

Morehouse School of Medicine

Situation The Morehouse School of Medicine (MSM) in Atlanta, Ga., is one of the country's leading educators of physicians and medical professionals committed to meeting the needs of underserved populations and people of color. To further grow its capacity to improve the health and wellbeing of its patients, broaden the diversity of the nation's health and scientific workforce, and continue advancing the frontiers of primary health care, MSM embarked on a major capital campaign in 2019. It recognized that in order to reach its fundraising goals, it needed an emotionally compelling message and communications assets that would immediately engage members of the donor community and motivate them to support the campaign.

MSM tapped TDC, a longtime branding and marketing partner for Morehouse Healthcare (the School's clinical practice arm), to develop a campaign identity, theme line, unique look-and-feel, high-level strategic messaging, a comprehensive campaign brochure, a companion microsite, as well as other assets.

Solution Prior to any creative brainstorming, TDC conducted a brief discovery dialogue with the MSM president and senior officers to better understand perceptions around MSM's capital campaign history and current noteworthy initiatives that would flourish from the campaign. From this insight, we established a positioning statement for the campaign as well as an overarching theme line: "The World Needs What We Do Best."

With this foundation, TDC developed a campaign logo and design look-and-feel that provided a dynamic platform for personal stories, program overviews, and appeals for support. This approach was incorporated into a 50-plus page case for support brochure that focused on strategic beneficiary programs of the campaign, including research, medical education, pipeline programs, community engagement, and clinical innovations. We also created a microsite that became the centerpiece of the campaign with aspirational features including a core video, compelling stories, campaign progress tracker, and included a section on the school's advancement team.

In addition, we developed a separate brochure, aimed at high-value donors, designed to attract support for the Hank and Yvonne Thomas Center, an expansive addition to MSM's National Center for Primary Care. We also developed additional campaign support materials, including special event banner-ups and take-one cards, emails, a PowerPoint presentation, special stationery, a portfolio pocket folder, and more.

Result The materials and assets we developed were rolled out in early 2020. The campaign was instrumental in attracting attention and donations to the strategic initiatives as well as to the Thomas Center, and is more than halfway to its \$225 million goal. The campaign also garnered a Gold Award of Excellence from the 2020 Communicator Awards.

- campaign identity
- positioning statement
- brand standards

IMPACT

THE WORLD NEEDS WHAT WE DO BEST

Research Modes Used:

Stakeholder Interviews

Desk Research

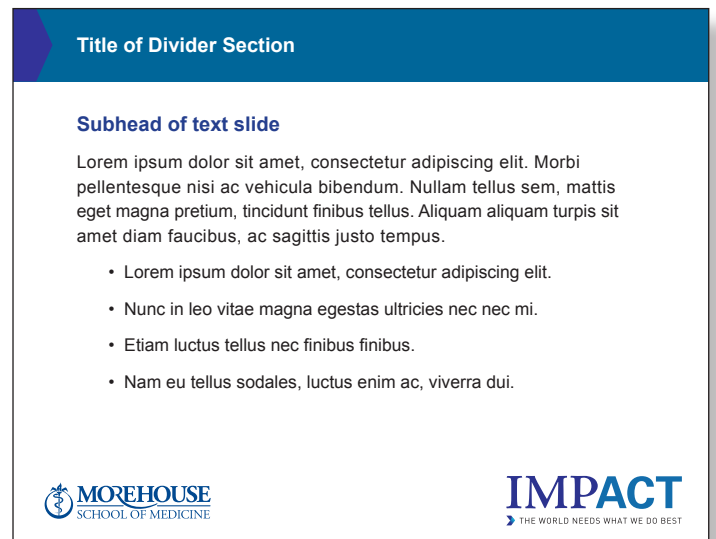
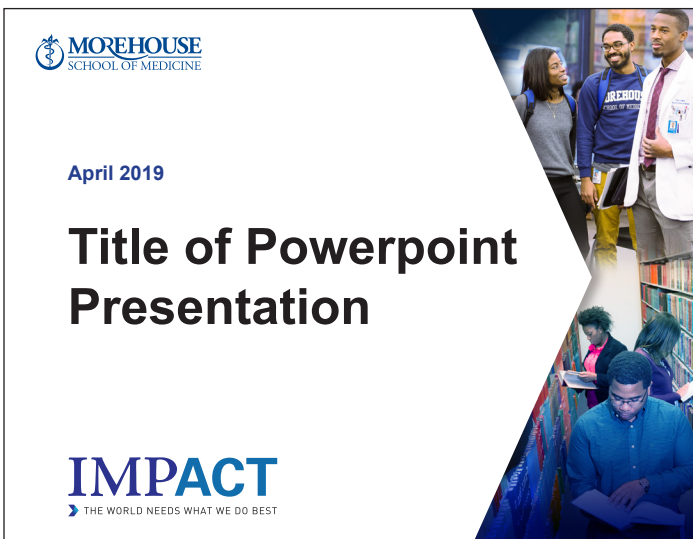
THE CAMPAIGN FOR MOREHOUSE SCHOOL OF MEDICINE

The Campaign for Morehouse School of Medicine is seeking to inspire and attract support from new and current donors to strengthen the School's standing as an integral element of a healthcare system that meets society's most critical needs while serving the interests of all.

The Campaign offers donors a channel to help fund five strategic, solutions-focused initiatives that enhance physician training, expand the reach of medical research, increase community access to care, support clinical innovations, and grow future ranks of physicians committed to the wellbeing of underserved populations.



- stationery system
- powerpoint template





OUR COMMUNITY SERVICE

We know that health equity does not happen inside an academic bubble. We pay close attention to what is happening outside of our walls and maintain a steadfast commitment to making our community stronger, healthier, and more equitable.

With community-engaged educational programs, community-focused research, community-based clinics, and a community-minded approach to education, MSM has led the way in culturally competent care.

We have built an unparalleled bond of trust with the people in our neighborhood, our city, our state, and our nation. We connect to community.

We connect to community with the **MSM Clinic**, a student-led and -run program with four stationary locations in the Morris area and a mobile unit. Students are trained to deliver free primary care services and provide access to medical, dental, laboratory, and specialty referral services for the underserved, uninsured, and uninsured.

We connect to community through our **High School and Young Adults Community Health Worker** training program, which, over the period of a year, trains students to become advocates for better health for their families, peers, and community. MSM also hosts health fairs and screenings, providing blood pressure readings, diabetes screening, and other services while recruiting for clinical trials.

We connect to community by developing collaborations with other local organizations as part of the **National Black Leadership Initiative on Cancer II Community Research Program**, which seeks to reduce disparities for African Americans through education, research, and training. Our **Healthcare Without Walls** initiative addresses the needs of African American homeless, providing services at Mary Hall Freedom House, a substance abuse rehabilitation facility.

We connect to community with **MSM Clinics** that treat more than 3,000 HIV patients and screen 10,000 high-risk clients each year. We partner with the local community to provide education, screening, counseling, referrals, and outcome monitoring as part of a program called **Not One More Life**.

And we connect to community by encouraging our residents to live in Georgia with **"Operation KeepSafe,"** a program that provides \$20,000 a year for two years to residents who agree to remain in the state.

connection

PROBLEM

For many diseases, African Americans have the highest death rate in the United States.

SOLUTION

MSM is diversifying the health sciences workforce and the body of research to benefit African-American patients.

- portfolio folder
- Thomas center brochure



www.msmimpact.org



IMPACT THE CAMPAIGN FOR MOREHOUSE SCHOOL OF MEDICINE

THE WORLD NEEDS BREAKTHROUGHS THAT BENEFIT ALL POPULATIONS

Morehouse School of Medicine is on a mission to serve the underserved and solve the most pressing problems in the world today. Through graduate education, clinical innovations, community service, pipeline programs, and research, we are strengthening healthcare in this country and around the globe. With your support, we can do so much more. Join us in making an impact.

OUR CAMPAIGN

\$58,793,101 **GIVE NOW** \$150,000,000

We hope you will join us in the journey of transformation. Let's make an IMPACT.

Message from the President and Dean and the Campaign Co-Chairs

IMPACT THE CAMPAIGN FOR MOREHOUSE SCHOOL OF MEDICINE

THE WORLD NEEDS BREAKTHROUGHS THAT BENEFIT ALL POPULATIONS

RESEARCH EXCELLENCE

Morehouse School of Medicine is a leader in the collection and analysis of data on the health and well-being of underserved populations. As science and medicine advance to understand the complexity of human conditions and develop new treatments, it is essential that we have the data to inform our research. We are proud to be a part of a team that is making a difference in the lives of underserved populations.

"I never would have known I could do this if it weren't for this program. It made me want to work with underserved populations, and to serve communities like the one I came from."

WHY MSM

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IMPACT THE CAMPAIGN FOR MOREHOUSE SCHOOL OF MEDICINE

Message from the President and Dean and the Campaign Co-Chairs

You want to make a difference, a mark, an impact. You want to make a difference in people, places, and programs that will truly make a difference. We understand and share those ideas and goals. That is why we support Morehouse School of Medicine.

OUR CAMPAIGN

- event banner-ups
- event take-one card
- gift tumbler

