

CASE STUDY: CONTENT CREATION & DIGITAL MEDIA

The United Nations Foundation's Unite for Health Campaign

CLIENT

Unite for Health, a campaign of the United Nations Foundation, brings together people and partners everywhere to demand greater global cooperation and equity in health. The Unite for Health stories celebrate global champions working to defeat new challenges, protect progress, and strengthen health systems so they work for everyone.

UNITED NATIONS FOUNDATION

PROJECT & RESULTS

WHIP organized the Unite for Health email campaign that ran from November 2020 to January 2021, with surge moments surrounding Giving Tuesday, World Health Worker Week, and End of Year. We managed the email campaign from conception — outlining dates, topics, and CTAs for more than 20 emails — to drafting, execution, and measurement, culminating in an end-of-campaign report that synthesized data and provided future recommendations.

The result? A lot of dollar signs. The United for Health email campaign saw a 24% increase in Giving Tuesday donations and a 148% increase in End of Year giving compared to 2019, not including a $25K gift from a senior executive at Google.

“Paige’s creativity, strategic thinking, responsiveness, and professionalism are unparalleled. She is a joy to work with, and her expertise helped us exceed our goals. I can’t recommend working with her enough,” said Rachel Schmidt, our point of contact for this project — and the subsequent email campaigns and other projects we were brought on for to continue this partnership!