

case study

praying hands ranches inc.

PHR is a non-profit 501(c)(3) Christian organization committed to meeting the needs of handicapped children and adults, as well as troubled youth, in a ranch environment therapeutic center through Hippotherapy served by therapists, Equine therapy by registered instructors, and Horticultural programs served by Douglas County master gardeners.

Industry:

- Healthcare
- Charitable Organization

Project Type

- Event Marketing

Solution at a Glance:

Platinum Marketing Solutions planned and implemented a strategic event marketing plan to meet or exceed the Praying Hands Ranches, Inc. 18th Annual Spaghetti Dinner goals which was to raise \$13,000 and have up to 300 attendees at the event.

Challenge

To take over marketing the 18th Annual Spaghetti Dinner and create a sponsor package that will encourage current and potential sponsors to contribute to this fundraiser.

The 17th Annual Spaghetti Dinner netted \$13,000 with 300 in attendance. The goal for the 18th Annual Spaghetti Dinner is to match 300 in attendance and \$13,000 dollars raised, however, more importantly, to raise awareness for the success Hippotherapy, Equine, and Horticultural programs have with handicapped children and adults.

Solution

Platinum Marketing Solutions implemented its Events Marketing Solutions which included creating a print ad and strategically placing the ad in local newspapers. Platinum Marketing Solutions also created sponsorship packages, tailored to this event that offered extensive value to participating businesses while also generating profit for this fundraiser.

Results

Praying Hands Ranch announced that they had over 425 guests in attendance, raised \$22,500.00 and succeeded in promoting awareness for its programs. Additionally, the fundraiser doubled the number of business sponsors who contributed nearly 25% of the total funds raised. 15 local businesses contributed to this worthy cause.

Some attendee testimonials:

Jeanene "JC" Childers, a Parker resident and a long time supporter of Praying Hands Ranch, frequently attends the annual Sweetheart Spaghetti Dinner. "I have always supported this event. It is an opportunity to give to a truly worthy cause while enjoying an evening of fun and fellowship with other members of our unique and diverse community. Shirley and Carl Hansen strive to make each guest feel special and appreciated." said Childers.

"As a first time attendee and contributor to this fundraiser, I will be there next year." said Diana Riley from Parker. "This is a wonderful event and fundraiser. What the Praying Hands Ranch does needs to be duplicated everywhere possible."