

Haiti Earthquake Anniversary

CAMPAIGN FRAMEWORK

Campaign

- Haiti Earthquake 10-year Anniversary

Dates

- November 2019 – February 2020
- Key moments: End of Year 2019, January 12, 2020

Narrative

- Reframe Haiti's narrative to change mindsets and invigorate supporters and donors. The devastating earthquake in January 2010 killed nearly 300,00 people and shattered a nation. Centuries of colonial rule and oppression drove social, economic and political injustices and destroyed critical infrastructure. Since the earthquake, long-standing change and partnerships have begun to take hold—the building of HUM, the empowerment of community health workers, the expansion of mental health programs, and more. From addressing malnutrition to training the next generation of emergency medicine physicians, PIH is helping prove that Haiti's future is a wise investment.

Content Themes

- Historical context of Haiti | The earthquake and PIH's impact | Looking forward

KEY ASSETS

- Landing Page
- Explainer Videos
- Additional Haiti Videos
- Inspired Giving (Haiti specific)
- Sharable Social Media Toolkit
- Strategic Lightbox



One month of malnutrition care

Provide a malnourished child in Haiti with the nutritious, caloric treatment needed to survive.



- In Haiti, starvation takes an especially cruel toll, leaving 1 in 5 children malnourished.
- The results are devastating: Stunting, cognitive disabilities, even death.
- Your \$130 gift helps provide a child with daily doses of a peanut-based and vitamin- and mineral-enriched supplement that can reverse malnutrition.

\$130.00

[Give this gift](#)

CONTENT FRAMEWORK

Haiti's devastating earthquake on January 2010 killed nearly 300,000 people and shattered a nation. Ten years later, outsiders may ask why Haiti has not rebuilt or is not in some way "better" than before, considering that \$7 billion was pledged by institutions and people from all around the world.

Through storytelling in the forms of videos, photos, audio, and blog entries, we intend to educate our audiences about Haiti's history, how foreign interference has historically hampered Haiti's development and democracy, and where the disaster response funds flowed over the past decade.

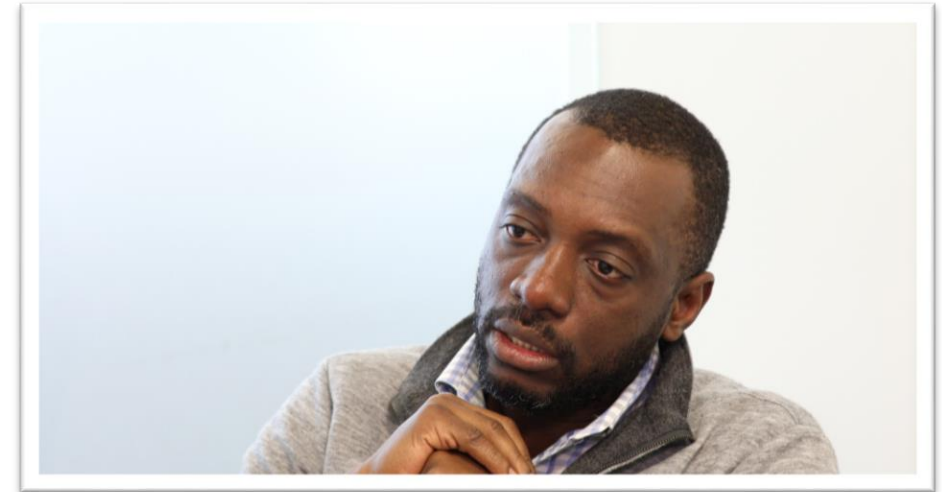
We will also talk about our short- and long-term response to the earthquake and how PIH used funds to care for the injured and sick in the disaster's immediate aftermath, and then went on to launch its mental health and medical education programs, and build University Hospital—a 300-bed teaching facility that cares for more than a thousand patients every day.

Finally, we will look ahead to exciting programs that tackle major issues today—J9, which addresses high rates of maternal and infant mortality; the opening of the new BSL-3 lab, which is the first of its kind in rural Haiti; and the expansion of family planning activities, which empowers women and gives them greater control of their lives.

We want to reframe the predominant narrative about Haiti to change mindsets and reinvigorate supporters and donors.

OWNED CONTENT

- Types of Content:
 - Serial videos (Staff testimonials)
 - Multimedia (Photo essays, sharables, infographics)
 - Videos themed to EOY (Kay Manmito, Zanmi Bene, Nourimanba)
 - Videos Explainers:
 - How we got here
 - "Where the Money Went" and Our Impact
 - Looking forward
 - Articles (medical education, patient stories, mental health program)
- Leverage current political unrest



EARNED MEDIA

Confront the “basket case” narrative head-on, in big forums

- Blast out a media advisory that PIH’s Haitian experts are available for comment
- Pitch long-lead broadcast outlets such as 60 Minutes stories that flip the traditional narrative
- Pitch PIH health care heroes as part of any breaking news
- Leverage PIH’s concrete progress in EQ reflections
- Solicit and place a hard-hitting opinion piece from a PIH leader

teenVOGUE

The
Miami
Herald



PAID MEDIA

DIGITAL

- Weave into EOY paid media
- Target lapsed donors in order to reactivate

DIRECT MAIL

Haiti 10-year Earthquake anniversary letter from Dr. Patrick Ulysse* with cover letter from PIH CEO, Dr. Sheila Davis

- Audiences:
 - Severely lapsed (60K arrive in mailboxes late December)
 - Recently lapsed/active community giving, midlevel, MGPG (60K arriving in mailboxes early January)

*Patrick's letter is an emotional recollection of the day of and weeks/months following the earthquake from his perspective on the ground. Differentiates PIH. Sheila's note will be more focused on current situation in Haiti, PIH's impact over the past decade, ongoing need for support. I don't have an image as these are still in drafting phase.

