2025 Birthing and Bereavement Suite Campaign

Best Digital Marketing Campaign

eHealthcare Leadership Awards Entry | Sanford Health Foundation

SANFORD HEALTH FOUNDATION

CAMPAIGN OVERVIEW

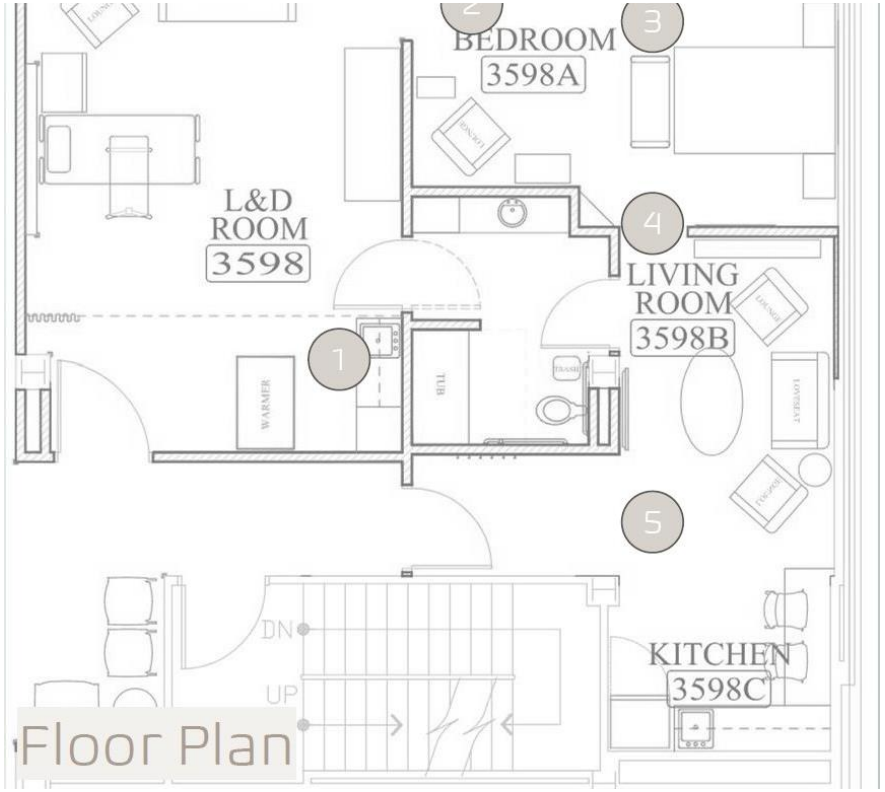
- OVERVIEW: This campaign was dedicated to raising philanthropic support for a new birthing and bereavement suite in Sioux Falls, an intentionally designed space to support families experiencing infant loss. Made possible entirely through the generosity of donors, the suite will provide a peaceful, private environment where grieving mothers and their loved ones can find comfort, access emotional support and resources, and, most importantly, have the time they need to say goodbye. This effort reflects our commitment to compassionate care, ensuring every family is supported with dignity, empathy, and healing during life's most difficult moments.

- STRATEGY: The campaign took place in October during infant loss and bereavement month and used thoughtful mix of digital tactics to build awareness and inspire giving. Print helped connect with the local community, while digital channels made it easy to share the story and drive donations. The campaign goals were to drive awareness of this project and to generate revenue for the suite.

- RESULTS: Overall, the campaign was successful as it exceeded digital engagement metrics and generated $154,981 toward the project.

CAMPAIGN OVERVIEW

- The 925-ft birthing and bereavement suite will feature a labor and delivery room, bedroom, living room and kitchen area for families experiencing the loss of an infant.









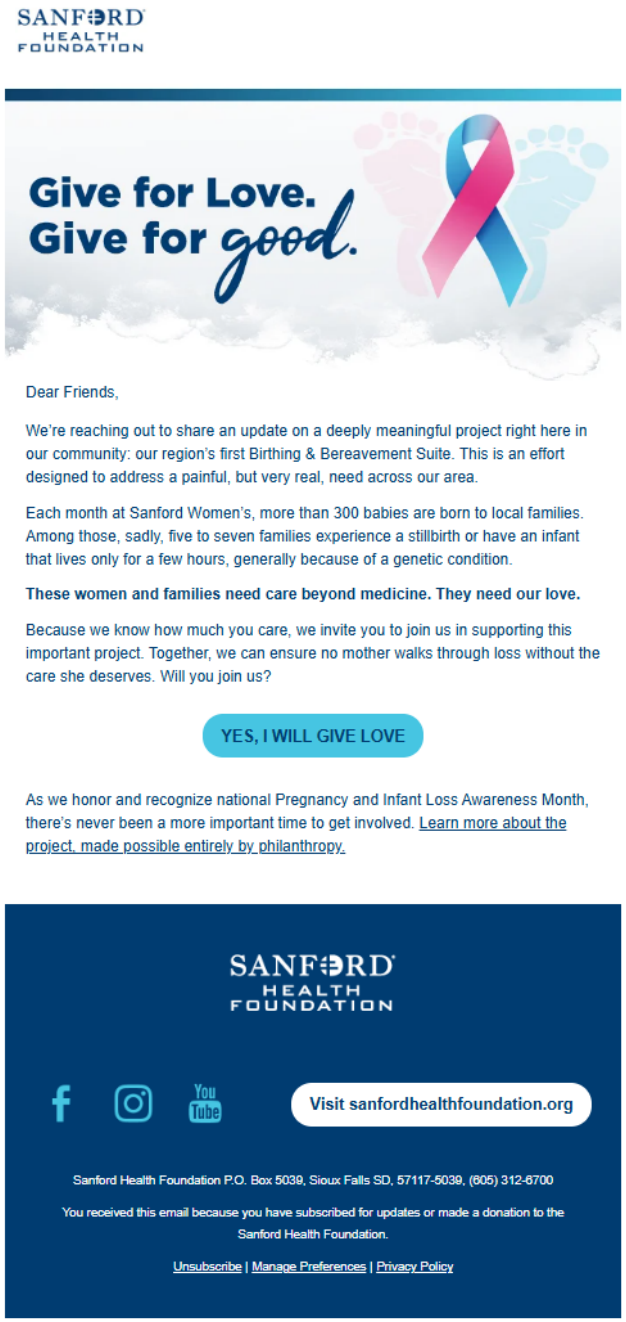
TACTICS

SANFORD HEALTH FOUNDATION

EMAIL

- An email was deployed through Hubspot, the Foundation's email platform, to encourage donors to learn more about the project and give in honor of national Pregnancy and Infant Loss Awareness month.

- The email received an **open rate of 63.04%**, with a **CTR of 5.75%**
  - Both benchmark above M+R industry standards.



BOOSTED SOCIAL

- Boosting the patient story on social media allowed us to extend its reach beyond our existing audience and connect with new potential donors. By amplifying a real, personal experience, the post created an emotional connection that helped drive awareness, engagement, and support for the campaign.

  - Performance:
    - Reach: 25,783
    - Impressions: 26,638
    - Click-through rate: 12.8%
    - Engagement rate: 13.2%



WEBSITE

Campaign Landing Page

- The campaign landing page served as the central hub for the campaign, designed to share the story behind the birthing and bereavement suite and connect audiences to the mission. It provided meaningful context about the need for the space, highlighted the impact of donor support, and made it easy for visitors to take action through a clear and accessible giving experience.

- Performance:
  - Landing page views: 1,284
  - Average Session Duration: 1:05

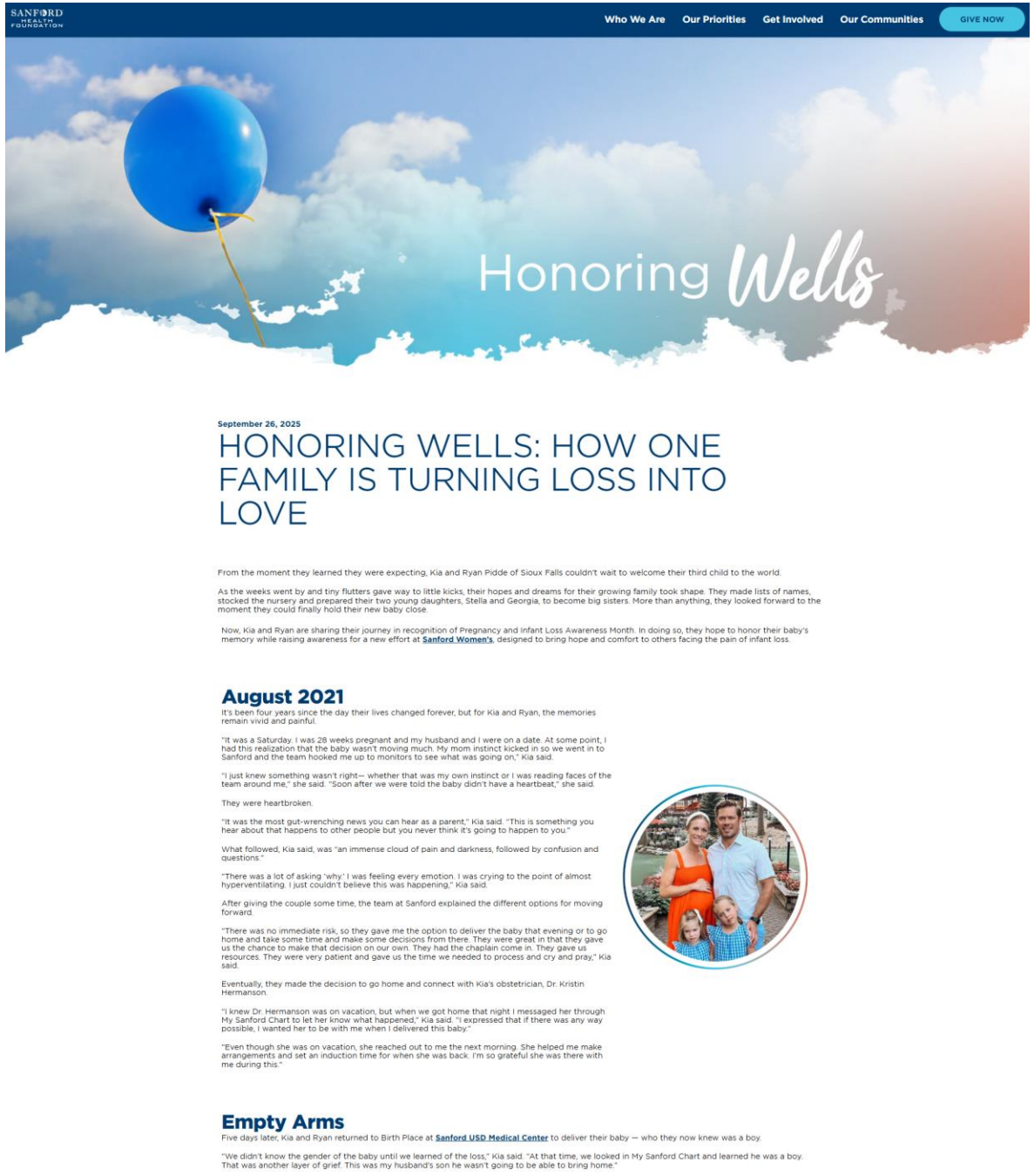


WEBSITE

Patient Testimony

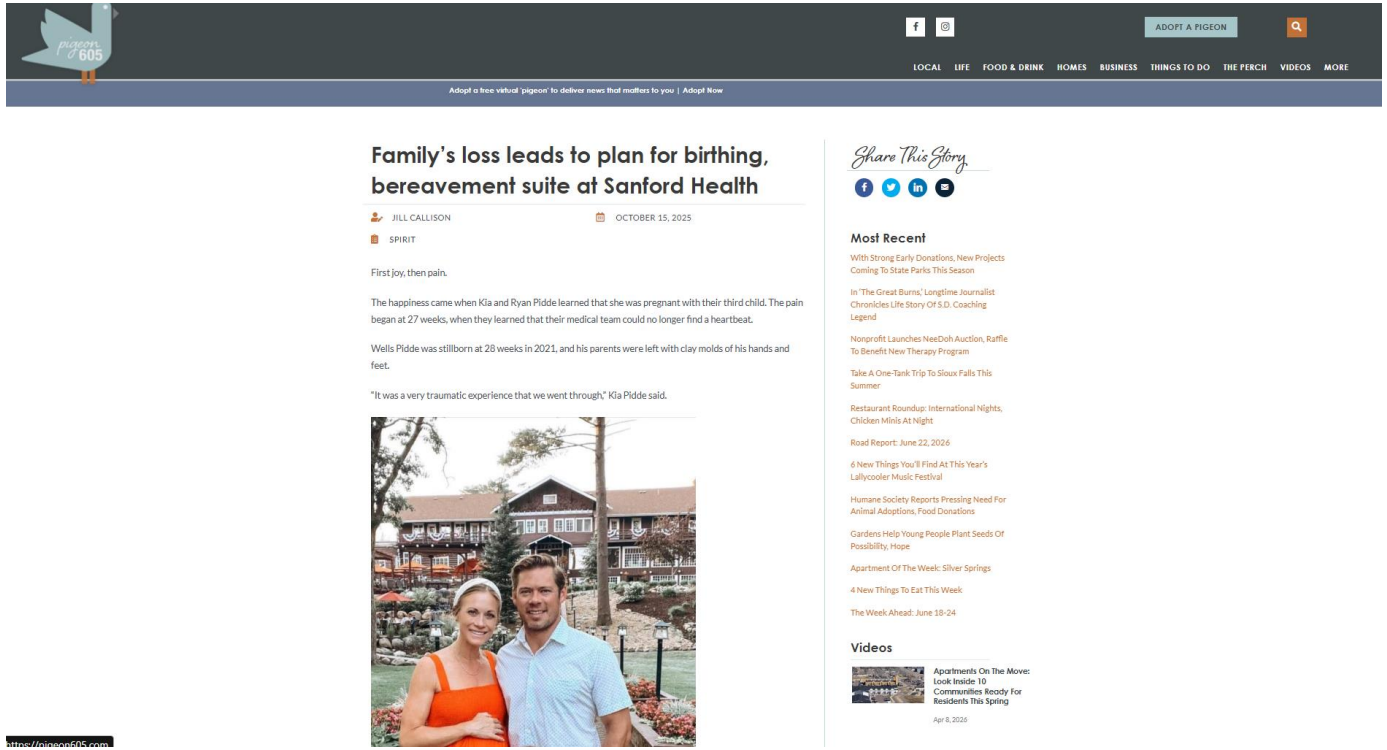
- Kia Pidde shared her story to bring a human perspective to the campaign, illustrating the real and lasting impact of infant loss on families. By sharing one family's experience, it helped create an emotional connection, build empathy, and show how the birthing and bereavement suite can provide comfort and support. The story served to inspire giving by demonstrating how donations directly help families navigate grief and find moments of healing.
  - Patient Testimony

- Performance:
  - Landing page views: 6,925
  - Average session duration: 44s



MEDIA

- Pigeon 605 digital article *~10,000 impressions*
- Argus leader digital article *~5,000 impressions*



Argus Leader.

CITY

Sanford Health to open a birthing and bereavement suite



Angela George
Sioux Falls Argus Leader

Oct. 9, 2025 | Updated Oct. 10, 2025, 10:44 a.m. CT

The Sanford Health Foundation announced this month it's opening a bereavement suite for families who experience miscarriage and infant loss.

After a Sioux Falls couple lost their son at 28 weeks pregnant in 2021, they suggested to the hospital there be a "peaceful," private room for stillbirths and mourning, "away from the sounds of healthy newborns and to say goodbye with dignity and love."

Foundation vice president Erin Sanderson says the new space will be separate from a labor and delivery room and made possible entirely through philanthrophy. They are hoping to raise $300,000 during the next few months.

"For as hard and heartbreaking as this has been, we know there's something more we're supposed to do with this," mother Kia Pidde said in a story published on the Foundation's website on Sept. 26.

She and her husband, Ryan Pidde, named their late son Wells and have three daughters today.

"Hopefully, we can help create an experience at the hospital that is as comfortable as it can be for families who are going through the unthinkable," Kia said.