2025 End of Year Campaign

Best Integrated Marketing Campaign

eHealthcare Leadership Awards Entry | Sanford Health Foundation

SANFORD HEALTH FOUNDATION

CAMPAIGN OVERVIEW

- OVERVIEW: The Sanford Health Foundation year-end fundraising campaign is designed to inspire end of year giving. The campaign invited donors, employees and patients to support the causes they care about most—including children's , cancer care, breast health, research, and senior services. Messaging emphasizes that every gift creates meaningful, local impact by enhancing patient care, funding breakthrough research, and providing compassionate programs and services to improve the lives of patients and families across the Sanford Health footprint. A variety of print and digital tactics were used to provide multiple touchpoints through the 8-week campaign.

- AUDIENCE: The campaign targets current donors (within past three years), Sanford Health employees, and patients.

- 2025 RESULTS
  - Overall raised $338,354 dollars
    - 74% of revenue came from direct mail appeal letters
    - 26% of revenue was attributed to online giving
  - 4.07 million impressions from appeal letters, email, text, paid media, organic social
  - Generated 124 new donors to the Foundation

2026 CAMPAIGN COMPONENTS

TACTICS

- Direct mail appeal letters (6 versions – unique to each market)
- Email series
- Paid media
  - Meta
  - Boosted Facebook
  - Remarketing
- Text messaging through Tatango
- Internal communications strategies (using Sanford Health Intranet)
- Landing page
- Custom donation forms

REPORTING/ATTRIBUTION

- Power BI report
- Source Codes
- Google Analytics

SUPPORTING PRINT MATERIALS

- Top Moments in 2025 – donor stewardship mailer

Tactics

SANFORD HEALTH FOUNDATION

DIRECT MAIL

"Top Moments" Stewardship Piece

- To kick off the campaign, a stewardship piece was mailed to donors to highlight key successes in 2025 due to philanthropic gifts.
- The goal of this piece was to inspire and educate donors ahead of the fundraising component of the campaign.
- A digital landing page was also developed with more details about each patient or donor story.
  - Also reported on page 17



Top Moments Mailing Piece

DIRECT MAIL

Appeal Letter

- The key strategy of the direct mail appeal letters was to drive revenue and retain annual donors.
- Direct mail pieces were localized to support each Foundation's local priorities/needs. Donor data and giving amounts were variable based on giving history.

RESULTS

- **Direct mail generated over $250,000** in revenue, which was **nearly 75% of campaign revenue**.
- The campaign recorded a **3.91% average response rate**.



A GIFT FOR good.

Dear <salutation>,

I'm reaching out today with an urgent need. In just five years, pediatric visits to the emergency department at the Sanford USD Medical Center have climbed 20%. Behind that number are thousands of local kids — many of whom face traumatic injuries or life-threatening conditions that demand immediate medical attention. Kids like Nora (shown above).

Nora was tragically struck by a tractor at age 4 while playing outside on her family's farm near Luverne, Minnesota. She suffered three skull fractures, bleeding inside the skull, swelling of the brain and injuries to her lungs, chest, liver and spleen.

To save Nora's life, every second mattered. Thankfully, our care teams were there every step of the way — helping her beat the odds and rightfully earn the nickname "Miracle Girl."

As our region continues to grow, numbers of local kids turning to us for emergency pediatric care will only increase. We've developed a solution, but we need your help to bring this priority project across the finish line.

100% of your gift will help us open the doors of the David H. and Christine Billion Pediatric Emergency Department — the first and only one of its kind in the state — next year.

- A dedicated home for the state's only pediatric emergency specialists
- Equipped with lifesaving equipment, including a CT scanner designed for kids
- Offering additional access to vital services such as child life, spiritual care and more
- Featuring space and technology for collaboration across specialty areas, including the region's only accredited Level II Pediatric Trauma Center and the region's only pediatric extracorporeal membrane oxygenation (ECMO) life support program

When emergencies strike, every second matters. With your help, we can make sure local kids like Nora have access to the right care at the right time, close to home. Will you join us?

With Heartfelt Gratitude,

Erin Sanderson
Vice President
Sanford Health Foundation, Sioux Falls

SANFORD Children's | SANFORD HEALTH FOUNDATION

Yes! I WANT TO GIVE A GIFT FOR GOOD.

I WANT TO MAKE A ONE-TIME GIFT OF:
☐ $X ☐ $X ☐ $XX ☐ $XX ☐ Other: _____

Please make checks payable to the Sanford Health Foundation.

FOR ONLINE OPTIONS, INCLUDING A MONTHLY GIFT, PLEASE VISIT: sanfordhealthfoundation.org/for-good

We proudly accept payments through: PayPal | venmo

Your generous gift is tax deductible.
You will receive a receipt for your donation.

I WANT TO SUPPORT:
☐ Billion Pediatric Emergency Department
☐ Sanford Children's Hospital
☐ <Donor's Last Fund>

If no fund is selected above, your gift will support Billion Pediatric Emergency Department.

600.21 CK RAT 70337640 Direct Mail
Kate Johansen 103 N Lily St, Worthing SD 57077-2053

Appeal Letter - SF Version



A GIFT FOR good.

Dear <salutation>,

Cancer doesn't care where you live. It doesn't stop at city limits. It doesn't pause at county lines. And it couldn't care less about zip codes. Cancer reaches into every community, of every size, and touches families across our region every day.

Heather, a cancer warrior and young mother of three from Grand Forks (shown above) knows this all too well. After she was diagnosed with acute lymphoblastic leukemia in 2022, she quickly faced a challenge far beyond her condition: distance.

Living more than an hour away from the Sanford Roger Maris Cancer Center meant long drives, exhausting days and heartbreaking time away from her family as she endured weeks of care and treatment prior to her bone marrow transplant.

Post-transplant, distance became an even greater burden as Heather spent months in Fargo near the Roger Maris campus — away from her family — for outpatient care and monitoring.

After a long and difficult journey, Heather is now cancer-free. Today, she is sharing her story to inspire support for others who are navigating a cancer journey far from home.

You can make a difference for patients like Heather. Because I know how much you care, I invite you to make your first and most important gift of this holiday season by supporting the building of the Peltier Lodge, our new center for patient lodging.

We're so close to our goal for this project. 100% of your gift today can help us bring the Peltier Lodge across the finish line, providing a home away from home where cancer patients can find comfort, support and connection during treatment and throughout their recovery.

Cancer doesn't stop and neither can we. Please give today.

With gratitude,

Amy Hinkemeyer
Vice President
Sanford Health Foundation, Fargo

SANFORD ROGER MARIS CANCER CENTER | SANFORD HEALTH FOUNDATION

PS: If you're a North Dakota resident, your donation may qualify for the North Dakota Charitable Income Tax Credit, allowing you to give more while receiving a percentage back in tax credits. It's a great way to make your gift go even further. Contact us at 701-234-6246 to learn more.

Yes! I WANT TO GIVE A GIFT FOR GOOD.

I WANT TO MAKE A ONE-TIME GIFT OF:
☐ $X ☐ $X ☐ $XX ☐ $XX ☐ Other: _____

Please make checks payable to the Sanford Health Foundation.

FOR ONLINE OPTIONS, INCLUDING A MONTHLY GIFT, PLEASE VISIT: sanfordhealthfoundation.org/for-good

We proudly accept payments through: PayPal | venmo

Your generous gift is tax deductible.
You will receive a receipt for your donation.

I WANT TO SUPPORT:
☐ Peltier Lodge
☐ Roger Maris Cancer Center
☐ <Donor's Last Fund>

If no fund is selected above, your gift will support Peltier Lodge.

600.21 CK RAT 70337640 Direct Mail
Kate Johansen 103 N Lily St, Worthing SD 57077-2053

Appeal Letter - FGO Version

EMAIL SERIES

Strategy

- The campaign email strategy combined both direct fundraising appeals align with donor stewardship messages to both generate revenue while continuing to inspire and educate our audiences. Emails were deployed via HubSpot, the Foundation's email platform.

- Where possible, emails were segmented and finalized with local content to each Foundation.

EMAILS

- November 11 Moments of Good (targeted to donor and employees)
- November 20 The Five (regionalized messages sent to all donors)
- December 2 Giving Tuesday (regionalized messages targeted to donor and employees)
- December 18 The Proof (regional messages, sent to all employees)
- December 22 Holiday Greeting
- December 30 The Five (regionalized messages sent to all donors)

EMAIL SERIES

Creative

view in browser

SANFORD HEALTH FOUNDATION



YOUR LIGHT, THEIR HOPE

Because of you, 2025 was a year of hope, healing and light for patients and families right here in our community. Your kindness and generosity made spirits brighter and helped moments of good unfold every day. We can't thank you enough.

From our hearts to yours, we wish you a holiday filled with love, connection and the joy of knowing you've made a difference

With many thanks,
Your friends at the Sanford Health Foundation

PS: Still searching for the perfect gift for a friend or loved one this holiday season? Look no further! Now through Dec. 31, you can dedicate a gift to the Sanford Health Foundation in the name of someone special and send them a digital card!

SANFORD HEALTH FOUNDATION

Visit sanfordhealthfoundation.org

Holiday Greeting

SANFORD HEALTH FOUNDATION



MOMENTS OF GOOD

Because of you, moments of good are unfolding across Sanford Health every day.

Cancer patients are reaching remission, kids are achieving healthy futures, families are finding comfort, researchers are uncovering breakthroughs and caregivers are going above and beyond — all thanks to your kindness and generosity.

Your support is at the heart of every story we share. As 2025 comes to a close, we invite you to look back with pride on just some of the hope, healing and promise you've helped make possible this year. Take a look at the 2025 moments of good website story today!



SEE MOMENTS OF GOOD

With heartfelt gratitude,
Your friends at the Sanford Health Foundation

SANFORD HEALTH FOUNDATION

Visit sanfordhealthfoundation.org

Moments of Good email

SANFORD HEALTH FOUNDATION

GIVE NOW



IT'S GIVINGTUESDAY

This #GivingTuesday, you're invited to make a difference for those with cancer.

The Need

As more patients from farther distances turn to us for cancer care, the need for patient lodging has never been greater.

Our Solution

The Peltier Lodge, our new center for patient lodging, will address this need. This home-like retreat will offer comfort, strength and healing throughout treatment and outpatient care.

The Goal

Cancer is hard enough. But navigating a cancer journey far from home can feel almost impossible. Together, we can make it easier. **100% of your gift today will help us build the Peltier Lodge.** Please join us this GivingTuesday!

GIVE TODAY

TAX-SMART GIVING

Make an impact before year-end and maximize tax benefits with these strategic giving options.

Donor Advised Funds
Recommend a grant from your DAF to make an immediate impact — without affecting your income.

LEARN MORE

IRA Distribution
If you're 70½+, give through a Qualified Charitable Distribution from your IRA. More tax benefits for ages 73+!

LEARN MORE

Gifts of Stock
Donate appreciated stock and receive a fair-market-value tax deduction and avoid capital gains tax.

LEARN MORE

Visit sanfordhealthfoundation.org

Giving Tuesday Email



OUR WISH

Thanks to the generosity of our community, the David H. and Christine Billion Pediatric Emergency Department will open next week, offering 24/7 critical care for local children. But kids need more than medicine to get better. They need programs like child life, spiritual care, direct assistance and more to find hope and healing. 100% of your gift before year end can support these vital services. Will you join us?



GIVE NOW



Philanthropy in Action

At just 10 weeks old, Beck faced life-threatening meningitis, brain surgery and countless other health trials. But thanks to Sanford Children's and programs fueled by philanthropy, today he is a happy 6-year-old who brings joy to everyone he meets. His story is a testament to the power of kindness and the impact of philanthropy in our community. Read More.

Your Leadership Connection

Andy Munce, president & CEO, Sanford Sioux Falls



As we reflect on 2025, we are filled with gratitude for your kindness and generosity. Your gifts for good made this a year of hope, healing, health and promise for patients and families across our region. Looking ahead to 2026, we are inspired by all the good we can continue to do together. We thank you again for your support and we wish you and yours a happy, healthy New Year.



GET INVOLVED

A monthly gift of $20 does good all year long for the pediatric emergency department, helping kids like Selah live life to the fullest.

BECOME A MONTHLY DONOR

YEAR-END GIVING

There's still time to make a tax-deductible gift or learn about year-end giving!



YOUR $26 GIFT
funds art supplies for patients to express themselves and heal through creativity



YOUR $50 GIFT
supports a child's visit with a child life specialist, easing fears through education and play



YOUR $80 GIFT
fuels one hour of clinical research to help accelerate the treatments and cures of tomorrow

GIVE FOR GOOD NOW

Regional 'The Five' Email

EMAIL SERIES

Analytics

- The email series performed extremely well with **average open rates near 60%** per email.
- The lowest email open rate was the grateful patient solicitation, which was deployed to a Sanford Health patient list to both educate patients on how philanthropy is at work within our hospital system and included an ask.

Moments of Good, November 11, 2026

	Donor Version	Employee Version
Open Rate	64.34%	76.72%
CTR	2.29%	6.09%
Opens Total	15,116	21,189
Clicks Total	346	1,290
Unsubscribes	124	1
Recipients	23,494	27,650

The Five, November 11, 2025

**An average of the 5 regional emails sent*

	Enterprise Average
Open Rate	59.39%
CTR	2.76%
Opens Total	11,950
Clicks Total	320
Unsubscribes	87
Recipients	20,235

Giving Tuesday, December 2, 2025

**An average of the 5 regional emails sent*

	Enterprise Average	Grateful Patient
Open Rate	59.50%	37.52%
CTR	0.56%	0.98%
Opens Total	36,777	1,740
Clicks Total	194	17
Unsubscribes	158	36
Recipients	63,211	4,673

The Proof, December 18, 2025

**An average of the 5 regional emails sent*

	Enterprise Average
Open Rate	75.86%
CTR	2.57%
Opens Total	23,710
Clicks Total	579
Unsubscribes	0
Recipients	31,618

Holiday Greeting, December 22, 2025

**Note: the goal of this email was stewardship*

	Enterprise Average
Open Rate	50.18%
CTR	0.39%
Opens Total	15,579
Clicks Total	46
Unsubscribes	139
Recipients	31,685

The Five, December 30, 2025

**An average of the 5 regional emails sent*

	Enterprise Average
Open Rate	59.14%
CTR	0.53%
Opens Total	12,824
Clicks Total	79
Unsubscribes	105
Recipients	21,557

PAID MEDIA

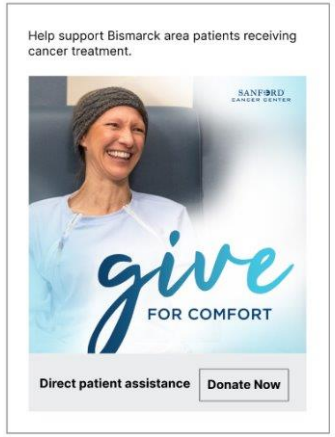
Meta + Display

- Paid media supported the campaign by allowing a broader reach and prospective targeting.
- Meta creative assets were developed and placed by region/market to align with each Foundation's end of year focus. Display was executed across all regions.











PAID MEDIA

Results

- The paid media campaign generated nearly **1.7 million impressions** and **drove 30 donations.**

Market	Impressions	Engagements	Engagement Rate	Donations (view through)	Cost Per Donation
Sioux Falls	747,970	5,984	0.80%	14	$330
Fargo	582,423	7,889	1.35%	7	$660
Bismarck	179,080	1,730	0.97%	7	$165
Bemidji	184,965	1,212	0.66%	2	$576
Total	**1,694,438**	**16,815**	**0.99%**	**30**	**$453**

PAID MEDIA

Remarketing

- Efforts were executed with a goal of re-engaging with users who made it to a campaign landing page or to the main Sanford Health Foundation website without making a donation.
- Tactics included Programmatic Display ads and Meta.





Placement	Impressions	Engagements	Engagement Rate	Donations	CPA
Programmatic Display	903,826	2,265	0.25% (0.10% goal)	6	$593
Meta Paid Social	419,235	5,402	1.28%	42	$150
Total	**1,323,061**	**2,677**	**6.24%**	**48**	**$205**

PAID MEDIA

Meta Boosted Posts

- Campaign messaging was boosted from each Foundation's Facebook page to expand reach and incorporate a digital touchpoint.
- Overall lift in CTR across markets (2.8%–4.5%) suggests optimized targeting and creative are effectively boosting click-through performance.
- Engagement rates above 1% across all markets indicate strong audience interaction compared to typical social benchmarks.

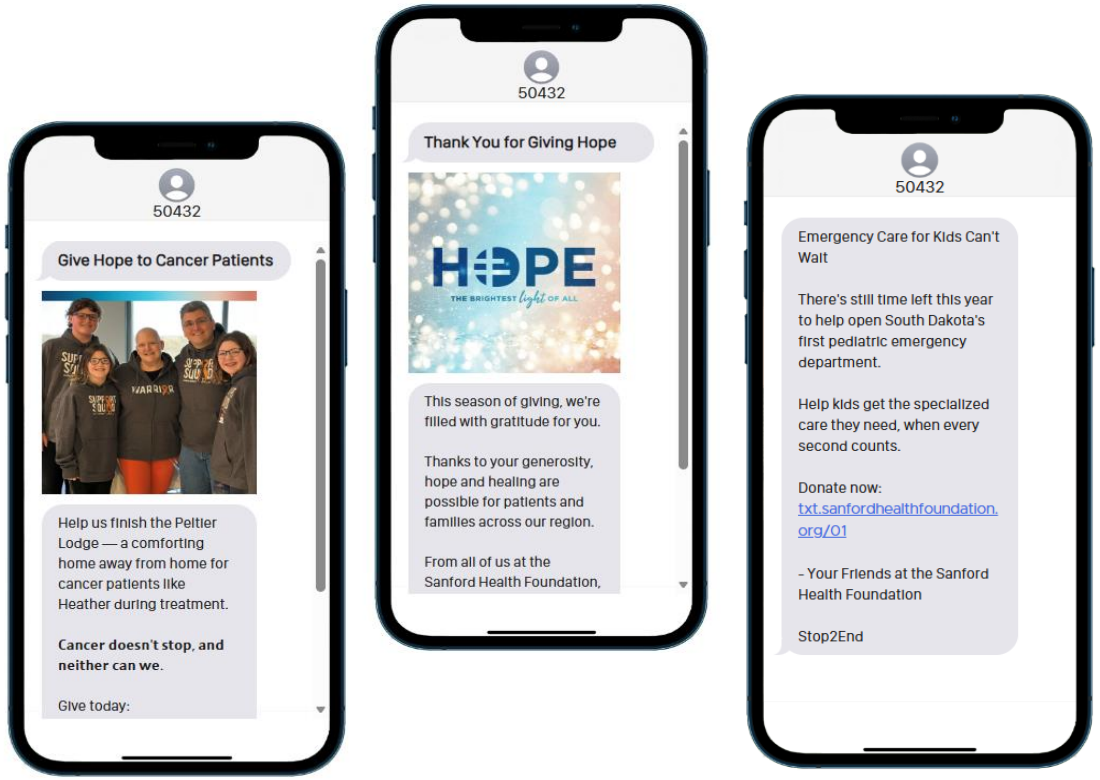




MARKET	IMPRESSIONS	CLICKS	CTR	ENG. RATE
BEM	125,101	3,525	2.82%	1.30%
BIS	152,742	4,339	2.84%	1.08%
FGO	258,984	11,603	4.48%	1.44%
SF	326,937	12,594	3.85%	1.23%

TEXTING

- Text strategy drove **$431 in attributed revenue**, demonstrating clear conversion impact despite smaller audience scale.
- CTR variability (0.50%–2.75%) reveals opportunity to refine messaging, with top-performing markets showing meaningful upside when content is tailored effectively.



TEXT STRATEGY

- 11/18 - Regional Priorities
- 12/3 - Giving Tuesday Follow-up
- 12/20 - Still Time to Give

MARKET	RECIPIENTS	CLICKS	CTR
BEM	434	12	2.75%
BIS	822	4	0.50%
FGO	2,490	23	0.92%
SF	2,937	34	1.16%

INTERNAL COMMUNICATIONS

- To engage employees in the end of year campaign, a few tactics were deployed through Inside Sanford, (Sanford Health's intranet) and through Weekly Update emails, which are deployed each week to staff in each region.

  - ❑ Inside Sanford articles
  - ❑ Weekly Update emails to all staff

INTERNAL COMMUNICATIONS

Inside Sanford Article

- Sanford Health transitioned to a new intranet in February 2026 so we do not have access to the featured article. Below is copy of one of the Inside Sanford articles that ran through the campaign.

Headline: The most important gift you'll give this holiday season
Image:
Description: The gift of hope starts with you.

Whether it's offering comfort during a difficult moment, celebrating a milestone in someone's recovery, or solving a complexissue, your dedication shines through in countless ways every day. Because we know how much you care, we invite you to take part in another way to show your dedication: through our holiday giving program. 100% of your donation will give the gift of hope to more patients, residents and families.
See how you can make an impact in each region and make your first — and most important — gift this holiday season today!

- **Give for children in Bemidji** Give kids and families the comfort and guidance they need by helping us launch Bemidji's first child life program.
- **Give for cancer care in Bismarck** Ease the stress of cancer patients by supporting our direct assistance program, which supports meals, lodging, travel and other treatment-related costs.
- **Give for cancer patient lodging in Fargo** Give the gift of comfort to cancer patients who are far from home by supporting the Peltier Lodge, to be located near the Roger Maris Cancer Center.
- **Give for children in Sioux Falls** Help ensure local kids have access to the lifesaving care they need when it matters most by supporting the David H. and Christine Billion Pediatric ED.
- **Give for seniors at the Good Samaritan Society** Help residents live fully as they age through activities that support their mental and physical wellness, spiritual enrichment and more.

HOW TO GET INVOLVED
There are so many ways to give — whether through payroll deduction, a one-time gift or by giving a gift of gratitude through our Guardian Angel program. Whichever way you choose to Give for Good, 100% of your gift will make a difference. Learn more.

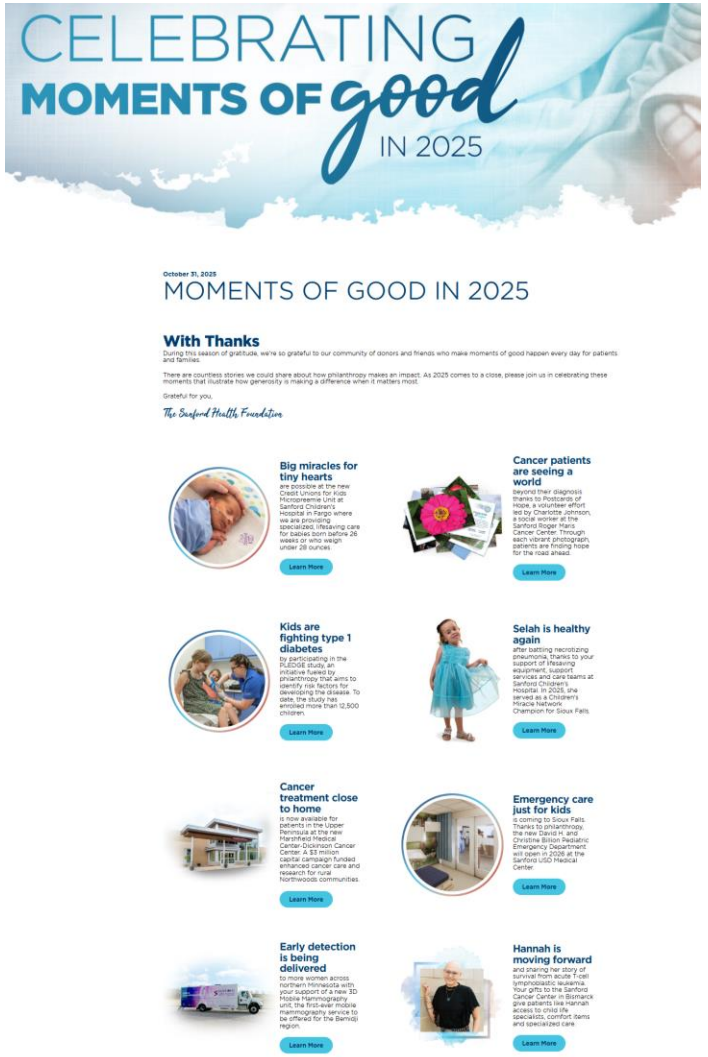
GIVE FOR GOOD. GET A T-SHIRT.
A gift of $50 can qualify you for a t-shirt you can wear to share the power of kindness. Learn more about how to claim yours today!

LANDING PAGES

Moments of Good Landing Page

- This page received **499 views** with an **average of 57s** on each page
- High engagement was achieved, with a with **low bounce rate of 21%** and **strong event activity at 1,734,** indicating users are interacting once they land.

VIEWS	499
SESSIONS	504
BOUNCE RATE	21.03%



Link to Landing Page

LANDING PAGES

Campaign Landing Page

- The campaign landing page highlighted all Foundation priorities from the direct mail appeal letters. The web page also included ther ways to give and more information about the impact of philanthropy at Sanford Health.

- The page generated **7,448 views and 7,167 sessions**, demonstrating strong traffic and high user engagement

- Maintained a **low 27.78% bounce rate**, indicating effective content, clear navigation, and sustained visitor interest

VIEWS	7,448
SESSIONS	7,167
BOUNCE RATE	27.78%

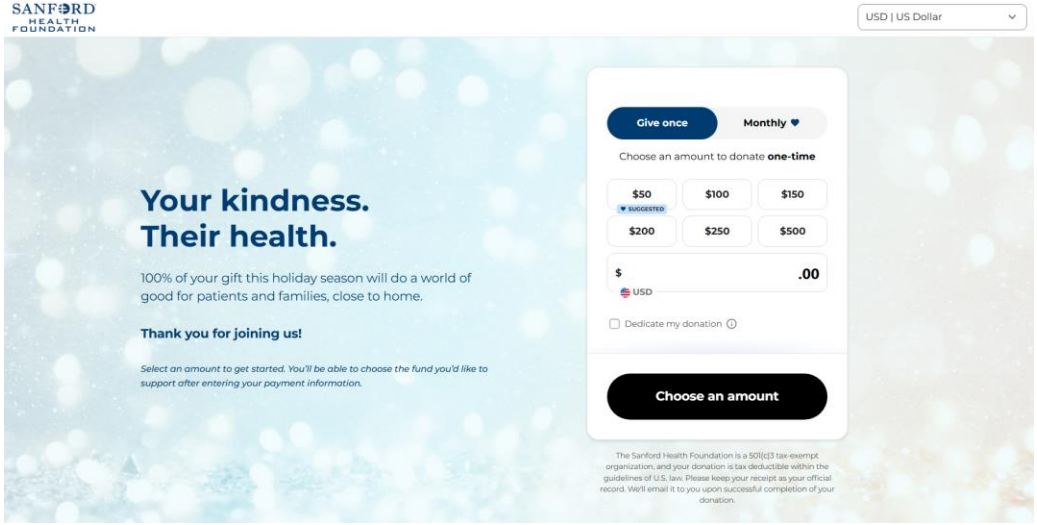


Link to Landing Page

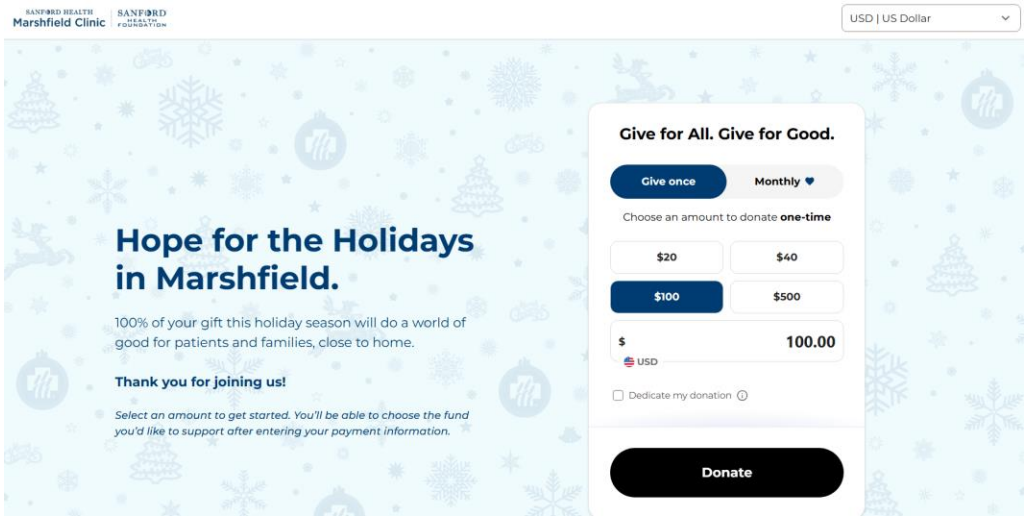
LANDING PAGES

Donation Pages

- The campaign incorporated donation pages to clearly illustrate the area to support and allow for a positive user experience.
- As a new region to join the Sanford Health system, Marshfield Clinic had their own branded page to ease the transition and ensure donors knew 100% of gifts would stay local.



Link to Landing Page



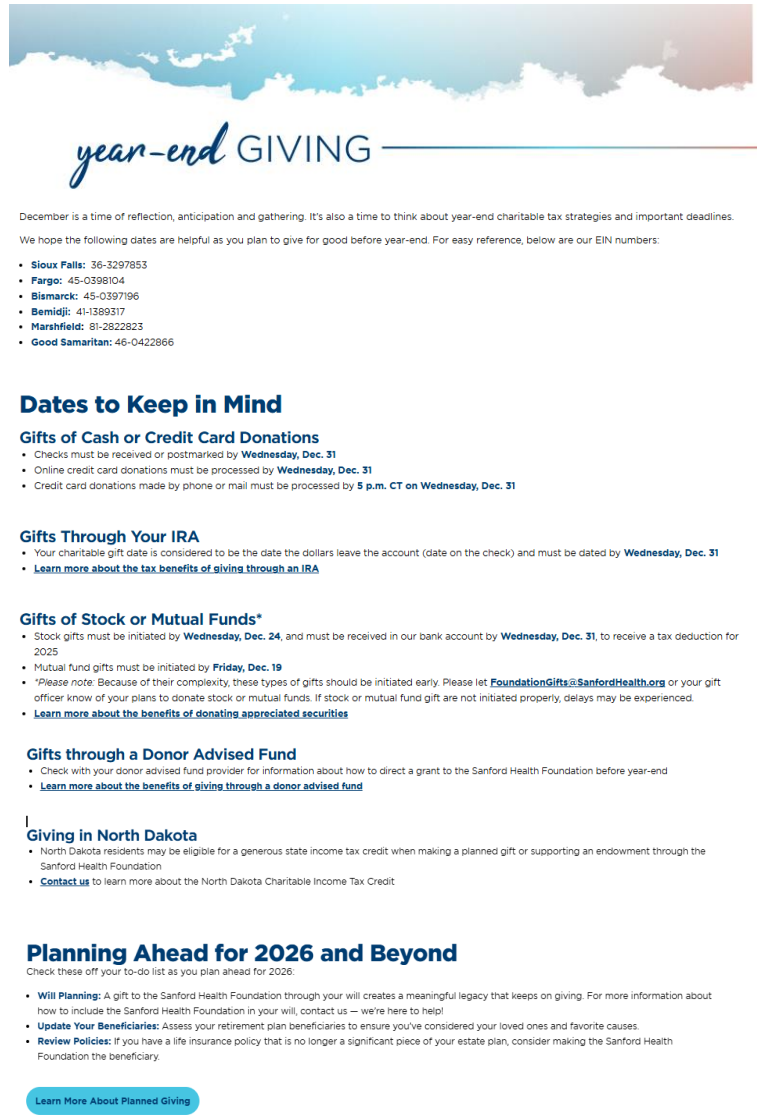
Link to Landing Page

LANDING PAGES

Year-End Giving Tips

- Within the year-end fundraising strategy, we wanted to be mindful of dates and special opportunities for donors to assist in their gift planning.
- This page received served as resource for donors within information on year-end charitable tax strategies and important deadlines.

VIEWS	85
SESSIONS	85
BOUNCE RATE	55.29%



year-end GIVING

December is a time of reflection, anticipation and gathering. It's also a time to think about year-end charitable tax strategies and important deadlines.

We hope the following dates are helpful as you plan to give for good before year-end. For easy reference, below are our EIN numbers:

- **Sioux Falls:** 36-3297853
- **Fargo:** 45-0398104
- **Bismarck:** 45-0397196
- **Bemidji:** 41-1389317
- **Marshfield:** 81-2822823
- **Good Samaritan:** 46-0422866

Dates to Keep in Mind

Gifts of Cash or Credit Card Donations

- Checks must be received or postmarked by **Wednesday, Dec. 31**
- Online credit card donations must be processed by **Wednesday, Dec. 31**
- Credit card donations made by phone or mail must be processed by **5 p.m. CT on Wednesday, Dec. 31**

Gifts Through Your IRA

- Your charitable gift date is considered to be the date the dollars leave the account (date on the check) and must be dated by **Wednesday, Dec. 31**
- **Learn more about the tax benefits of giving through an IRA**

Gifts of Stock or Mutual Funds*

- Stock gifts must be initiated by **Wednesday, Dec. 24**, and must be received in our bank account by **Wednesday, Dec. 31**, to receive a tax deduction for 2025
- Mutual fund gifts must be initiated by **Friday, Dec. 19**
- **Please note:* Because of their complexity, these types of gifts should be initiated early. Please let **FoundationGifts@SanfordHealth.org** or your gift officer know of your plans to donate stock or mutual funds. If stock or mutual fund gift are not initiated properly, delays may be experienced.
- **Learn more about the benefits of donating appreciated securities**

Gifts through a Donor Advised Fund

- Check with your donor advised fund provider for information about how to direct a grant to the Sanford Health Foundation before year-end
- **Learn more about the benefits of giving through a donor advised fund**

Giving in North Dakota

- North Dakota residents may be eligible for a generous state income tax credit when making a planned gift or supporting an endowment through the Sanford Health Foundation
- **Contact us** to learn more about the North Dakota Charitable Income Tax Credit

Planning Ahead for 2026 and Beyond

Check these off your to-do list as you plan ahead for 2026:

- **Will Planning:** A gift to the Sanford Health Foundation through your will creates a meaningful legacy that keeps on giving. For more information about how to include the Sanford Health Foundation in your will, contact us — we're here to help!
- **Update Your Beneficiaries:** Assess your retirement plan beneficiaries to ensure you've considered your loved ones and favorite causes.
- **Review Policies:** If you have a life insurance policy that is no longer a significant piece of your estate plan, consider making the Sanford Health Foundation the beneficiary.

Learn More About Planned Giving

Link to Landing Page

Reporting/Attribution

SANFORD HEALTH FOUNDATION

REVENUE & ATTRIBUTION

- Total campaign revenue was **$338,354, a 13% increase YOY**

- Overall breakout of revenue is indicated below.
  - Direct mail: $251,464
  - Online giving: $86,890

- Attribution models were built to better understand the effectiveness of tactics. The following revenue can be directly tied to digital tactics. These data points are used to reflect and refine future strategies.

  - Paid media: $18,905
  - Email marketing: $1,112
  - Boosted social: $695
  - Text messaging: $423
  - Inside Sanford/Internal Communications: $56

POWER BI REPORT

- A PowerBI report was developed to provide campaign insights and outcomes, with data refreshing every 24 hours.
- Datapoints such as overall revenue, revenue type, audience details and more are indicated.
- The report also allowed data to be reviewed by regional Foundation for additional daily insights.

