2025 Annual Report

Best Annual or Special Report

eHealthcare Leadership Awards Entry | Sanford Health Foundation

SANFORD HEALTH FOUNDATION

CAMPAIGN OVERVIEW

- OVERVIEW: The annual report landing page featured stories, statistics and data showcasing $91 million in philanthropic impact in 2025. Printed reports were mailed to donors who have made gifts of $10,000+; however, a full digital strategy was developed to communicate the significant impact to donors of all giving levels. Tactics included email, text and boosted social posts, along with QR codes in the printed piece that drove digital traffic.

- FORMAT: The Sanford Health Foundation annual report highlights revenue generated across all Foundations of the Sanford Health system, including Bemidji, MN; Bismarck, ND; Fargo, ND; Marshfield, WI; and Sioux Falls, SD. When possible, tactics were localized to highlight specific Foundation impact.

- STRATEGY & TACTICS: Our strategy focused on using a mix of digital and print channels to drive engagement with the annual report and highlight $91 million in philanthropic impact in 2025. The microsite served as the central destination for stories, statistics and data, while email, text and boosted social posts helped expand reach and bring audiences to the experience.

MICROSITE

Creative

https://www.sanfordhealthfoundation.org/annual-report/



2025: A Year of Good

The Sanford Health Foundation has released its 2025 Annual Report celebrating the impact of philanthropy across our communities.

Read on to see how philanthropy is transforming health care across America's heartland, including South Dakota, North Dakota, Minnesota, Wisconsin and the Upper Peninsula of Michigan. Plus, see 2025 updates from our regional headquarters in Sioux Falls, Fargo, Bismarck, Bemidji and Marshfield.

View the Report

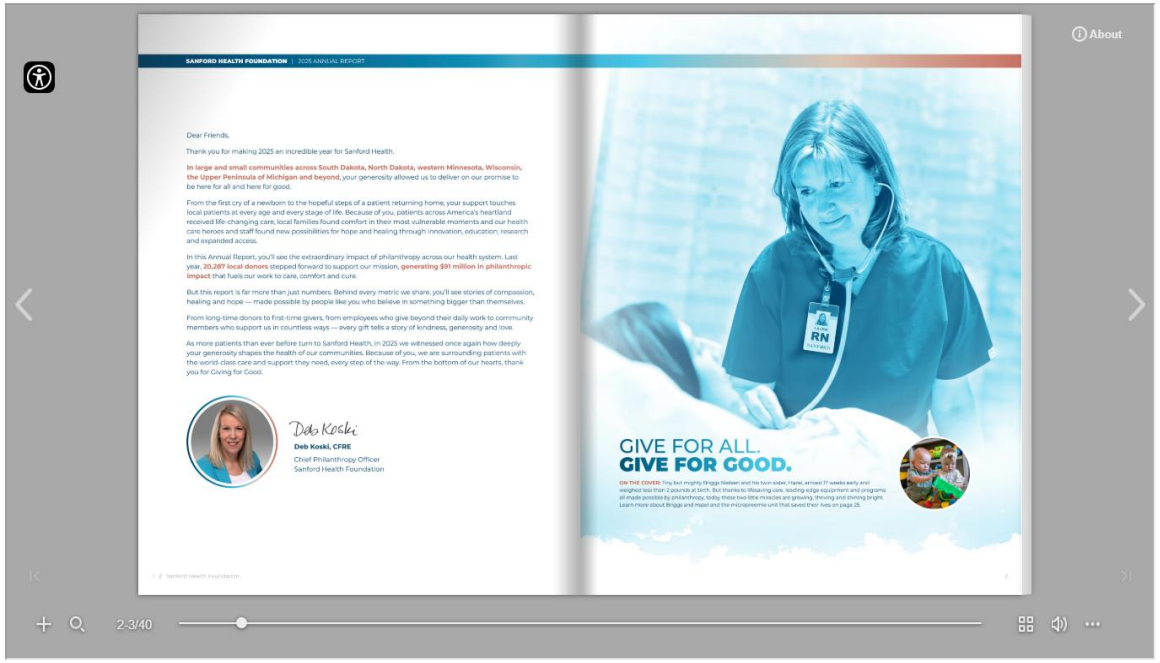


Report Highlights

2025 was a record-setting year for philanthropy at the Sanford Health Foundation. Last year, donor generosity generated **$91 million in philanthropic impact*** across our health system.

Among our **20,287 donors in 2025**:

- 7,613 were first-time donors
- 5,039 made monthly gifts
- 445 made gifts of $10,000 or more
- 6,859 were employee donors whose giving in 2025 totaled more than $2.7 million
- 8 included Sanford Health in their estate plans, representing more than $5.2 million in future gift commitments



MICROSITE

Analytics

- The campaign page achieved over **7,200 views** and **6,484 sessions** from March 10, 2026, to June 23, 2026, **an increase of 41.25% over last year**.
- The **landing page also achieved a 28.96% bounce rate**, indicating users found the content valuable and interesting.
- **Users spent an average of 34s** on the corresponding annual report pages.

VIEWS	7,292
SESSIONS	6,484
BOUNCE RATE	28.96%



POP-UP ANALYTICS

- To engage web users, a pop-up was developed to highlight the annual report and encourage site visitors to click through. The pop-up was displayed once per user in a 30-day period to avoid fatigue and maintain a positive user experience.
- 6,722 views were recorded over the course of four weeks.



EMAIL

- Emails were segmented to communicate localized content for their regional Foundation to highlight local dollars raised, how dollars were used in their communities and to highlight local donor stories.
- The email series achieved **an average open rate of 55.3%, with an average CTR of 2.84%.**
  - Both benchmark above M+R industry standards.

MARKET	DELIVERED	OPEN RATE	CLICK RATE
BEM	1,012	58.89%	4.55%
BIS	3,918	52.6%	0.59%
FGO	5,396	59.75%	1.26%
MAR	2,435	46.65%	6.69%
SF	6,954	58.63%	1.15%



Link to Email, Sioux Falls Region



Link to Email, Fargo Region

TEXT

- A text message was deployed to all donors who have given within the last 3 years to express gratitude and re-engage them with our organization and the impact we had together in 2025.
- The text achieved a 2.84% CTR.

RECIPIENTS	2,069
CLICKS	60
CTR	2.84%



Link in Text

BOOSTED SOCIAL

- Facebook boosted posts ran for each Foundation with each region having personalized copy to highlight dollars raised in their respective region.
- Collectively, over **423,000 impressions** were achieved.

MARKET	IMPRESSIONS	CTR	CPC
BEM	66,887	1.53%	$0.48
BIS	73,713	1.47%	$0.46
FGO	136,903	1.43%	$0.51
SF	145,564	1.76%	$0.38

