

# CHILDREN'S HOSPITAL JAZZ HALF MARATHON AND 5K

## CHALLENGE

Children's Hospital New Orleans reached out to Gambel Communications to provide its expertise to boost race registration and awareness for Children's Hospital Jazz Half Marathon & 5K, one of its biggest fundraisers, and its post-race party through social media. Over six weeks, Gambel Communications used Facebook to leverage quality, organic content as well as strategic Facebook Ads to achieve its goals.



## CAMPAIGN

Based on its knowledge of nonprofit engagement rates on the platform, Gambel created organic content featuring videos, patient success stories, health and fitness tips,



behind the scenes photos, volunteer opportunities, ticket giveaways, patient of the week campaigns and sponsor shout-outs. Each of these tactics created a curated a relatable feed to raise awareness of Children's Hospital's Jazz Half Facebook page to its potential race registrants.

Working with a Facebook advertising budget of just over \$1,000, the Gambel team successfully ran multiple engagement and web conversion ads as well as boosted posts to complement the organic content to specifically increase race registration.

## RESULT

Gambel increased fans from 4,100 to 4,403 organically and reached more than 57,000 Facebook users through the engagement and web conversion ads in six weeks. The cost-per-click on each ad ranged from 27¢ to 87¢. Mostly notably, the Gambel team ran a two-day flash sale ad and boosted post combination to promote last minute race registrations for \$80 for three days leading up to the race, garnering 217 registrations and \$13,296.82 in total sales towards the race. The cost-effectiveness and measurability of this Facebook campaign made this partnership a success for Children's Hospital. They are already working with Gambel Communications on the 2018 Jazz Half Marathon & 5K.

