

#SAVEMEDICAID

— CASE STUDY —



SAVE MEDICAID Hill Day and Rally

The Strategy



OBJECTIVES

- Establish Lutheran Services in America as a leader in healthcare advocacy
- Identify educational messaging and graphics for easy social media sharing and engagement
- Create a strategic co-partnership leverage system for expanding social awareness
- Research relevant hashtags to grow social awareness of the campaign issues
- Leverage re-branding project to drive event engagement and funnel campaign advocacy
- Utilize Lutheran Services in America's conference events to increase visibility in government relations

The #SAVEMEDICAID was a national advocacy campaign based out of Washington, DC. The campaign led by Lutheran Services in America alongside other major healthcare organizations, was one of the largest social awareness campaigns of 2017 and 2018.

With an annual revenue of \$22 billion, Lutheran Services in America represents over 300 health and human services organizations, and touches the lives of 1 in 50 people in the United States each year.

Through digital marketing, event management, email marketing and media relations in an advocacy lens capacity, we were able to bully Congress into preventing the loss of American healthcare. There, we advocated for children, youth, and families relying on Medicaid. Our social awareness sparked outrage by celebrities, including Jimmy Kimmel.

— Deliverables —

GROWTH IN SOCIAL AWARENESS

208%

Growth in social awareness through social media marketing

CELEBRITY FEATURE

1

1 extremely amazing logo feature on Jimmy Kimmel Live as he joined the campaign to #SaveMedicaid

SOCIAL MEDIA SHARES

1,000+

Thousands of shares of our social media graphics to encourage others to join the cause

EMAIL BLASTS

49

Email blasts to educate our audience before completing a call-to-action



— What We Tried —

PHASE 1 | MAKING A CASE FOR THE CAMPAIGN ADVOCACY

The first phase of this project was a complete audit of the Lutheran Services in America's communication systems. Since we went through a full rebrand, we were able to leverage the new messaging and brand development to drive event attendance to spread awareness of the #SaveMedicaid campaign.

We then determined who we needed to target during the event and who we needed to help. Lutheran Services in America has 300+ members throughout the United States. Of them, majority of the members relied on Medicaid as their primary source of funding. That's how we created a need for the campaign advocacy team because our members would be out of business if Medicaid was cut, capped, or a block-grant.

After figuring out who was most at risk, we grouped the populations into 3 major categories (children, seniors, and people with disabilities) to target communications.

PHASE 2 | FROM BALTIMORE TO BALTIMORE

Our number one priority was to make people listen to our message. To do that, we needed to establish Lutheran Services in America as leader in healthcare advocacy using social media, email marketing, and our flagship conferences.

We decided to switch our messaging from educational to urgency with to-the-point compelling infographics. In addition, we began sharing the story of Martin Luther's mission to invoke emotion among Lutheran members.

Our goal was to motivate our members and event attendees to act as brand ambassadors for the #SAVEMEDICAID campaign. Together, our members worked with us to dominate regional markets with media hits, shared our compelling messages online, and used our call to actions to call senators daily.

Through urgent call to actions and streamlined email blasts, we united our members and started a movement that protected healthcare access for millions of Americans.

Our Findings

75% OF AMERICANS AGREE CHANGES TO MEDICAID ARE A BAD IDEA



JOIN OUR FIGHT TO
#SAVEMEDICAID
www.lutheranservices.org

“

The #SaveMedicaid campaign was a demanding project that Jasmine really helped make possible.

For about 8 months, Jasmine led our digital marketing efforts to prevent millions of Americans from losing healthcare coverage. Her in-depth knowledge of social media, content creation and social analytics played a vital role in establishing the organization as a leader for healthcare advocacy.

JACKIE PALMER
Senior Manager of Communications,
Lutheran Services of America Consultant

”

THE CHALLENGE

We would like to believe saving lives is most important but sometimes, that is not the case. Our members are spread throughout the United States and thus have different perspectives on healthcare solutions. To unite all of our members, we didn't focus on all healthcare solutions or social programs (although they all were under attack in Congress), we made a unanimous decision to only focus on the importance of Medicaid and its benefits for Lutheran organizations.

ACTIONS

- Organized call to actions in email marketing campaigns
- Targeted senators and delegates through social media marketing
- Designed exclusive graphics that were shared more than 1000x on social media
- Sent all communications focused solely on Medicaid versus advocating for other healthcare attacks in Congress

SKILLS

- Project Management
- Email Marketing
- Media Relations
- Event Programming Support
- Graphic Design