, as established by Gulfside Healthcare Services' President & CEO Linda L. Ward, "make every day count for patients and their loved ones as they navigate through post-hospitalization recovery, chronic disease or end-of-life illness" (2021). Gulfside offers hospice, palliative and at-home care in the Pasco, Hillsborough, and Pinellas counties area. Additionally, they offer various grief counseling, caregiver support services, animal support services, and more. They also have numerous volunteer and donor programs, their most popular one being the Community Partners Program, as well as career and professional growth opportunities. Gulfside hosts various fundraising events such as Paulie Palooza, and has community-oriented initiatives like Gulfside Hospice Thrift Shoppes and Women for Gulfside. The organization's Board of Directors consists of 11 professionals. As part of their Community Partners Program, Gulfside has partnered with numerous brands and organizations such as O2 Solutions, Mutual of America Financial Group, DeliverCareRX, and others.

MEDIA RESEARCH AND KEYWORD RESEARCH

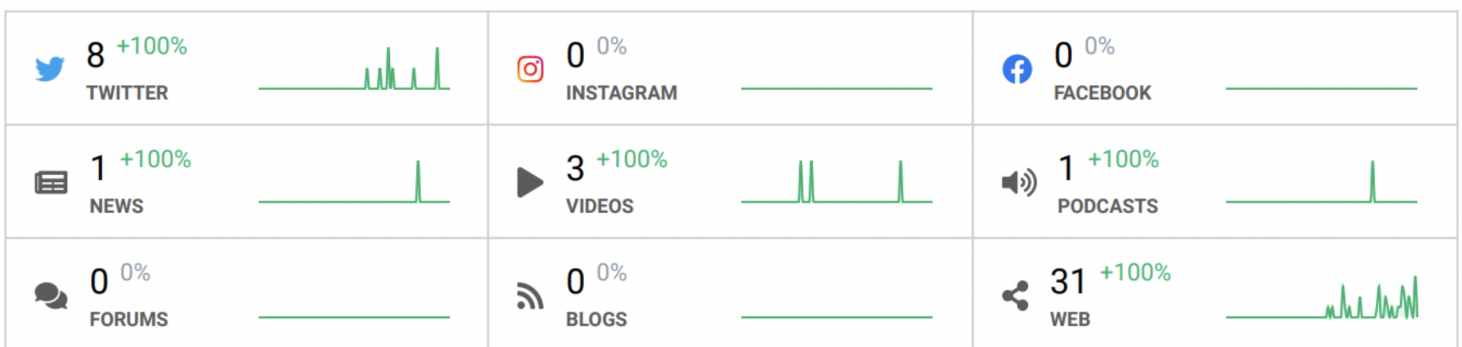News and keyword research regarding Gulfside Healthcare Services using Brand24, Google News and MuckRack.

As seen in Figure 1, in a period of 90 days (between July 20th and October 20th of 2021), Gulfside Healthcare Services had 44 mentions online.
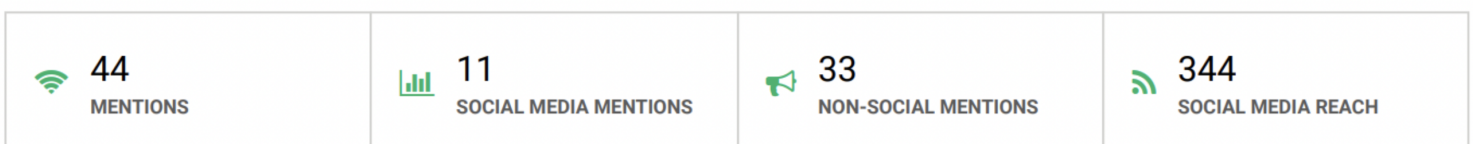

Figure 1. Screen Capture from Brand24 analytics of Gulfside Healthcare Services' mentions in the last 3 months.

Among that number of mentions, eight are tweets, three are videos on YouTube, one is an article published on general news sources, and 31 are spread out on the web, including job finder sites such as ziprecruiter.com and wayup.com, and in fundraising sites such as allevents.in and the AFP (Association of Fundraising Professionals) Tampa Bay Chapter's website.

It is understandable that Gulfside does not have many mentions on social media since the target audience of this organization are older generations, mainly the Silent Generation and Baby Boomers who are not the primary users of social media.

There are reasonable mentions circulating on the web, and on YouTube, which are more popular means to reach the Generation X. Adults from this generation are more likely to be concerned with healthcare services in regard to their older parents who might need this type of care. However, Generation X is a strong user of Facebook, and Gulfside Healthcare services has a weak presence on this platform. Data from Brand24 presents an opportunity to better manage Gulfside Healthcare Services' Facebook page in order to grab Generation X's attention. After all, in today's social and technological environment social media is a crucial branding component.

Brand24 also provides a word cloud for topics related to Gulfside Healthcare Services. That means that people who search for Gulfside Healthcare Services might also be looking for "hospice", "clinical", "job", and more.

As can be observed in Figure 2, the words in bigger sizes correspond to the terms with most searches compared while the words in smaller fonts have lesser searches. This word cloud includes some words in Spanish, such as "lucro, años, comunidad, and organización", presenting another opportunity for Gulfside Healthcare Services. Since Hillsbourough and Pinellas counties have a considerable amount (~29.7%) of Latin-American and Hispanic residents and communities, the organization could provide bilingual information and assistance to those who speak Spanish as their native language (Census Bureau 2019).

As Figure 2. WordCLoud generated by Brand24.

Interestingly enough, almost all mentions focus on the Pasco County area only. Additionally, according to Brand24, the most popular source that has mentioned Gulfside Healthcare Services is Brandon Rimes YouTube Channel (see Figure 3; Brandon Rimes, 2021). In this video, Mr. Rimes interviews Gulfside HealthCare Services Director of Thrift Shoppes, Mr. Aaron Barrish, who says that the thrift shop event helps many other people because the event is a "local source for

really cool and trending vintage items." Barrish also says that the Pasco County community's donations for the event are the "lifeblood of their store".
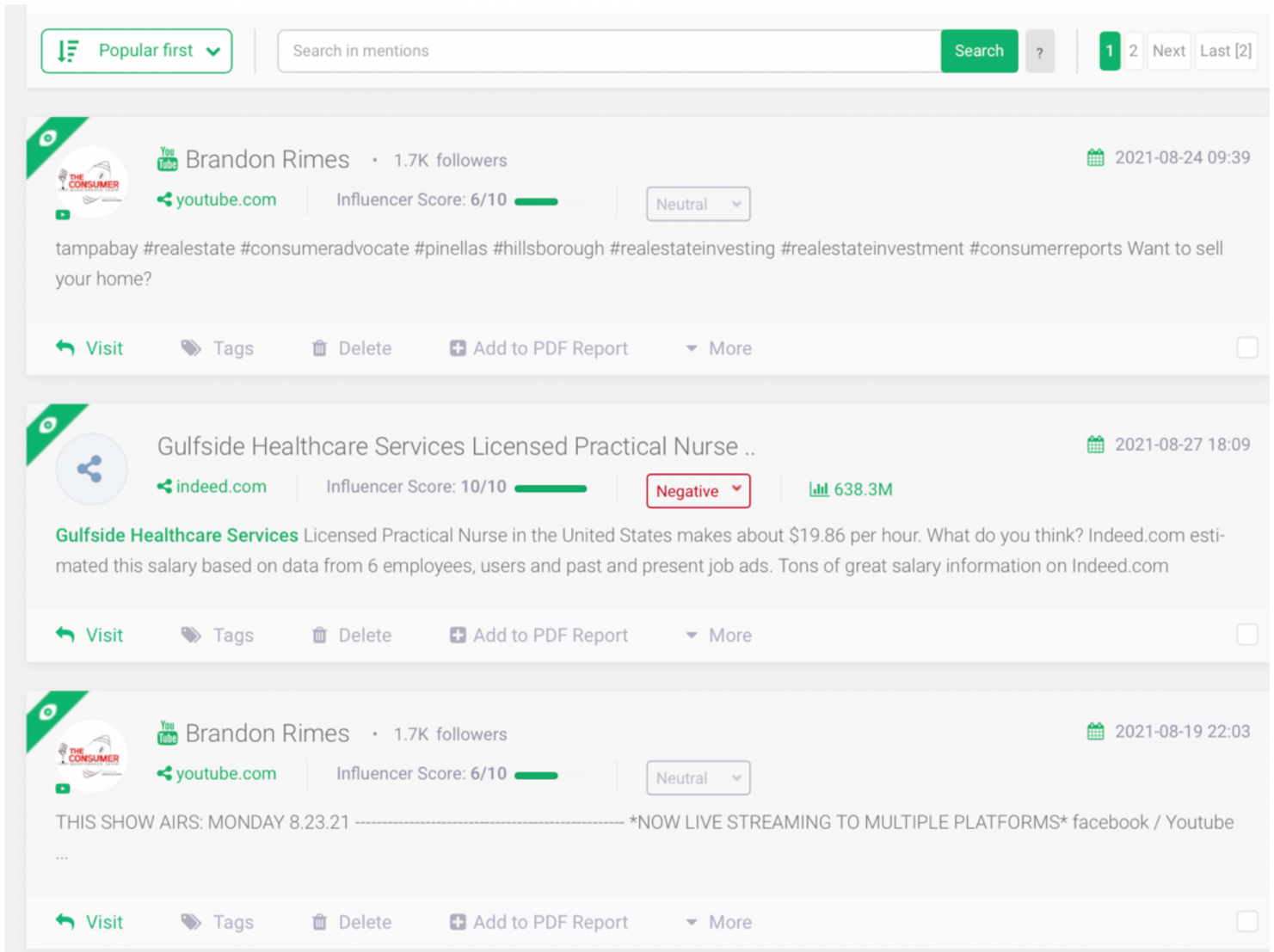
Figure 3. Screen Capture from Brand24 depicting the most popular sites that mentioned Gulfside Healthcare Services.

According to Google News, the most relevant and first article to appear in the search is the "Gulfside Healthcare Services Branches out from Hospice to Homecare with Acquisition," published in March of 2019 in the Tampa Bay Business Journal.

This article summarizes the organization's recent name change from Gulfside Hospice & Pasco Palliative Care to Gulfside Healthcare Services in February 2019 due to its expansion to other health care services. However, in a period of one year there were not many articles gathered by Google News. Figure 4 presents the three main articles published between 2020 and 2021.
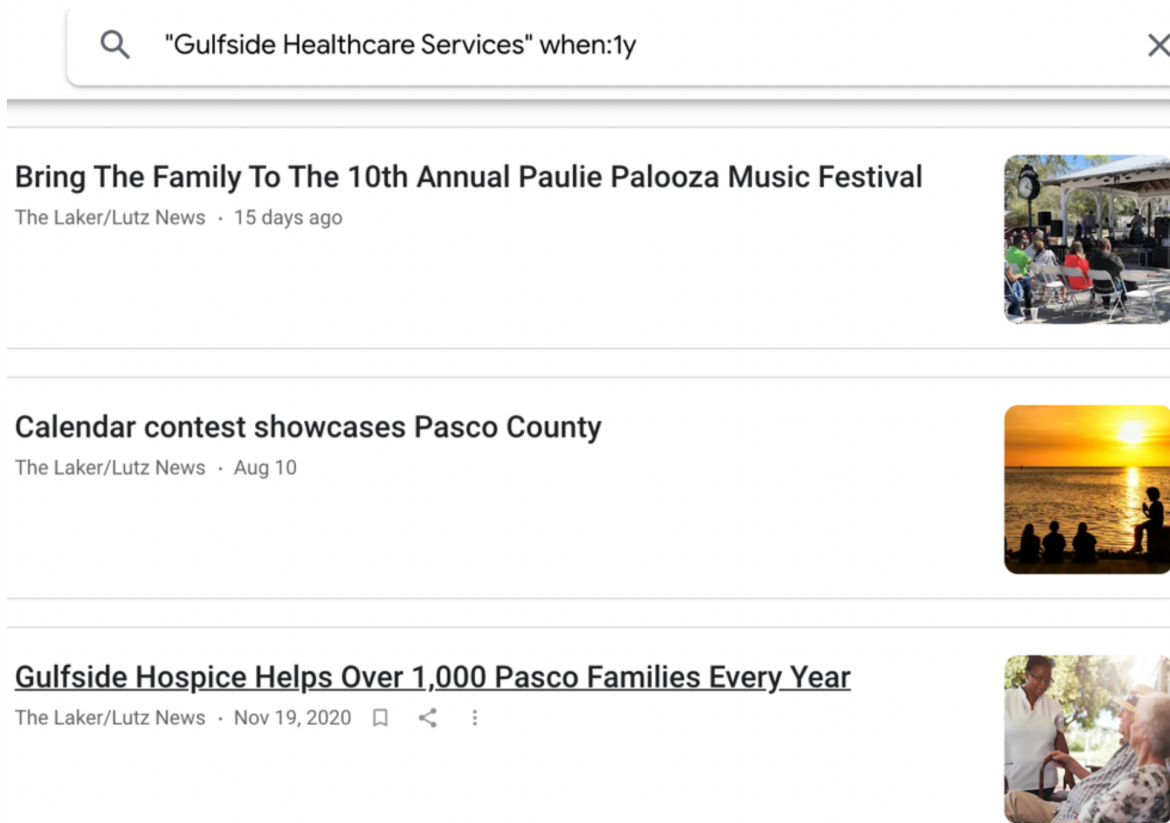
Figure 4. Google News search about Gulfside Healthcare Services News a little more than one year from now.

 Coincidently, according to Google News and Muck Rack Trends, the top outlet that mentioned Gulfside Healthcare Service is The Laker and Lutz News, a weekly community newspaper (see Figure 5).
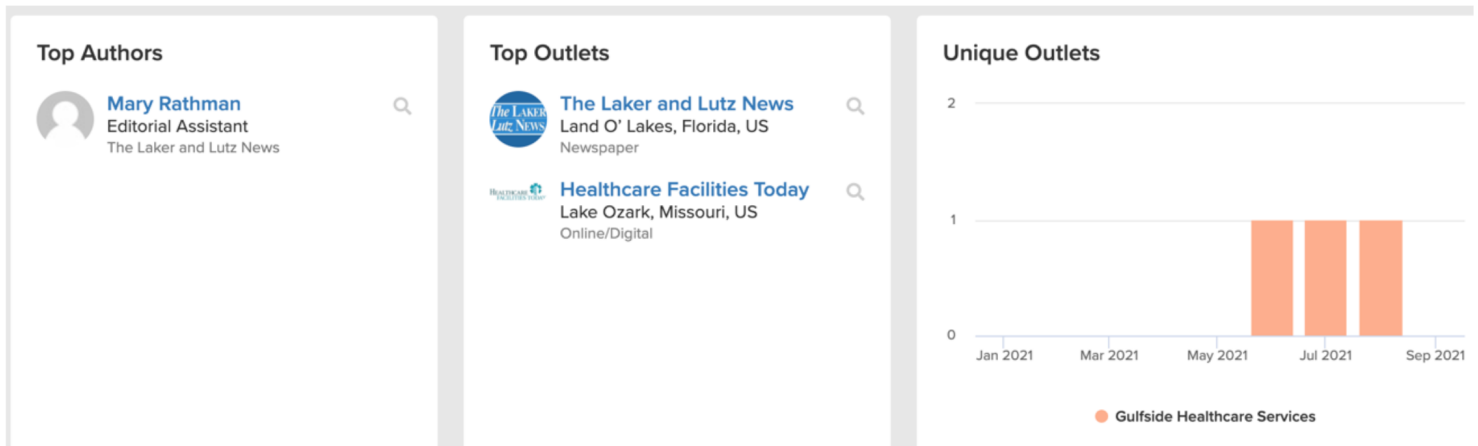
Figure 5. Muck Rack search about Gulfside Healthcare Services News a little more than one year from now.

The oldest and third article was published last November, which is considered the National Hospice Month. It introduces Gulfside Healthcare Services to the readers, informing them that the non-profit has been providing hospice services for more than 30 years, and helps over 3,000 families every year, offering not only hospice, palliative and home care but also grief counseling and spiritual guidance to assist patients through the end of their lives (Brezina-Smith, 2019).

The second article describes a photography contest proposed by Gulfside Healthcare Services, and the prize for two winners being a coupon redeemable at any Gulfside Hospice thrift shop mentioned previously in the Brandon Rimes video (Rathman, 2021).

More towards the end of this section you will see that according to the data collected, the thrift shop is a popular means of fundraising for Gulfside Healthcare Services. Thus, preparing contests that stimulate people to go shop at the thrift shop is an opportunity to advance in the donations.

The most recent News related to Gulfside Healthcare Services was also published by The Laker/Lutz News on October 5th, 2021, and it presents the 10th Annual Paulie Palooza Music Festival that occurred on October 16th (Special to the Laker/Lutz News, 2021). The founder of the Paulie Palooza, Paul Correia, became more involved and dedicated to these events after his father passed after two weeks of becoming Gulfside Healthcare Services patient. Correia said that he became even more grateful for the hospice which motivated him to get more involved in the fundraiser. This article presents another opportunity: when one who has acquaintances of parents who are struggling at the end of their lives, this person tends to feel more empathized with the organization, ultimately contributing to it. Emotional appeal and relatable content are potential means to reach new community partners.

KEYWORD RESEARCH

Brand24 shows the 10 most popular hashtags associated with Gulfside Healthcare Services, and curiously #thriftshop is one of the trending hashtags, which correlates to the news search done in the Media Insights section (see Figure 1). Ultimately, the Thrift Shoppe of Gulfside Healthcare Services appears to attract a lot of attention. Thus, it may point out a critical strategy to get new partnerships and donors.

Trending hashtags

	HASHTAG	💬 MENTIONS
1	#realestate	1
2	#realestateinvestment	1
3	#healthcare	1
4	#pinellas	1
5	#hillsborough	1
6	#consumerreports	1
7	#gulfside	1
8	#consumeradvocate	1
9	#realestateinvesting	1
10	#thriftshop	1

Figure 1. Brand24 screen capture of trending hashtags

According to Ubbersugets, Gulfside Healthcare Services had a considerable search volume during a month (210) and a relative cost-per-click if the keyword were to be seen as an ad, which means that this keyword is valuable (see Figure 2).

Regarding paid difficulty, the first keyword is more competitive than the others, such as "Gulfside Healthcare Services Tampa". Moreover, the first keyword (Gulfside Healthcare Services) has a high SEO difficulty in reaching an organic search, which suggests there might be a great opportunity to sponsor other keywords such as Gulfside Healthcare Services Tampa and Gulfside Healthcare Services Thrift Shop since they have lower SEO Difficulty.

ubersuggest_Gulfside_Healthcare_Services

No	Keyword	Search Volume	CPC	Paid Difficulty	SEO Difficulty
1	gulfside healthcare services	210	$21.80	5	94
2	gulfside healthcare services zephyrhills fl	0	$0.00	1	4
3	gulfside healthcare services tampa	0	$0.00	1	4
4	gulfside healthcare services new port richey fl	0	$0.00	1	4
5	gulfside healthcare services jobs	0	$0.00	1	4
6	gulfside healthcare services corporate resource center	0	$0.00	1	4
7	gulfside healthcare services land o lakes fl	0	$0.00	1	4
8	gulfside healthcare services inc	0	$0.00	1	4
9	gulfside healthcare services reviews	0	$0.00	1	4
10	gulfside healthcare services thrift shop	0	$0.00	1	4
11	gulfside healthcare services employee login	0	$0.00	1	4

Figure 2. Ubbersuggets screen capture of related keywords

In Figure 3 below, the software Wordtracker presents when users search for Pasco County Hospice, Gulfside Healthcare Services outperforms its competitor, Seasons Hospice and Palliative Care of Hillsborough County, in online searches (volume).
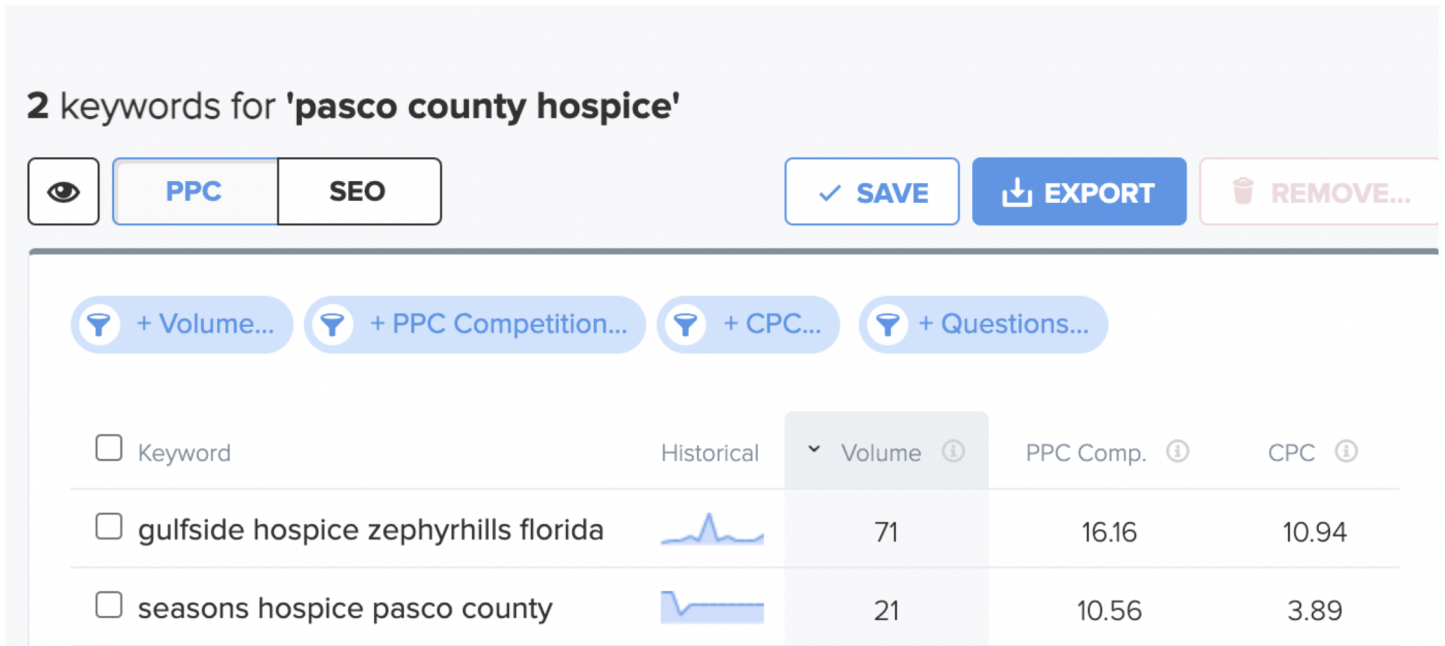
Figure 3. Wordtracker screen capture of related keywords

Additionally, Wordtracker suggests 50 keywords related to Home Healthcare, which is a service that Gulfside Healthcare Services provide. "Home Healthcare" and "Home Health Aide" are the two most searched keywords, having a volume of 45,000 and 32,717 searches per month respectively, in a period of 12 months (see Figure 4). Since these keywords are very popular, their competition for organic reach also increases, which means that these keywords demand more effort in order to reach and persuade the target audience.

50 keywords for 'home healthcare'				
Keyword	Historical	Volume	Comp.	IAAT
home healthcare		45,000	23.99	3,963
home health aide		32,717	21.75	2,526
aveanna health care		23,967	3.97	1
home health		20,800	45.35	74,488
home care services		17,825	21.63	2,462
home health care services		14,867	16.86	782
home health agencies		12,367	34.24	20,409
bayada home healthcare		10,817	—	0
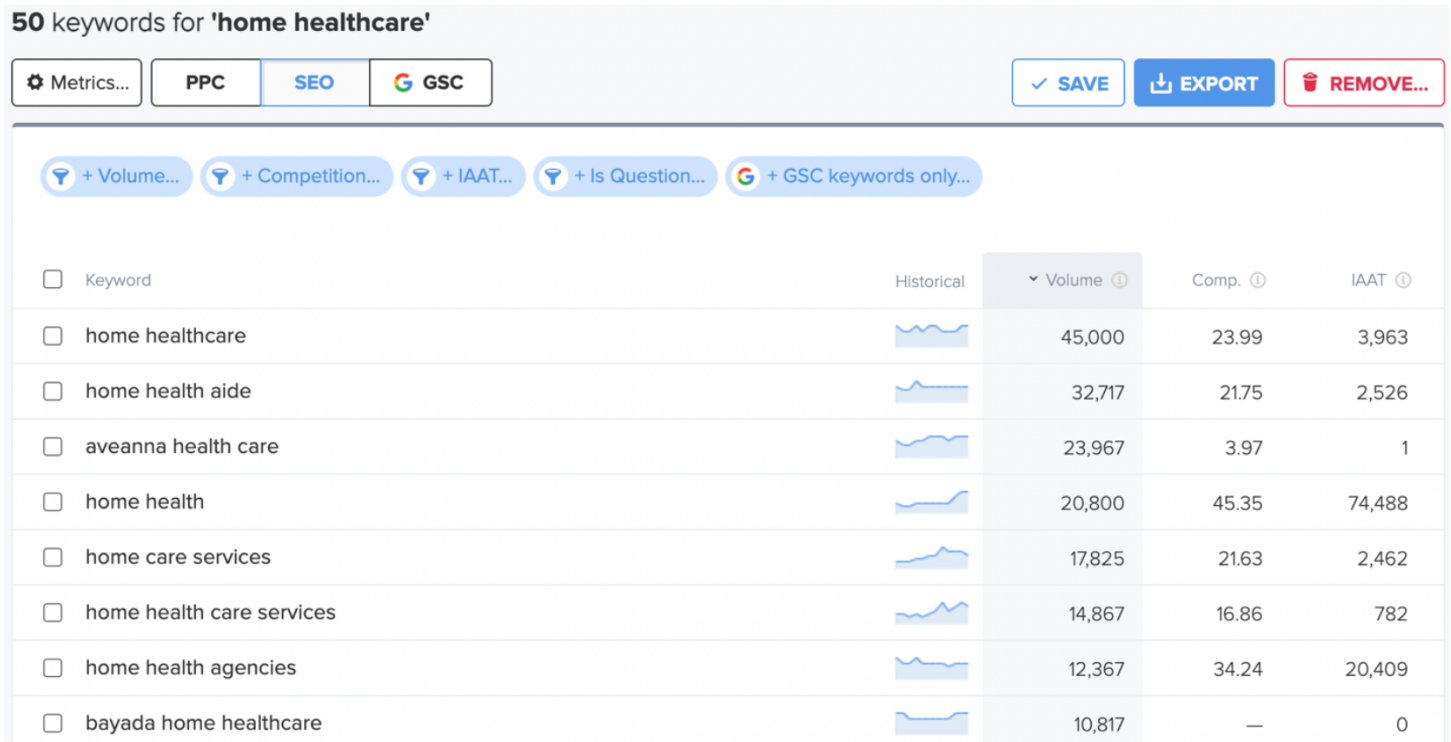
Figure 4. The table shows data collected from the keyword analytic software Moz. When users search for the "Pasco County Hospice," the keyword "Gulfside Hospice" appears to them, having the highest monthly volume in searches on Google. Other keywords associated with "Pasco County Hospice" are listed in Figure 5 below, and as observed in other tools, ideas related to the thrift shop and careers also appeared.

Keyword	Relevancy	Min Monthly Volume	Max Monthly Volume	Specific Monthly Volume
pasco county hospice	5	51	100	82.43667792322710
gulfside hospice	5	851	1700	1533.8660938020600
hospice house new port richey fl	5	51	100	82.43667792322710
gulfside hospice land o lakes	5	0	10	10.53708460249410
gulfside hospice employee login	5	11	50	16.71429414339840
hernando pasco hospice	5	101	200	111.46955120033600
hospice pasco county fl	5	11	50	27.242405616497100
gulfside hospice and pasco palliative care	5	101	200	101.60558915064200
chapters health system	5	851	1700	1230.3112503961500
hospice in new port richey	5	0	10	1
hospice pasco county florida	5	11	50	23.544361164747700
lifepath hospice jobs	5	51	100	91.9229965283368
lifepath hospice donations	5	0	10	1
gulfside hospice new port richey fl	5	n/a	n/a	n/a
hph hospice new port richey	5	11	50	30.898661494041300
gulfside hospice locations	5	n/a	n/a	n/a
gulfside hospice thrift	5	11	50	23.544361164747700
gulfside hospice phone number	5	11	50	23.544361164747700
gulfside hospice careers	5	n/a	n/a	n/a

Figure 5. Moz screen capture of related keywords of Pasco County Hospice

 When users search for "Gulfside Healthcare Services" online, topics related to jobs, careers, thrift shops, and reviews also appear. Other locations as Land O' Lakes, New Port Richey, and Zephyrhills are shown as well. However, the unit from Zephyrhills has shown to be the most popular according to the software (Moz) utilized for this analysis (see Figure 6).

Keyword	Relevancy	Min Monthly Volume	Max Monthly Volume	Specific Monthly Volume
gulfside healthcare services	5	51	100	82.43667792322710
gulfside hospice	5	851	1700	1533.8660938020600
gulfside healthcare services jobs	5	n/a	n/a	n/a
gulfside hospice employee login	5	11	50	16.71429414339840
gulfside hospice land o lakes	5	0	10	10.53708460249410
gulfside hospice careers	5	n/a	n/a	n/a
gulfside home health	5	51	100	64.12552705660050
gulfside healthcare services cio	5	n/a	n/a	n/a
gulfside hospice locations	5	n/a	n/a	n/a
gulfside hospice phone number	5	11	50	23.544361164747700
gulfside regional hospice donations	5	0	10	1
gulfside hospice thrift shoppe hudson fl	5	11	50	30.898661494041300
gulfside hospice and pasco palliative care	5	101	200	101.60558915064200
gulfside hospice zephyrhills	5	51	100	64.12552705660050
gulfside hospice new port richey	5	11	50	23.544361164747700
gulfside healthcare services inc	5	n/a	n/a	n/a
gulfside hospice reviews	5	0	10	10.53708460249410
gulfside hospice hudson fl	5	0	10	1
gulfside hospice & pasco palliative care ceo	5	0	10	1
hospice in new port richey	4	0	10	1
gulfside volleyball	3	101	200	163.10892193310100
gulfside	3	201	500	206.7029367377870
gulfside resorts	3	201	500	334.21412271528000
gulfside hospice thrift store	3	101	200	184.68353366390800
gulfside transfers	3	51	100	73.1640144191087
gulfside hospice florida	3	0	10	1
gulfside regional hospice	3	101	200	131.69153282519400
gulfside regional hospice inc	3	n/a	n/a	n/a
gulfside regional hospice jobs	3	n/a	n/a	n/a

Figure 6. Moz screen capture of related keywords of Gulfside Healthcare Services.

Keyword	Relevancy	Min Monthly Volume	Max Monthly Volume	Specific Monthly Volume
gulfside healthcare services	5	51	100	82.43667792322710
gulfside hospice	5	851	1700	1533.8660938020600
gulfside healthcare services jobs	5	n/a	n/a	n/a
gulfside hospice employee login	5	11	50	16.71429414339840
gulfside hospice land o lakes	5	0	10	10.53708460249410
gulfside hospice careers	5	n/a	n/a	n/a
gulfside home health	5	51	100	64.12552705660050
gulfside healthcare services cio	5	n/a	n/a	n/a
gulfside hospice locations	5	n/a	n/a	n/a
gulfside hospice phone number	5	11	50	23.544361164747700
gulfside regional hospice donations	5	0	10	1
gulfside hospice thrift shoppe hudson fl	5	11	50	30.898661494041300
gulfside hospice and pasco palliative care	5	101	200	101.60558915064200
gulfside hospice zephyrhills	5	51	100	64.12552705660050
gulfside hospice new port richey	5	11	50	23.544361164747700
gulfside healthcare services inc	5	n/a	n/a	n/a
gulfside hospice reviews	5	0	10	10.53708460249410
gulfside hospice hudson fl	5	0	10	1
gulfside hospice & pasco palliative care ceo	5	0	10	1
hospice in new port richey	4	0	10	1
gulfside volleyball	3	101	200	163.10892193310100
gulfside	3	201	500	206.7029367377870
gulfside resorts	3	201	500	334.21412271528000
gulfside hospice thrift store	3	101	200	184.68353366390800
gulfside transfers	3	51	100	73.1640144191087
gulfside hospice florida	3	0	10	1
gulfside regional hospice	3	101	200	131.69153282519400
gulfside regional hospice inc	3	n/a	n/a	n/a
gulfside regional hospice jobs	3	n/a	n/a	n/a

Figure 6. Moz screen capture of related keywords of Gulfside Healthcare Services.

CONTENT AUDIT

Evaluation of Gulfside's homepage and main menu, taking into account its usefulness and relevance, clarity and accuracy, influence and engagement,, completeness, voice and style, as well as its usability and, findability.

HOMEPAGE AND MAIN MENU

At first glance, the Gulfside Healthcare Services homepage is engaging and pleasing to the eye. It appears organized, and maintains consistency with the colors on the logo, repeating in the accents on the page as can be seen in the menu and the buttons. Taking a closer look at the homepage, it becomes noticeable that it is long and has a plethora of information and options within it. This can become overwhelming when searching for something specific. Once a user starts scrolling, they can see engaging content like videos and compelling images, as well as testimonials from customers, charts with information, donate buttons, and more. While this is all relevant information for the webpage's visitors, the overall experience can be overpowering, especially when talking about sensitive topics such as palliative care.

This page has six divisions in its main menu: Home, Care options, Patients & Caregivers, Donors and Volunteers, About Gulfside and, Community. All of these options - except the Home button - each have a drop-down menu. Care options include: Hospice, Home Health, Palliative Care, Care centers, submit a referral. Patients and caregivers have: comfort connections, bereavement support, caregivers support services, patient forms & brochures, and FAQ video library. Donors and volunteers feature: donate now, personal giving, corporate giving, community events, and become a volunteer. About Gulfside has: careers, locations, a letter from the CEO, board of directors, and contact us. Finally, The community has: Thrift Shoppes, women for Gulfside, event calendar, testimonials, and blog.

The main menu can be assessed in six different categories, as defined by Dainton and Lannutti: Usefulness and relevance, Clarity and accuracy, Influence and engagemen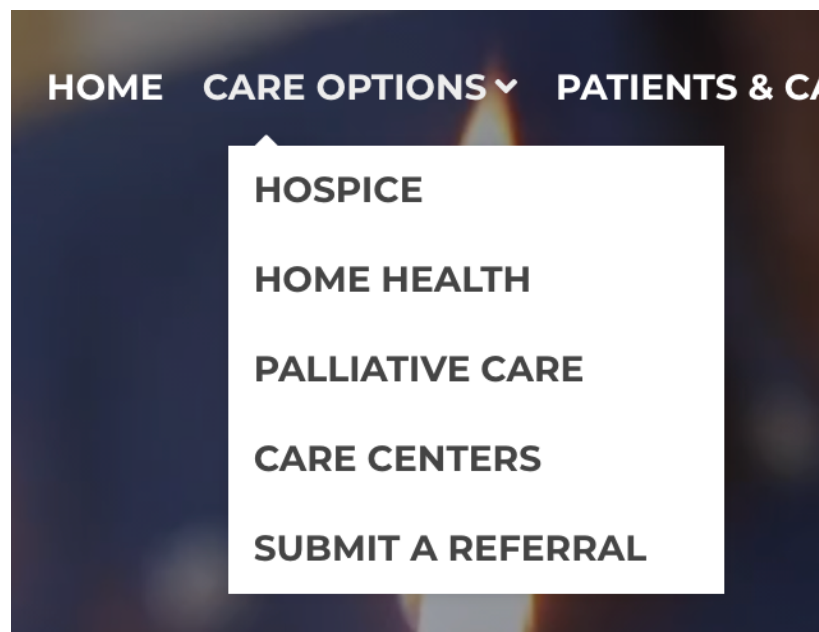t, completeness, voice and style, usability, and findability (2021). The next section will be divided into these categories and assessed by itself, for better understanding as its own category.

Image of the drop-down menu showing the CARE OPTIONS choices, each with a hyperlink to another part of the website.

USEFULNESS & RELEVANCE

Overall, the homepage is useful in every sense. It has all the information that a prospective client may need to be informed about Gulfside Healthcare Services, to learn about them and be informed of all the services they provide and much more, as well as a current customer who needs more information on all the resources provided. The information is relevant and the most important resources are highlighted, allowing for clients to take advantage of the best services provided. The menu is useful; it has expansive and relevant categories that the clients may require. It has targeted options for every person that may have an interest in Gulfside Healthcare Services, from patients to caregivers, to volunteers and donors. Yet, sometimes less is more. A user can become lost in this saturated list of options. The content could be more concise, allowing for an easier understanding of the information.

DOWNLOAD OUR COMPARISON CHART

No matter what stage of care you need, the Gulfside team is here to help. Download our Comparison Chart to see which care option might be the best choice for you and your loved ones. Still not sure? We can help! Request an evaluation with our nursing team to see which option is best for you **here**.

DOWNLOAD NOW

CLARITY & ACCURACY

The homepage is straightforward. The content is accurate, and everything has its proper label, paired with images providing latent content for a better user experience. The information is strategically organized with the most important services provided being the ones highlighted with good selling point phrases, images and learn more buttons, such as "Compassionate care for end of life", "Treatment plans for chronic illness", "Skilled nursing and rehab at home".

The drop-down menu is accurate with the main options leading into secondary options. It is composed of manifest content, and everything is properly labeled. Nevertheless, it is not concise. There is plenty of information provided, which may confuse the users of the page, especially taking into account how the users might be of advanced age and not as internet-savvy.

Image providing latent content of the website.

INFLUENCE & ENGAGEMENT

The latent content component of the homepage allows for engagement with prospective customers. It is filled in the corresponding spots with images of patients being cared for, showing signs of happiness such as smiles and laughter. It also features pictures that show the competence of the business by showcasing medical professionals accompanied with positive testimonies. They also provide pictures of the community which is of utmost importance when dealing with topics like end-of-life and palliative care.

The drop-down menu does not provide much engagement; apart from being exceptionally complete and providing a sense of comfort, and trusting that Gulfside Healthcare Services is professional and knows what it is doing.

Image of drop down menu showing all its options.

COMPLETENESS
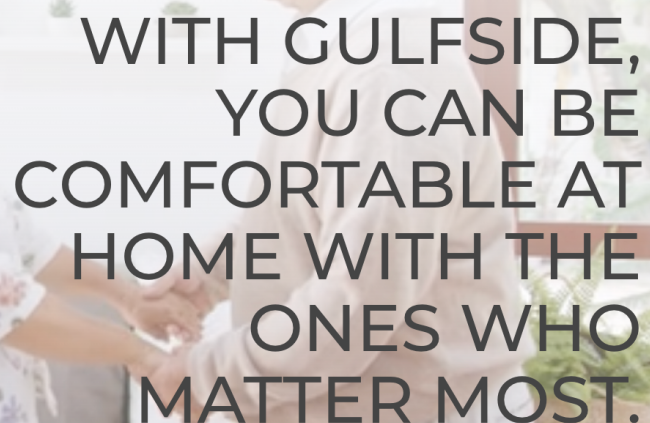
Gulfside provides all the information needed and more. But this may be overwhelming when a prospective client just needs straight answers and not be bombarded by different services they are not even looking for. It might be slightly off-putting to see grief counseling services after viewing a picture of an older person smiling and laughing with their family. The home page is evenly distributed and has good use of proportions and color to indicate their bigger assets as a company. Nevertheless, it does scroll down pretty far, making the information at the bottom seem less relevant, and might make a first-time user overlook it. The same might happen with the drop-down menu. There are so many options that it is easy to feel lost within them and might make a client miss the information they are looking for. The information in the menus could be condensed to bigger topics, and then redirected to a different page.
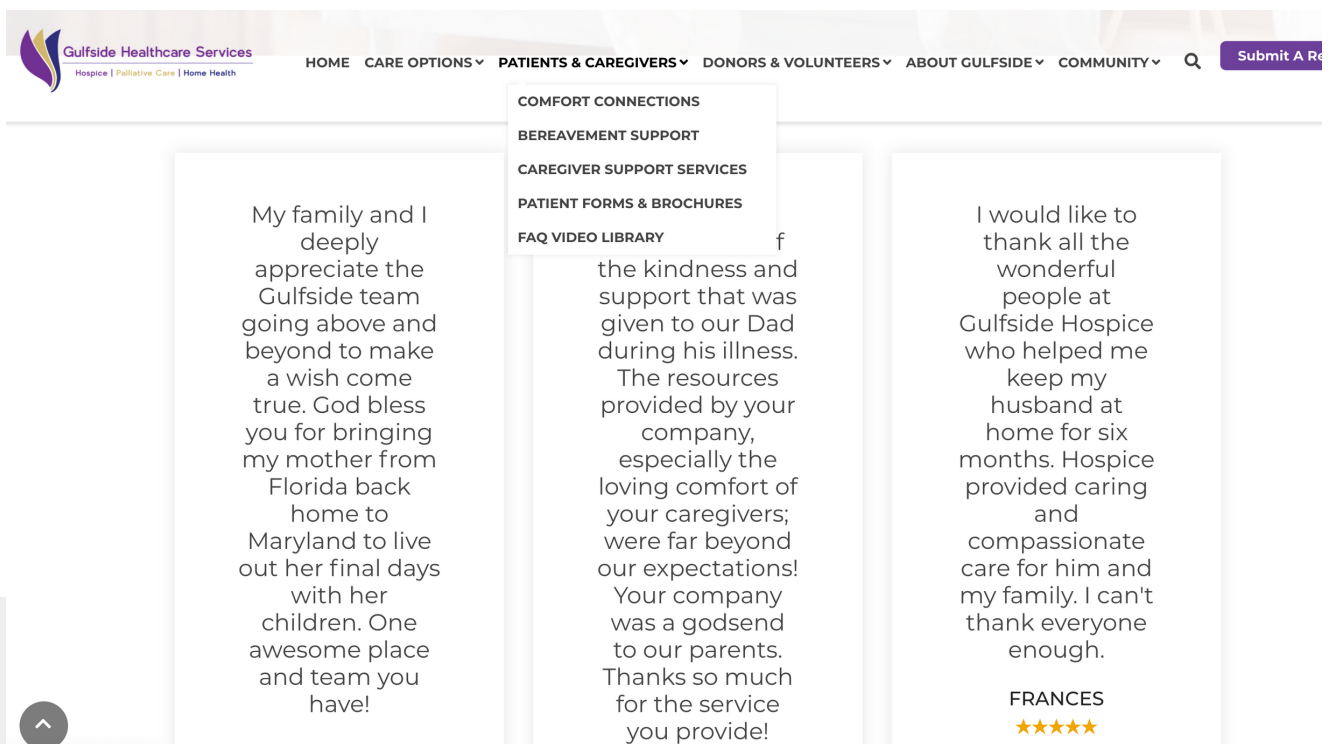
VOICE & STYLE

The voice on the homepage is consistent all throughout. It has a sense of calmness and comfort to it as well as professional and knowledgeable - it is the voice of a service to be trusted. The use of specific words like "care for you", "allow you to", "you can be comfortable" etc. make the customer feel like the most important party between the two, whilst Gulfside Healthcare Services is just the provider; meaning, they allow the customers to retain a sense of independence while receiving assistance in their own personal way instead of the health provider just taking over.

Gulfside's skilled home health services offer expert care for you at home to help you remain independent while recovering from an illness, injury or surgery. Our hands-on approach allows you to strengthen and recover so that you can keep moving and live life fully.

WITH GULFSIDE, YOU CAN BE COMFORTABLE AT HOME WITH THE ONES WHO MATTER MOST.

Images showcasing the voice and style of Gulfside in text excerpt and overlayed on images.

USABILITY & FINDABILITY

All the information provided by Gulfside is easy to find. It is accessible and very useful. Every page has the information it says it will and more to allow the customer to be very informed on all topics. The platform is compatible with both computer and mobile formats, which makes for easy access from the preferred gadget of the user. The drop-down menu is located in a place where it is easy to find and use. The contrasting colors allow for the attention of the user to be directed there. They all lead to different parts of the page where the user can find more information, rendering its usability very adequate.
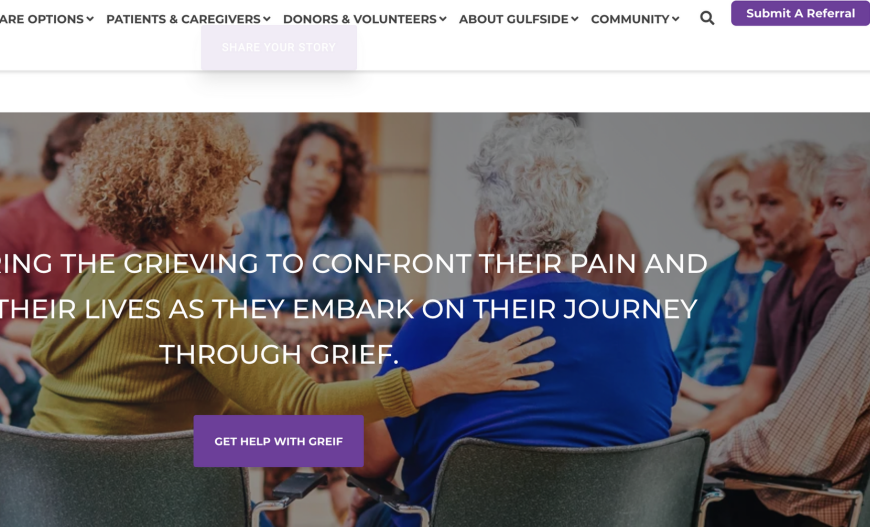
Images showing the difference between the web version and mobile version of the website to showcase accessibility.
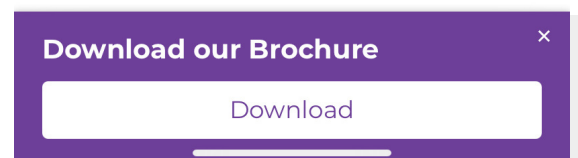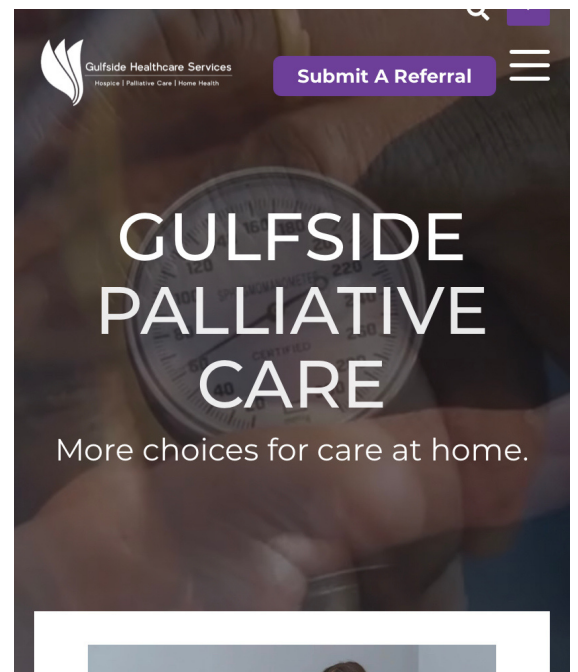
SOCIAL MEDIA AUDIT

Audit of Gulfside's social media channels like Instagram, Facebook, Youtube, LinkedIn and more.

WHO	Where (Channel) e.g., Facebook	What (Type of content and sentiment) e.g., Video. Positive	When (Date) e.g., January 15, 2021 (vanity metrics for each post: likes, comments, shares if available)	Why Objective/ Purpose e.g., Promotion of event "X"	Problem/ Opportunity 1-5 1= Problem 5= Opportunity e.g., 1. This is a problem due to…
Gulfside Healthcare Services posts (Organization)					
1.	Instagram	Photo - testimonial. Positive.	August 4, 2021 4 likes, zero comments.	The purpose of this post is to show the benefits of working in the Gulfside Healthcare community and promote their open job positions.	4 - This post is an opportunity for the company to attract employees with similar values to them. It is also an opportunity for the followers to apply for a company they relate to. However, there was not a lot of engagement.
2.	Facebook	Photo. Positive.	September 3, 2021 6 likes, 7 shares.	This post's purpose is to promote an event called "Hittin' the Road". It contains the information needed for people to sign up. All proceeds raised by it will be	5 - This post is a good opportunity for the organization to raise funds for its services. It is a well-known event that previously raised over $131K, which is extremely beneficial for a

				dedicated to providing patient care.	non-profit organization. It has several shares, which also demonstrates the interest in these types of events is high.
3.	Youtube	Video. Positive	June 30, 2021. 9 views, no likes or comments.	This video's goal is to increase the organization's awareness. It does so by announcing the "winners" of the Hospice Hero Awards, which is a way patients and their families recognize the effort of the workers of the organization. They nominate the workers, and the video is announcing the nominees.	3 - This video is a good opportunity for the organization to stand out from the competition, by showing how passionate and dedicated its employees are. However, the number of views is very low, and there aren't any comments, which means that the video is not popular. With this engagement, the awareness of the organization might not increase as expected, which can become a problem.
4.	Facebook	Video. Positive.	August 19, 2021. 36 likes, one comment, and 56 shares. 3100 views.	Promotion of their 10th annual Paulie Palooza music festival. The post was directed to vendors to let them know vendor spots were now open for the event.	5 - This post is a good way for the organization to promote the event. The video is a compilation of clips from the previous event, which allows the viewers to have an idea of what to expect and be encouraged to
					participate. The video had several shares and views, which increased the chances for the vendors to see it and sign up.

5.	LinkedIn	Photo. Positive.	March 2021. 17 likes, one comment.	The purpose of this post is to congratulate the doctors at Gulfside's Medical Services Department.	5 - This post's goal is to praise the doctors who work within the organization. It is an opportunity to show people the strong team of professionals the organization has, giving them more credibility and trust. Also, by showing the doctor's smiling, people feel more inclined to have a positive thought when it comes to Gulfside Healthcare.
Audience People posting/mentioning about the client					
1. Terry Guy LMT	Google Reviews	Text (review). Negative.	2018. No replies or comments. 4 likes.	This review's objective was to let others know of Terry's horrible experience when using Gulfside services. She mentions that her father passed away and the facility only showed up after an hour. Also, she allegedly says that someone stole her father's wedding ring.	1 - This post is a problem for the organization. Not only does it contain strong accusations, but it also does not include any type of response by Gulfside. It is hard to know whether they reached out to her privately, but when people look at it and there isn't a reply, it leads them to believe the organization did not care enough to bother answering.

2. A W	Google Reviews	Text (review). Positive.	2019. No replies or comments. One like.	This review's purpose is to acknowledge Gulfside's outstanding service when dealing with "AW"'s mother, who was a patient.	5 - On the contrary to the last post, this post presents an opportunity for the organization. The reviewer praised Gulfside's services, from the nurses to their facilities and communication methods. It shows the organization's care for both the patient and their families, and it is a good way for interested people to know they can count on them.
3.@honeysminitherapyadventures	Instagram	Photo. Positive.	March 4, 2020. 62 likes, zero comments.	This post's purpose is to thank the organization for inviting @honeysminitherapyadventures to film a commercial in their facilities. Honey is a therapy horse, who visited some patients in the hospice. The post is	5 - This post is positive for the organization, as it shows people how much they care for their patients. Honey's visit was intended for a commercial, but it shows how the patients receive great treatment from all of
				a picture of Honey and one of the organization's patients.	the parties involved in the Gulfside Healthcare community.
4. Suncoast News	Website/ Online Newspaper	Text. Neutral.	August 17, 2021.	The purpose of this article is to promote the organization's annual public photo contest to find photos to feature in Gulfside's 2022 printed calendar. The calendars will be on sale to help raise funds. The newspaper is only	5 - This is a good opportunity to reach more people to participate in the contest. Being featured in the newspaper is good for the organization, especially when it comes to promoting something that will help raise funds. That

5. Robert Wood Obituary	Website/Obituary	Text. Neutral.	August 12, 2021.	The purpose of this post is to honor the memory of Robert Wood. It allows for people to send memorial contributions to Gulfside Healthcare in memory of Robert. A memorial donation is a charitable gift made in honor of a person who has died.	5 - This post is a good opportunity for the organization as it aims to raise money in memory of Mr. Wood.
Competitors					
1. Suncoast Hospice	Instagram	Video. Positive.	June 15, 2021.	The purpose of the video is to show	5 - This video presents a good
			18 likes, no comments.	local fashion influencer and stylist Nikki Platt talk about how to get summer trends for less at Suncoast's Resale Shops and upcoming Pop-Up Boutique. The main goal is to promote the event.	opportunity for the client as it provides new event ideas. People usually enjoy thrifting and getting nice clothes for a cheaper price. All of the funds raised will be beneficial for the institution.
2. Seasons Hospice and Palliative Care	Facebook	Photo/Graphic. Positive.	September 15, 2021. 20 likes, 7 shares.	The purpose of this post is to wish their Jewish followers a happy Yom Kippur, which is a very important holiday in the Jewish community.	5- This is also another good opportunity for our client. Acknowledging and wishing good things on different holidays allow the organization to connect with its followers, and create a more meaningful relationship. It shows the organization cares for you and your holidays.

3. Suncoast Hospice	Pinterest	Photos and Graphics. Positive.	No date. 417 followers, 92 following, 4.3K monthly views	The purpose of their Pinterest profile is to share inspirational and motivational quotes and to share updates of their organization such as how they are increasing food accessibility for their patients.	5 - Opportunity for Gulfside to broaden their social media efforts to Pinterest. The posts get a lot of views and the interested public is larger if we take as an example the Suncoast Hospice Pinterest page.
4. Seasons Hospice and Palliative Care	Instagram	Photo. Positive.	September 7, 2021. 18 likes, 2 comments	The purpose of this post is to share a patient's story. It tells the story of Wally, who ran 26 marathons. In the post, he shares his marathon memories.	4 - This post is a good opportunity to create more meaningful and personal relationships with both the followers, as well as the patients. However, it should be administered with care, since there are a lot of patients who wouldn't enjoy having their stories shared online. Therefore, it can be a good opportunity for the client, but they need to be careful.
5. Seasons Hospice and Palliative Care	Twitter	Photo/Graphic. Positive.	August 26, 2021. 4 likes, 1 share.	This Tweet's main objective is to show how the Season's team cares for their veteran patients by greeting them with a wreath on their care room door as a thank you!	5 - Also another opportunity for Gulfside to be inspired by. It is always good to honor their veteran patients, and this post presents a new way they can do so.

By performing a social media audit for Gulfside Healthcare Services, we were able to gather important information that will be useful for further research After analyzing the client's social media, we noticed that posts on Facebook received a higher number of likes, shares, and comments, overall a higher level of engagement, compared to their Instagram posts. This most likely has to do with the client's target demographic, who are more avid users of Facebook.

Seniors may be Facebook's smallest age group in the United States, but they flock to Facebook in larger numbers than other social sites. (Hootsuite, 2021) Another discovery was that there are not a lot of mentions when it comes to the organization. There is not a strong relationship with their audience through the client's social media platforms, as they do not seem to answer comments and reviews. Also, when looking at some of the mentions, we noticed that the client has some very negative Google reviews that should be addressed.

After looking at some competitors' posts, we found that Pinterest is a platform that gathers a lot of engagement, especially when talking about Suncoast Hospice. Their profile, which includes some motivational quotes and information about their services, has a total of 417 followers, 92 following, and 4.3K monthly views. When comparing the client's and their competitor's content, we definitely see a similarity. Both focus on brand awareness, motivational/aspirational content, and the promotion of events, all through photos and videos.

On the other side, the main difference between the client and its competitors it's the social media platforms used to promote the organization. While Suncoast Hospice and Seasons Palliative care expanded their social media efforts to platforms such as Twitter, Gulfside Healthcare focuses mostly on their Instagram, Facebook, Linked In, and Youtube. In conclusion, the data gathered will allow us to further expand our research since we now have a better understanding of the client, their audience, and their competitor's social media.

SOCIAL MEDIA AUDIT APPENDIX:
https://docs.google.com/document/d/1p5n_hcz78K8b98I7CQCIddZC5Bw7esX_TERhKaCf2MU/edit?usp=sharing

SOCIAL MEDIA ACCOUNT'S ANALYSIS

Gulfside Healthcare Services brand voice based on tone, personality, post consistency, and engagement.

Gulfside Healthcare Services share their content on four social media platforms: Instagram, Facebook, LinkedIn, and Youtube. Across their social media, they promote a positive environment through light-hearted captions and useful information. Their main content focus is photos, videos, and sometimes graphics. As for their branding, the fonts used are not consistent, but they do use a lot of purples, which keeps some of their posts consistent with their logo and brand color. Overall, some of their posts are shared among most platforms, however, some posts are specific to only one platform. For example, some posts shared on Facebook are not shared on Instagram or LinkedIn.

The client's main posts' theme is to promote events and share more information about their services. For that, they use a lot of call-to-action captions, for instance, "sign-up", "call us", "submit your photos", among others. On both their Facebook and Instagram, they heavily focus on the promotion of events, while their Youtube is more informational. On their LinkedIn, the main focus of the posts was to also share events, but mainly to thank their Community Partners. The posts, however, do not follow a specific pattern or graphic, which probably means the client does not have a content schedule. Their social media feeds can be seen as unorganized, as they are all over the place.

Regarding the post consistency, it varies across the platforms. On their Facebook, they post at least twice every week, but their Instagram is not as consistent. Let's take September for example, there were only 2 posts on their Instagram compared to 6 posts on Facebook. On the other hand, both their Youtube and LinkedIn have been inactive for some time. The last post on LinkedIn was 3 months ago, while the last video uploaded on Youtube was 2 months ago.

The level of engagement changes depending on the social media platform. Their highest level of engagement comes from their Facebook. Their posts usually receive a lot of shares, likes, and views compared to their Instagram posts. A good example is their post promoting the Paulie Palooza event, shared on both platforms on July 4th. The Facebook post received 6 likes and 13 shares, while the Instagram post received only 4 likes.

Gulfside Hospice
July 14 · 🌐

Save the date for Paulie Palooza's Live Headliner Event! Join us Saturday, October 16 on Main Street Zephyrhills for music by local bands, vendors, food trucks and more. Vendor and food truck spots are now available. All proceeds to benefit Gulfside Hospice patients and their families. For info, visit https://hubs.li/H0S88Xk0 or contact Leesa Fryer at 727-845-5707.

Paulie Palooza

CELEBRATING 10 YEARS

Live Headliner Event:

Saturday, October 16

12 p.m. - 9 p.m.

Live Music

Vendors & Food Trucks

Auction & 50/50 Drawings

Main Street ZEPHYRHILLS
Preserving tomorrow's hometown

👍 6   12 Shares

Their Instagram does not receive a lot of comments or shares, making us assume they have a low engagement level on that platform. The same applies to their Linked In and Youtube, which do not have many views or subscribers. It is safe to say the client's most popular platform is Facebook, which has more followers than all of the others, with a total of 1881 followers, and a higher engagement level.

COMPETITOR ANALYSIS

Competitor profile for each of the competitors mentioned in the social media audit.

Seasons Hospice & Palliative Care and Suncoast Hospice are two main competitors of Gulfside Healthcare Services. Similarly to Gulfside, both competitors offer hospice and palliative care in Tampa. In addition, both focus on supporting not only the patients but also their families. Seasons Hospice and Suncoast Hospice post about their events, community, and sometimes even patients within their social media space. While Seasons social media relies more on colorful graphics, Suncoast's posts consist of images. Overall, the competitors have a very similar approach to Gulfside Healthcare in their programs and services, as well as their social media content.

Using Muck Rack's "Share My Link" feature, we gathered insights about the competitor's web pages. When analyzing Suncoast Hospice's website using the aforementioned tool, we found that there were 0 journalist shares and no journalist reach. It is expected that if there aren't any journalist shares, there will be no journalist reach either. On the other hand, the Seasons webpage has received more coverage. Even though it only had one journalist share, it has a reach of 3,625 followers. The journalist that shared the Seasons link two years ago on Twitter is Devin Pike, a freelance journalist from Fort Worth, Dallas. His tweet mentioned Peggy Lipton's death and how her family asked for donations to go to Seasons Hospice. For reference, Seasons has several locations across the country which is why a journalist from Texas would share their website link.

Both competitors share several similarities with Gulfside Healthcare Services. Regardless of providing services such as hospice and palliative care, they are all non-profit organizations. The three organizations also focus on the relationship between the organization, the patient, and their family. Nevertheless, these organizations have several differences. Firstly, even though all organizations accept donations, they have different ways of doing so. Not only does Gulfside Healthcare accept personal contributions that can be made through their website, but they also have the Community Partners Program through which businesses can donate varying amounts of money. Seasons Hospice does not have a program for companies to donate per se, but they allow people to donate on their website, and they can mark the donation as "made on behalf of an organization." Suncoast Hospice, on the other side, has multiple distinct ways people can make donations. For example, they have a Monthly Giving Club through which people can donate as little as $5 per month. They also have a Legacy Program that allows people to leave a legacy gift in support of Suncoast Hospice Foundation. Lastly, they have a partners program with businesses that is more specific to the sponsorship of events.

Another difference is that Gulfside Healthcare provides more services in comparison to its competitors. For example, the competitors offer hospice and palliative care as their primary services, but they do not provide home health as Gulfside does. Lastly, a crucial difference to notice is that both Gulfside Healthcare and Suncoast Hospice accept every patient regardless of their financial situation. However, Seasons Hospice analyzes each case on a case-by-case basis as reflected in this quote from their website: "Medicare, Medicaid and the majority of private insurance plans have a hospice benefit that covers costs associated with hospice care. In many cases, Seasons is able to advocate for our patients and secure insurance coverage on a case-by-case basis" (Seasons, 2021).

After creating coverage reports for Gulfside Healthcare Services, Suncoast Hospice and Seasons Hospice, we created coverage report comparisons to analyze the media coverage differences between the client and its competitors. First, we looked at Gulfside Healthcare and Seasons Hospice. While we could find several articles that mentioned Seasons Hospice and chose the most recent 10, we only found seven total articles for our client. However, Gulfside's general article engagement was higher, especially in August of 2021, as seen in Figure 1 below.
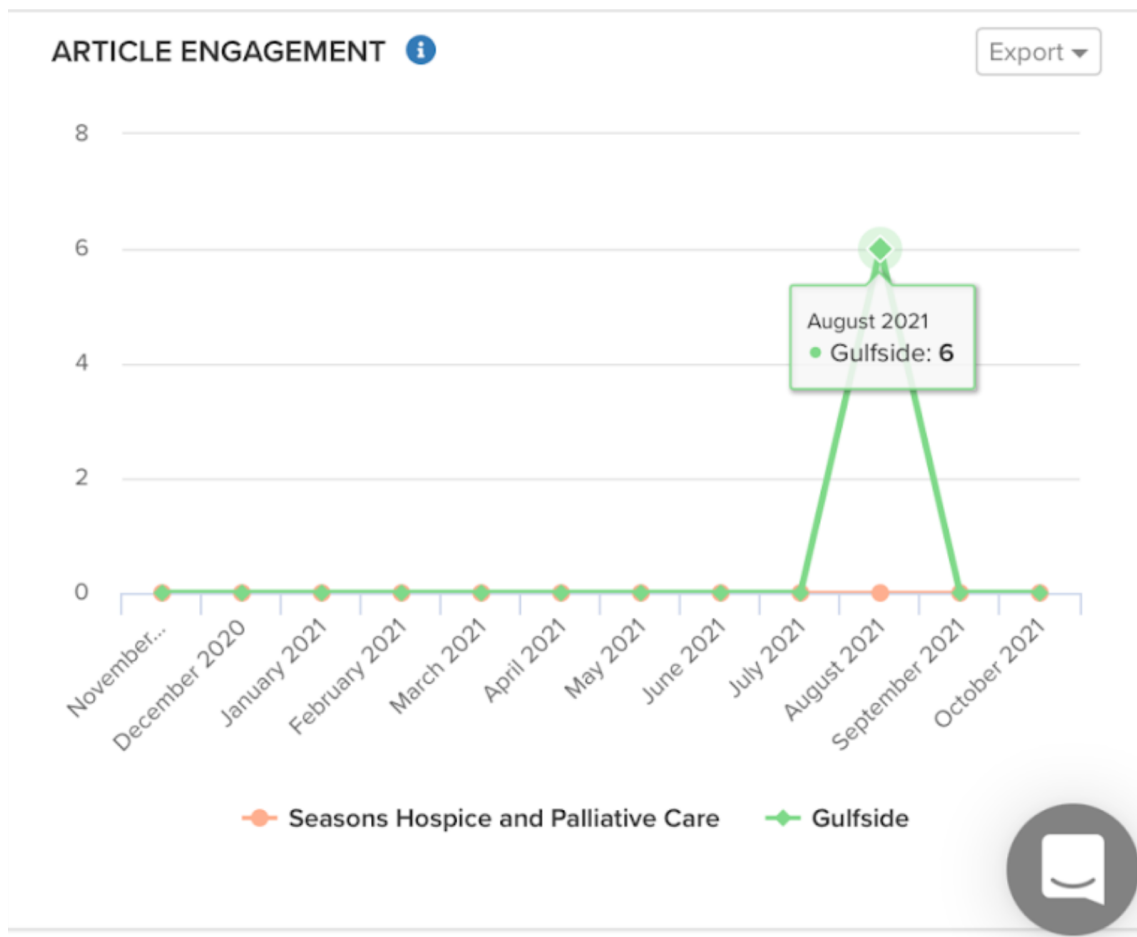
Figure 1 - Article Engagement of Gulfside Healthcare vs. Seasons Hospice

There was also a difference in sentiment between both organizations' articles. While Gulfside's articles were all positive, 40% of Seasons' articles were neutral, and the other 60% were positive. Lastly, both organizations had no articles shared by journalists, which led to zero journalist reach.

When comparing the coverage reports for Gulfside Healthcare and Suncoast Hospice, we found that Suncoast's article engagement was much higher than Gulfsides, specifically in August of 2021, as seen in Figure 2. For example, while Gulfside's engagement was 6, Suncoast's was 133, meaning the articles were shared, liked, commented on, and reacted to much more than our client's.

Figure 2 - Article of Gulfside Healthcare vs Suncoast Hospice
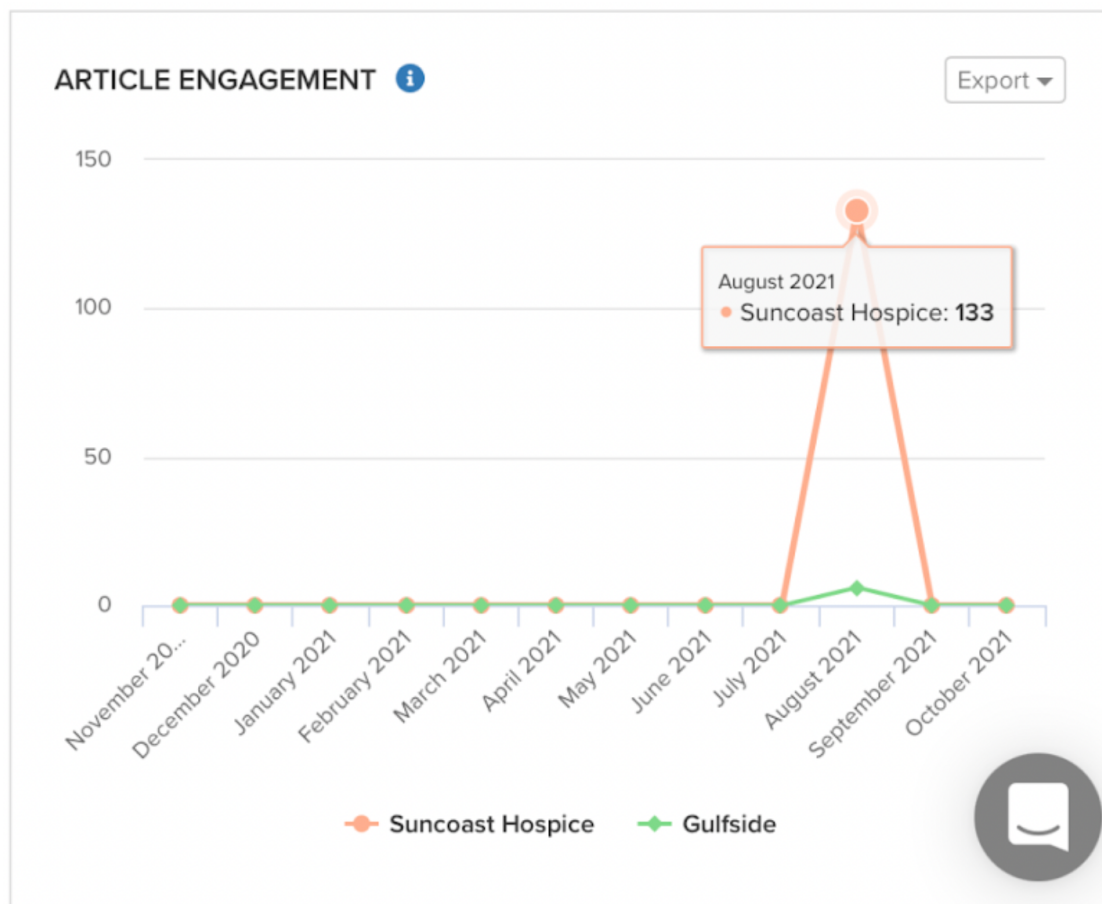
There was also a difference in sentiment between both organizations' Similar to the last competitor comparison, Suncoast Hospice articles sentiments were both neutral and positive. While only one article was neutral (10%) and the rest positive (90%), Gulfside's articles were 100% positive. Lastly, neither organization had their articles shared by journalists, making the journalist reach zero again. And the outlets used to talk about each organization were utterly different, meaning they did not share space in one outlet.

After completing the competitor analysis, we pinpointed some PR strategies the competitors missed that could offer opportunities for our client. According to our research, none of them have a partner community as strong as Gulfside Healthcare Services'. Thus, a good opportunity for our client to strengthen its Community Partners Program and stand out from the competitors is to host events in which the partners can meet each other. These events would be focused entirely on the Community Partners Program members and any guests the donors want to bring. It would give them a chance to exchange ideas and build relationships. This networking will allow for a stronger sense of community, making current partners more likely to bring friends and other business owners to the program. This is beneficial for Gulfside because the stronger the sense of community, the more people will want to be part of it by donating to the organization.

Another opportunity is to focus on the fact that Gulfside Healthcare does not deny services based on financial situation. As seen previously in this analysis, competitors such as Seasons Hospice do not offer the same opportunity to people. This is a good PR strategy because people will be glad to hear they can trust our client no matter their bank statements. This emotional touch can trigger people and businesses to donate to the organization.

PRIMARY RESEARCH

Methodology and results of interviews discussed.

We used interviews as the basis for our primary research. Interviews allow for a more personal approach and more meaningful insights, especially taking into consideration our campaign goal, which is to generate more awareness for the Community Partners Program. Our objective with the interviews was to understand the program and its details better, what it feels like to be part of it, specific information about the recruitment of partners, and general information about fundraising. We also utilized AB Testing and Word Association methods. We believe that no quantitative research techniques would provide us with the same insight and information as the interviews.

To meet our objective, we carefully gathered our interview sample. First, we reached out to Carla Armstrong, the Director of Philanthropy at Gulfside Healthcare, and Leesa Fryer, the Fundraising and Event Planning Specialist. Since they are our direct clients, by interviewing both Carla and Leesa we could inquire about more specific details that would allow us to match their needs more successfully and get a more in-depth look at the Community Partners Program.

Then, we chose to interview two current donors to get a better sense of what it feels like to participate in the Community Partners Program, how they learned about it, and if they think Gulfside has done a good job with the program. The two current donors we reached out to are Jeanne Tyre, the VP of Mutual of America, and Paul Lallanilla from Right At Home of Pasco.

At first, our idea was to interview one current donor and one past donor. Unfortunately, however, we were not able to get in touch with any past donors.

Finally, our last chosen interviewee was Kimberly Bateman, Senior Director of Advancement Services at the Office of Development at the University of Tampa. We believe her expertise in the fundraising campaign process and her competency in attracting donors could give us an overview of fundraising as a whole and help us decide on the best methods for raising awareness and attracting donors as part of our campaign.

The most relevant questions asked to the current donors, Paul and Jeanne, were how they became familiar with Gulfside Healthcare Services, what motivated them to become Community Partners, how easy the process of becoming a donor is, and what are some suggestions or critiques they have about the Community Partners Program program. These were the most relevant questions because they provide specific and insightful data about the organization as seen from the partners' point of view, ultimately providing future ideas that we can use to tailor this campaign better. It is essential to understand the partners' needs and how we can make their experience being Community Partners as pleasant as possible. If they are satisfied, they are more likely to refer the program to others and potentially bring new donors to the program.

For Carla and Leesa's interview, the questions revolved around the Community Partners Program implementation, their recruitment tactics, and onboarding of new donors, their relationship with the donors and how they cultivate it, the best way to reach out to potential donors, what the program means to them and their goals for the program in the future.

This interview is vital for our research since it gives us a better idea of how the Community Partners Program works, the client's goals and needs, and more importantly, how they maintain and nurture the relationship between Gulfside Healthcare and its partners.

Kimberly's interview questions were a lot less focused on Gulfside Healthcare Services since she does not have a relationship with them. Instead, we focused on understanding the dos and don'ts of fundraising and donor recruitment for this interview. The most important questions were regarding the best ways to reach out to potential donors, types of recruiting to stay away from, trends she has noticed regarding the donor's willingness to give, and what attracts attendees to fundraising events. These questions allow us to better understand fundraising and how to nurture the relationship between donors and the client. Since Kimberly is not associated with our client, it was interesting to hear another perspective from someone that does not work in the healthcare industry.

Paul Lallanilla is the owner of Right at Home of Pasco, an organization providing support for at-home care. His organization partnered with Gulfside before he became a Community Partner, allowing him to meet Carla Armstrong and later, Leesa Fryer. He emphasized that networking and knowing Carla face-to-face after many email exchanges was critical to establishing the relationship between them. After attending some fundraising events, Paul got motivated to become part of the Community Partners Program. According to him, the Fashion Show and Paulie Palooza are great events to network. It is important to notice that Paul did not learn about Gulfside Healthcare Services through any social media or the organization's website, but through emailing Carla.

He even points out that Gulfside Healthcare Services' email marketing to community partners is great and it is his primary method for keeping up with the organization. Additionally, Paul comments that the process of becoming a partner is straightforward and he had no problems.

Another factor that is extremely important to community donors is trust between the donor and the organization, according to Paul. He says that networking with Carla helped strengthen the trust in the organization. He points out that the healthcare industry is the most personal type of business because you are actually helping somebody, thus you don't want to refer somebody to an organization that you do not know that well. So, the more partners get to know each other, the better the relationship on giving referrals. Lastly, Paul suggests that Gulfside Healthcare Services should host some events or conferences specifically for Community Partners so they can share ideas, their work, and network in general. In conclusion, Paul highly emphasized networking and relationships as the main motivation for businesses to become partners.

In the next interview, Jeanne Tyre says that most of what she saw about Gulfside Healthcare Services came from social media, especially Facebook and LinkedIn. She adds that the organization has done a great job on those platforms since they were the primary mediums through which she became acquainted with the organization. Jeanne points out, however, that the main reason she decided to join the program was personal connections.

This goes back to the importance of relationships and networking, which is pivotal in the process of recruiting more Community Partners. We asked Jeanne if she also agrees with Paul's suggestion for network meetings with other community partners, and she indicated that she would love to take part in such events. She even adds that Gulfside Healthcare Services should promote more partnerships by doing more fundraising events aimed at raising more money that is not solely state or federal.

We asked Jeanne what motivated her to donate and she answered, **"I love their mission, I love the fact that, yes, they are a hospice and they're supposed to be compassionate but every single employee at that organization throws their whole heart into the organization, and they really care for each of the patients that they work with; not only with their patients but also their families. It's the compassion and love they give".** Jeanne echoed sentiments similar to Paul's - the reward they get from being a community partner of hospice organizations, on a business level, is that this partnership allows them to get in touch with other hospices and other donors.

Moreover, they say that healthcare and hospice services are more personal businesses, so for that reason, the satisfaction of helping people turn their end of life journey less painful is something that pays off. Both Jeanne and Paul's responses confirm that the emotional appeal of hospice organizations and relationships with the teams are factors that motivate the affiliation of new donors.

Nonetheless, Jeanne remarks that the affiliation of new donors depends on the industry that these people are in and what they are trying to accomplish. In her perspective, medical industries are more likely to donate to healthcare and hospice organizations like Gulfside Healthcare Services.

Carla Armstrong and Leesa Freyer provided valuable information about Gulfside Services and the program throughout the interview. Leesa reinforced the importance of the Community Partners Program several times, saying "They are the core to us being able to meet our goals and have the community support". The Community Partners Program is, according to them, different compared to other fundraising tactics. Carla and Leesa are strong believers in meaningful relationships. They believe the relationship that is built with the client is what makes the program so personal and special. They believe that by only asking for a donation once a year, all of the conversations that happen throughout the year deepen the relationship on another level since they are not constantly asking for contributions. This way of implementing a partners program makes Gulfside Healthcare Services stand out, especially because they make the partners feel like friends and not only donors.

Another important point they touched on was regarding the onboarding of new Community Partners. Leesa, who is responsible for this step of the program, mentioned they try to make it as easy as possible for the partners to sign-up. As seen in Figure 1, all they have to do is fill out this form and they are in the program.

This is a good thing for our research as we can use this information as a way to attract new potential donors. Some businesses may feel that donating can be very complicated and bureaucratic, but Gulfside's registration process is extremely simple and is more likely to attract people to participate in the program.

Gulfside Hospice — Community Partners Commitment Form

Lic 1989

☐ Circle of Caring	$15,000	Company:
☐ Dove Partner	$10,000	Contact Name:
☐ Butterfly Partner	$5,000	Address:
☐ Angel Partner	$2,500	City, ST, Zip:
☐ Caregiver Partner	$1,000	Phone:

Email:

Commitment Period:
July 2021 **to** June 2022
Month/Year   Month/Year

Website:

Auth. Signature:

Mail completed form to: Gulfside Hospice • 2061 Collier Parkway • Land O' Lakes, FL 34639 • Attn: Philanthropy or email to Leesa.Fryer@gulfside.org.

. . . .

Payment Information   Flexible payment options are available. Please indicate your payment schedule choice below:

Please make checks payable to Gulfside Hospice.

_____ payment(s) of $ _____ each will be made on a Monthly / Quarterly / Annual basis.
(circle one)

☐ Check enclosed.   ☐ Please send me an invoice.   Credit Card: ☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover

Cardholder's Name (please print)

Billing Address

Zip

Card Number

Expiration Date   Security Code

Signature   Date

. . . .

Please recognize our company as a sponsor of the following event(s):
☐ Charity Fashion Show   ☐ Charity Festival of Arts   ☐ Hittin' the Road for Hospice   ☐ Paulie Palooza

Community Partner Benefits	Circle of Caring	Dove Partner	Butterfly Partner	Angel Partner	Caregiver Partner
Advertisement in event program (if applicable)	Full Page	Half Page	Half Page	Quarter Page	
Logo recognition on Gulfside website with backlink	•	•	•	•	•
Number of events to be recognized	All	3 - 4	2 - 3	1 - 3	1 - 2
Recognition on event website	Logo	Logo	Logo	Text	Text
Recognition on event T-shirt (if applicable)	Logo	Logo	Logo	Text	Text
Recognition in event email	Logo	Logo	Logo	Text	Text
Recognition on event banners (if applicable)	Logo	Logo	Logo	Text	Text
Recognition in event press releases	•	•	•	•	•
On-site display at event (if applicable)	•	•	•	•	•
Complimentary event registrations	•	•	•	•	•

I plan to use the complimentary event registrations included with my partnership.   ☐ Yes   ☐ No

This is a good thing for our research as we can use this information as a way to attract new potential donors. Some businesses may feel that donating can be very complicated and bureaucratic, but Gulfside's registration process is extremely simple and is more likely to attract people to participate in the program.

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Website: _____
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☐ Check enclosed.   ☐ Please send me an invoice.   Credit Card: ☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover

Cardholder's Name (please print)

Billing Address

Zip

Card Number

Expiration Date   Security Code

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Recognition in event email	Logo	Logo	Logo	Text	Text
Recognition on event banners (if applicable)	Logo	Logo	Logo	Text	Text
Recognition in event press releases	•	•	•	•	•
On-site display at event (if applicable)	•	•	•	•	•
Complimentary event registrations	•	•	•	•	•

I plan to use the complimentary event registrations included with my partnership.   ☐ Yes   ☐ No

Figure 1 – Community Partners Commitment Form.

When asked about how they recruit new potential partners, Leesa and Carla revealed that their recruitment usually occurs in local chambers, which are business networking events for counties. However, they also stated a challenge when dealing with chambers. Carla said that Hillsborough only had one chamber, while Pasco county had five different ones, which made it difficult for them to attend all and, therefore, introduce the program to potential donors. Carla said: "I think probably the biggest challenge for prospects has been the fact that there's just no unified chamber". This is important to take into account during our research since the lack of a unified chamber in Pasco county can be an obstacle for our campaign awareness.

We asked both of them how they cultivate their relationships with their partners. Leesa is responsible for reaching out to them and she said she prefers calling them instead of emailing, as it's more personal and shows she cares for them. She wants the partners to feel comfortable talking to her and build meaningful relationships. Lastly, when asked about the future of the program, both stated that they would like to have twenty total partners by the end of our campaign, which means five new donors as they currently have fifteen, and at least $75,000 in contributions. This information was crucial for us to set our SMART objectives and have something to compare our results to by the end of the campaign.

Kimberly provided meaningful information about stewardship, fundraising tactics, and things to not do when trying to reach out to potential partners. When asked about the best ways to reach out to potential donors, Kimberly emphasized the importance of tailoring your speech according to the donors' needs and interests. She believes this personalization and authenticity with each donor is essential to build a strong relationship and introduce the program on a good note to them. So, she advised us to stay away from recruitment tactics such as transactional giving, in which the donor "buys" their way into something through the donation; for example, a person donates in exchange for good theater seats. However, this is costly to the organization and also limits the donors since they will only donate if they get a good seat, and good seats are limited.

 Kimberly emphasized that it is crucial to have a stewardship strategy. She said donors enjoy personal touches and having a good relationship with them makes them feel appreciated. She repeatedly said that donors like to see the impact of their gifts in the organization and that is why stewardship is so crucial: "As important as it is to have a good solicitation strategy, it is even more important to have a good stewardship strategy, because you need to keep the donors engaged."
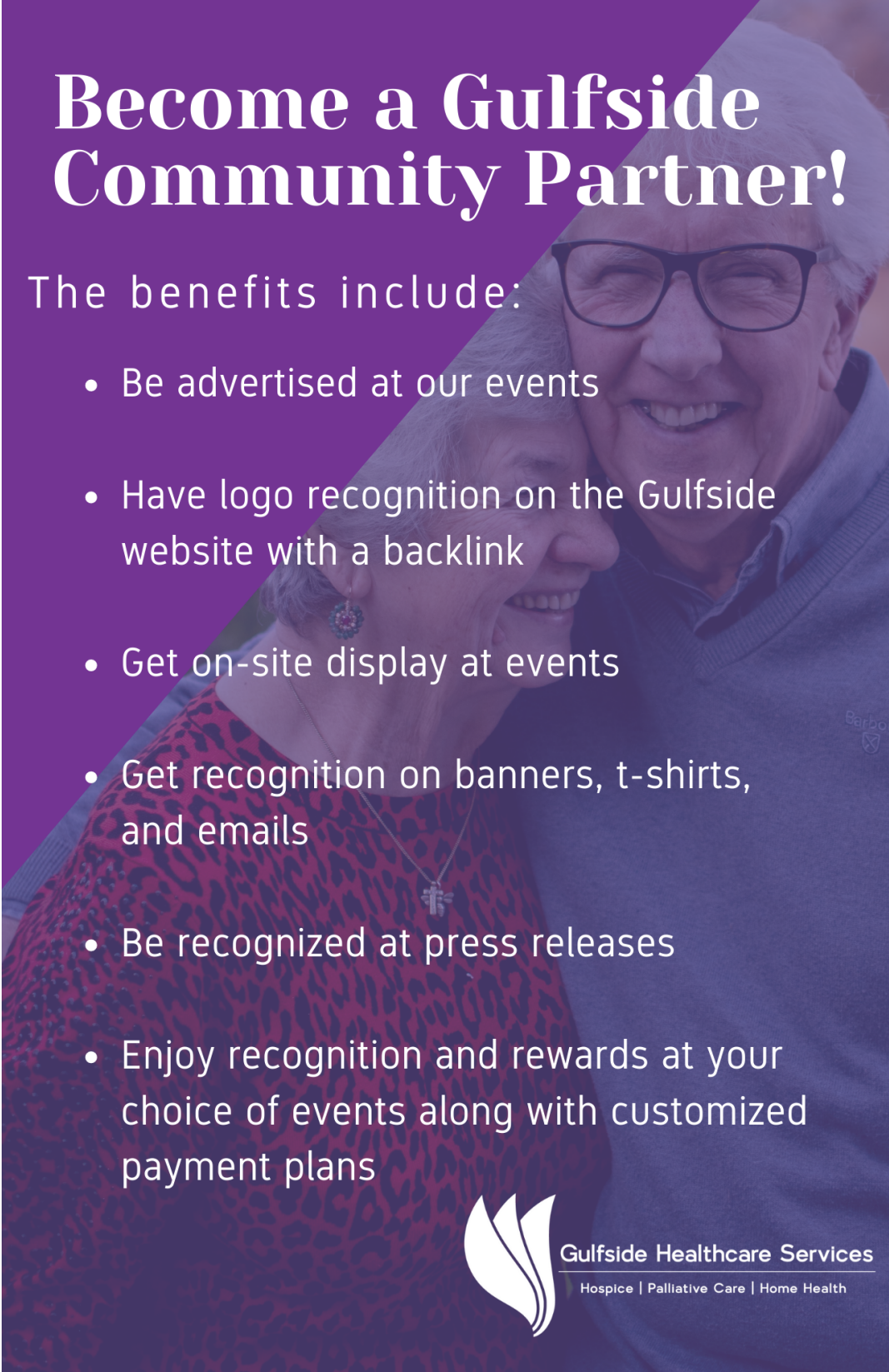
 At the end of the interview, besides conducting A/B testing, we conducted a word association exercise to see what came to Kimberly's mind when hearing certain words related to healthcare-related terms. The results below (see Figure 2) gave us a perspective of what people outside of the industry might think about the services our client provides.

Words we asked	Kimberly's response
Healthcare	Saving Lives
Hospice	Vital
Palliative Care	Emotional
At-Home Care	Relief
Telehealth	Handy

Figure 2 - Word Association exercise results.

 Overall, this interview allowed our group to understand the behind-the-scenes of fundraising, and especially keep in mind the importance of the personal touches when recruiting new potential partners. Kimberly also mentioned that donors love to meet each other and connect, which confirms once again the importance of our campaign to encourage Gulfside Healthcare Services to host events for the Community Partners.

  At the end of the other 3 interviews, we performed an A/B testing activity using rough drafts of potential recruitment flyers, as seen in Figure 3 and Figure 4 below.

Figure 3 – Business Approach Flyer.

Figure 4 – Community Approach Flyer.

Become a Gulfside Community Partner!

Your support will allow you to:

- Become a hero in your community

- Give people at the end of their life proper and dignified care

- Help people that are turned away because of an inability to pay

- Be the giver of services like nursing, caregiving, and counseling to people in need

- Allow families to provide for their loved ones in time of need

Gulfside Healthcare Services
Hospice | Palliative Care | Home Health

One of our campaign objectives is to identify potential partners and to do so we will create collateral pieces for distribution. To make the most appealing flyer, we developed this A/B testing to ask our interviewees which one they personally prefer and appeal to the most. We created one flyer focused entirely on the business benefits of joining the Community Partners Program such as brand advertisement, logo recognition on the website and events, display at events, and customized payment options. The other flyer focuses on the ways the Gulfside Healthcare community would benefit from the donation and how the business would be seen as a hero to society.

Interestingly, Paul and Jeanne answered the same. They said that from a business perspective, they would have picked option A (Figure 3), which emphasizes the benefits that companies get when they become donors, thus it is more practical, impersonal, and unemotional. They would have picked option A because as a business they want to see where their money is going and if the organization that is receiving the money is going to spend it wisely. Whereas option B (Figure 4) goes in the opposite direction, being a more emotional flyer pulling at their heartstrings with the "be a hero" point. They said that the best option would be to mix the points of the two flyers together because as donors, they want to know their benefits but they also want to help and see meaning in their donation.

Leesa, on the other hand, chose option B (Figure 4) at first, saying that "to become a hero in your community" was a key point when reaching out to these donors.

However, Carla disagreed and said option A (Figure 3) would be the best one to distribute. She said businesses want to know what they will get out of the partnership and that this is the decision-making factor for most. Especially if they are smaller businesses; they care more about the benefits they will get with the money they are "investing", rather than being a hero for the community. Lastly, Kimberly agreed with Paul and Jeanne. She said from a corporation perspective A is more attractive. But she said that she would create a flyer that has a mix of A and B, mixing the impact (what they are giving to the community) with the needs (brand advertisement).

 After analyzing each interview, we can conclude that feeling as a valued member of the Gulfside community is an important factor in business owners' decision to become Community Partners. These people are not only contributing on a corporate level but on a personal one as well, because, as indicated during the interviews, relationships and networking is a top priority. In the word cloud below (Figure 5), we've gathered recurrent topics compiled from the interviews and discussed throughout this research. The words "relationships", "personal", "networking", and "emotional" are the most evident because they were mentioned the most.

Figure 5 - Word Cloud.

 Overall throughout the four interviews, some common themes and topics that came up were the need for more networking events between partners, the importance of nurturing the relationship between the organization and the partner, and the tailoring of personalized approaches for potential donors. These are essential themes to keep in mind when designing our campaign and reaching out to potential Community Partners. We also gained valuable insights regarding the print deliverables part of our strategy due to the results of the A/B testing. We now know how important it is to mix the business and community approaches in order to reach a broader audience more effectively.

Another topic that came to our attention is the lack of awareness of Gulfside Healthcare Services' social media platforms. When asked about social media, Gulfside's current donors admitted to not seeing the organization's posts, which can be detrimental when looking to recruit potential partners, especially because in our current technological and social environment, most people are active on social media. Lastly, these interviews provided us with valuable information on how not to reach out to partners. We learned that tactics such as transactional giving are not to be used, and instead we should have and nurture a good stewardship strategy and meaningful relationships with the partners. All in all, the results gathered through the interviews are of extreme importance for our campaign research, and by taking them into consideration we will be able to tailor a stronger campaign for our client's needs.

SWOT ANALYSIS

Strengths, Weaknesses, Opportunites, and Threats showcased.

Strengths:

- One of few healthcare organizations providing three types of care - palliative, hospice, and at-home.*
- Flexible payment plans.
- Care in building and retaining relationships.
- Established trust between CPP partners.
- Fundraising events tailored to various donor groups.
- Donor satisfaction about advertising at events.
- Testimonials highlighting the skill and level of compassion exhibited by Gulfside.
- Visible, quantitative results of donor funding impact.

Weaknesses:

- Recruitment during the COVID-19 pandemic.
- Information about the Community Partners program is not accessible enough online.
- No joint events for all Community Partners - something both current partners expressed an interest in.
- CPP is not promoted or advertised enough.
- Reliant on individual outreach - both donors mentioned that they learned about the program only through personal connections.
- Low engagement on social media.*
- Oversaturated and possibly confusing website.
- Appearing not modern enough due to limited use of social media.

Opportunities:

- Expand on donor funding impact and make it even more tangible.
- Joint events between Community Partners.
- One of few healthcare organizations providing three types of care - palliative, hospice, and at-home = more patients = larger, diverse audiences = more exposure for CPP members.*
- Utilize the pandemic to grow social media engagement due to increased social media use.
- Utilize more effective SEO strategies to appear higher in Google searches.
- Bilingual assistance and information = larger audience and a display of community care.*

Threats:

- Continuation of the pandemic.
- Competitors within the Tampa, Pasco, and Pinellas counties.
- Suncoast Hospice pays for google ads, appearing second when searching for "Hospice Care Florida".
- Suncoast Hospice utilizes a similar color palette (causing confusion) and has a bigger following on social media.
- Negative online reviews.*
- Loss of clients/donors due to confusing website.

One of few healthcare organizations providing three types of care: Gulfside Healthcare Services is the only one among their competitors to offer three types of care - palliative, at-home care, and hospice. Not only does this increase their audience and client pool, but it also provides more exposure for the Community Partners Program donors. This is an added benefit for both existing and potential donors as their brands and organizations may, as a result, reach wider and more diverse audiences than at other healthcare organizations.

Low Engagement on Social Media: Majority of Gulfside Healthcare's Instagram posts have 0-2 likes, and have no comments. While their Twitter has a significantly larger following (189 to 1181), the engagement on this platform seems even lower with mostly no likes, comments or retweets. Their most interactive platform is Facebook, receiving a higher amount of likes and comments; however, their engagement rate is only 1.2%. However, Gulfside does not seem to interact with their followers in these comments besides occasionally liking some of them. The calculated engagement rate on their Instagram is 1.01%.

Bilingual assistance and information: During media insights and keyword research, it was found that a word cloud provided by Brand24 for topics related to Gulfside Healthcare Services features words in Spanish like lucro, años, comunidad, and organización.

The United States Census Bureau estimates that roughly 29.7% of Hillsborough and Pinellas county residents are Latino and/or Hispanic (Census Bureau 2019). Providing services and a website translation would not only diversify and expand Gulfside's client outreach (which, as discussed, would provide more exposure for donor organizations), but potentially connect Gulfside with Spanish-speaking business owners and display Gulfside's care for the community and inclusivity.

Negative online reviews: Gulfside's Hadley Center in New Port Richey has a one-star Google review with a negative review that has not been addressed - as far as it is visible to an online viewer - by the organization. Similarly, while their Resource Center in Land O' Lakes has a 3.6 star rating, it has various negative reviews about patient negligence and theft. Only one of three negative reviews has been replied to by Gulfside.

SITUATION ANALYSIS

Summary of the current situation of the research performed.

The main issues concerning the Gulfside Healthcare Services Community Partner Program are low engagement and reach, lack of advertising, information about the program is not easily accessible, and reliance on individual outreach. Gulfside's social media accounts have very low engagement. Their Instagram and Twitter accounts range between 0-2 likes and almost no comments, with Instagram's engagement rate being at 1.01%. Facebook appears to be their most active platform; however, the engagement rate is only 1.2%. Their LinkedIn engagement rate, even though they have not posted in 4 months, is slightly higher at 1.5%. Additionally, their website, while thorough, features heaps of information that appears overwhelming due to the organization and design. Additionally, unlike their competitor Suncoast Hospice, Gulfside does not appear among the first results when searching for related keywords on Google. This signals that they do not employ effective SEO strategies.Thus, due to ineffective SEO and social media strategies and an informationally oversaturated website, Gulfside does not reach as many potential clients and donors as they could.

They are a well-rounded organization with diverse, vast resources, community engagement, and donor programs, which is highly beneficial for audience reach as it will be more diverse and broad if the services were promoted more efficiently. Even more, a wider range of clients would provide more exposure for Community partners. It is also important to note that an increasing Latino and Hispanic community in Hillsborough and Pinellas counties offer Gulfside - if adjustments toward bilingual care are made - potential for the recruitment of new potential clients and donors. During interviews, both current community partners mentioned that information about the program is not easy enough to find and that they became involved largely due to individual connections with either Carla Armstrong or through other connections. While personal relationships are a huge benefit when establishing trust and longevity, relying largely on this method can potentially minimize the outreach pool (as this is a timely process) and create more work for employees. Additionally, both donors expressed an interest in connecting with other community partners and meeting to brainstorm and become more involved in Gulfside operations.

CAMPAIGN GOALS AND OBJECTIVES

General goal as well as objectives of the campaign.

Goal: Generate more awareness for the Gulfside Services' Community Partners Program and attract more donors.

Objectives:

- Grow the program to reach at least 5-8 new potential partners in Hillsborough and Pinellas counties in five months.
- Identify and gather contact information of at least 30 potential partners over the next five months in order to nurture a relationship.
- Develop a strategic social media plan focused on the Community Partners Program to increase the number of followers in the Facebook page by 5% per month.
- Generate a strategic social media plan to increase the engagement of Gulfside's LinkedIn by at least 5% in five months.
- Provide networking opportunities between existing and potential donors by holding at least 1 event attracting 15 current donors and 5 potential donors in 5 months.

AUDIENCE ANALYSIS

Analysis containing Audience research, target audience, and buyer/audience persona.

This research focuses on businessmen and women between 30-60 years old that could be potential new donors to Gulfside Healthcare Services. Therefore, we analyzed habits and preferences of older Millennials, Generation X, and younger Baby Boomers to narrow down the target audience for this campaign. Despite Millennials being the largest cohort of the American workforce, Generation X makes up the generation with the most current business owners. Additionally, Baby Boomers and Generation X control most of the country's wealth. As a result, members of Generation X are the best target audience for potential donors to Gulfside Healthcare Services. Generation X is in the middle between Millennials and Baby Boomers which means that it shares some similarities with both generations. The extreme ends of young Millennials and old Boomers have significant behavioral differences. For this research, Generation X is crucial, but the three generations share one commonality: they are all social media users, some less than others. Therefore, the target audience for this research has been pinpointed to be from Generation X as it is right in between Millennials and Boomers; however, we are still considering older Millennials and younger Boomers as additional potential target audiences.

Audience Research Discussion

The majority of successful entrepreneurs, including business owners, are middle-aged (Azoulay et al., 2018). Generation X is now Middle-Aged between the ages of 41 to 56. Most Gen Xers currently have stable professional and financial lives raising adolescents and caring for their aging parents. Thus, they are critical targets for Gulfside Healthcare Services.

This generation now holds the majority of business leadership positions. A study conducted by Make It in 2018 says that Gen X accounts for 51% of leadership roles globally. With an average of 20 years of workplace experience, they are primed to assume nearly all top executive roles quickly. Moreover, despite Gen X making up a relatively small portion of the entire U.S. population, their purchasing power estimates for 31% of the total U.S. income, according to PostBeyond (Multiview, 2021). These adults have the highest incomes and spend the most compared to other generations. They earn a household income (before tax) of $106,173 on average, according to the most recent research data available by the Bureau of Labor Statistics' 2019 Consumer Expenditure Survey (Dolliver, 2021).

Gen Xers are described as ethical, independent, family-oriented, and adaptable (Kjelgaard, 2020). They also care about the opinions of others, and their buying behavior is highly refined, so they are turned off by generalized promotions. They tend to resonate with marketing that is more personal and authentic.

A good way to reach Gen X is via email marketing, since more than 80% of Gen Xers say email is their preferred means of receiving brand messages (Kjelgaard, 2020).

Being a detail-oriented community, Xers tend to buy high-cost consumer durables like cars and appliances and shop at value-oriented retailers. Their favorite brands in 2021 are Apple and Amazon, according to Statista (Statista, 2021). Curiously, Xers are quite skilled researchers, and while shopping online, they read more reviews and visit more opinion sites than any other generation.

Generation X knew life without the internet. However, they experienced the technology revolution, so these consumers are comfortable using traditional and digital media channels. On average, Gen X members spend 37.4 hours per month online (Lamb, 2017). The group spends more time than millennials browsing on government websites and getting financial information. Additionally, their top three online activities include email, checking the news and weather, and banking transactions. According to Statista, Generation X heavily utilizes mobile internet connections – the group's global mobile internet usage rate is the second-highest, behind Millennials' (Statista, 2021). Gen X spends around three hours a day on their phones, falling behind Millennials, who spend the most time on their phones, dedicating about 3.7 hours of their day. Lastly, Boomers spend about 2.5 hours, according to a study conducted by WhistleOut (Holmes, 2020).

It is important to highlight that Gen Xers like to switch to different devices, such as mobile, tablets, and computers.

Gen Xers spend an average of 6 hours 58 minutes a week on social media networks regarding social media usage (Durfy, 2019). They quickly adopted social media, but are still behind younger generations such as Gen Z and Millenials. Gen X does not like to broadcast their personal life, and, like Baby Boomers, Xers prefer to spend time connecting with friends and searching for information. A study conducted by eMarketer shows that 77.5% of Xers are social network users, and their usage tends to be more conservative and less experimental than younger generations (Koch, 2019). That means that Xers are most likely to stick with the platforms they know. Ultimately 9 in 10 US Gen X social users are on Facebook, making it Gen X's favorite medium (Koch, 2019). YouTube comes in second place, and LinkedIn is also moderately popular among this group. Nevertheless, Gen X also uses the radio, television, and print at higher rates than younger generations.

Now, regarding Baby Boomers, which range in age from 57- to 75 years old, most of these people are retired or preparing to retire. Although they might have more money to spend, they are also wanting to protect their wealth. Yet, a study conducted in 2018 by NP Source states that Boomers donate on a personal level motivated by their goodwill. 58% Of boomers attend fundraising events, and this number is slightly higher compared to 56% of Gen Xers and 55% Millennials.

Boomers are most likely to make recurring donations on a monthly, quarterly, or yearly basis (NP Source, 2018).

82% of Boomers who use the internet also have at least one social media account (Durfy, 2019). According to data collected in 2020 by Statista, Boomers prefer Facebook, LinkedIn and YouTube, just like Generation X (Statista, 2020). 21% of Boomers say that they give donations through Facebook fundraising tools (NP Source, 2018).

Regarding Millennials, although they are the largest generation in the USA, they do not make significant financial contributions right now (only 11% of all are charitable donations). That is because the older ones might already have children, work in a professional career with low starting salaries, and have expensive college debt (Gwoke, 2016). However, companies must keep an eye on them because they might rely on Millennials for future contributions, since Boomers are gradually decreasing, and Xers will be retiring soon. Millennials use mobile phones, tablets, computers, and social networks every day, and they are the generation most plugged-in to the digital world. Their favorite platforms are Facebook, Instagram, and YouTube.

Notwithstanding, it is important to remember that corporate giving is the main source of obtaining donations for nonprofits, unlike personal contributions from Generation X, Millennials and Boomers.

That is because, according to the NP Source study, 90% companies indicated that partnering with reputable nonprofit organizations enhances their brand and 89% believe partnering leverages their ability to improve the community (NP Source, 2018)

Target Audience:

After performing audience research, we decided that the target audience for this campaign are middle-aged professionals from Generation X, working primarily in the medical industry and living in the Hillsborough and Pasco county areas and its surroundings. This group is typically ethnically educated, financially stable, and they are in higher positions at companies that might want to donate to nonprofits. Additionally, they are likely to have Boomer parents who demand assistance and aid, hence potentially empathizing with Gulfside Healthcare Services. A possible way to reach these people is through social media and email marketing, since they are mainly active on LinkedIn and Facebook. When campaigning to Gen Xers it is important to member that they value personal and transparent marketing (Lewis,2021), and they are very detail and family oriented, which conveys an opportunity to Gulfside Healthcare Services since the organization fits perfectly in these traits by being a hospice.

Audience persona 1:

Melissa Jones is a 52-year-old sales executive at a medium-sized company in the Tampa Bay Area. Melissa holds a Bachelor's Degree in Philanthropy and a Master's degree in Psychology of Business. She has been married for 23 years and has two children in middle school. Her income is $78.000 (after-tax), and she has some savings to spend on a vacation with her family every summer. She donates part of her disposable income (totaling $800) annually to charity and non-profit organizations. Melissa has an iPhone12 that she uses for work and entertainment. She checks her email three times a day, Facebook two times a day, and spends nearly 7 hours online per week. Melissa likes to network with professionals from all kinds of areas. She also volunteers once a year in community events in St. Petersburg. Her favorite brands and places to shop are Amazon, Apple, and Anthropologie in Hyde Park. Melissa travels twice a year to South Carolina to visit and take care of her parents, Elizabeth (70) and John (78), who is struggling with arthritis.

Opportunity: Melissa is a potential donor to Gulfside Healthcare because she already volunteers at community events and donates to different charities each year. Also, Melissa can relate with Gulfside Healthcare Services because her parents are unfortunately at the end of their lives, and her dad is sick. Therefore, Melissa can empathize with Gulfside Healthcare Services' values.

Audience Persona 2:

Michael Baker is 47 years old, and he has been the Patient Financial Services Manager at a medium-sized Healthcare Company in Clearwater for over 14 years. Michael holds a bachelor's degree of science in Nursing (BSN) and after graduating he worked as a licensed practical nurse (LPN) in Philadelphia. In 2005 Michael got married to Jenna (43) and they moved to Clearwater because Jenna's parents, who already lived in Clearwater, demand homecare and assistance due to the complications of their age (both 83 and 80 years old). Michael's household income is $92,000 (after-tax) and he donates part of his disposable income (totaling $1000) annually to hospitals' charity events, since he has a great relationship with many people from the medical industry due to his position as Patient Financial Services Manager. Michael just purchased the latest MacBook Pro that he primarily uses to work and get in touch with his family who are still in Philadelphia. He checks his email and LinkedIn three times a day, and he uses Facebook on the weekends. In total Michael Spends nearly 6 hours online per week. Michael's favorite platform is LinkedIn because he can keep in touch with what the other medical industries are doing, and he can network with other healthcare professionals. Michael usually shops high-cost consumer durables, but he always checks consumerreports.org before making a purchase. His favorite brands are Apple, Banana Republic, and GE. Michael and Jenna do not travel a lot because of Jenna's parents but once a month they do a weekend staycation around Florida beaches.

Opportunity: Michael is a potential donor to Gulfside Healthcare because he works within the medical industry, hence he has many connections and interest in helping charity events organized by hospitals. Also, Michael's wife's parents receive homecare so he can empathize with Gulfside Healthcare Services.

APPENDICES AND REFERENCES

Hyperlinks to appendices and References.

Appendices

References

• Figure numbers pertain to each section and therefore numbers may be repeated throughout the report