Team
IMPACT

KYLE'S STORY

KYLE

**BACKGROUND**

Over 15 million children in the U.S. have some form of serious illness or disability. While attention is spent on treating the condition, what isn't being addressed is the emotional trauma.

Team Impact is the only nonprofit organization that leverages team camaraderie to ensure sick children develop socially. Through a personalized two-year program, qualified children are matched with and drafted onto college athletic teams to experience the sense of belonging while undergoing the challenges of treatment.

And with more than 1.5 million nonprofits in the U.S., we needed to find a way to help Team Impact **stand out**.

## ALL IN.
## ALL TOGETHER.

**ACTIVATION**

- Our belief that no child should be sidelined by life-altering illness and passion for Team Impact's truly unique program served as inspiration for creating our brand platform — **All In. All Together.**
- Key to our campaign creative were video stories of the kids and schools participating in the program, to ultimately support fundraising efforts, reach more sick children and enroll more college athletic programs.
- **One long-form video — "Kyle's Story"** — shows the relationship between Kyle and the Johns Hopkins University Men's Lacrosse team. It highlights how our student matches are deeply integrated into a team, and the positive impact it has not only on the kids, but the collegiate athletes as well. The athletes and school make these kids feel like a full member of their team, so they can take part in as much as they're able.

**IMPACT**

- During the campaign, TeamIMPACT.org received 132,941 visits (**+608% YoY**) generated from 115,672 visitors (**+716% YoY**).
- **91% of website visitors** were new to Team Impact, helping us directly reach our goal of generating new brand awareness.
- 143 family applications were submitted during the campaign, compared with 74 during the same time period last year, a **45% increase.**
- We surpassed our individual web giving goal by **8%** during the campaign timeframe.