

Collaboration Partners – Social Impact Consultants

Pallium Canada – Case Study

Pallium Canada– Executive Summary

We developed a communications strategy to help Pallium raise the profile of its Compassionate Workplace Campaign and attract companies to join the movement of creating more compassion in workplaces.

Our Client

Founded in 2000, Pallium Canada is a national non-profit organization focused on building professional and community capacity to help improve the quality and accessibility of palliative care and create compassionate communities.

The Challenge

Pallium designed its Compassionate Workplace Campaign to help companies improve their culture of compassion by proactively supporting employees who are caregiving, grieving, or living with a serious illness. The purpose of the project was to develop a communications strategy that would enhance the campaign's brand and lead to more companies joining the movement. The specific objectives included:

- Developing key messaging to support the purpose and value of the campaign;
- Positioning content and storytelling to promote an impactful emotional narrative;
- Characterizing the types of companies most likely to join the campaign; and,
- Identifying the best mediums to spread the messaging and promote the campaign.

The Impact We Created

The CP team provided Pallium with a detailed communications approach, including:

- Guidance on how to emphasize the value proposition and unique benefits of the campaign;
- Identifying which potential companies to target at different phases of the campaign's implementation;
- Providing specific tactics to promote the campaign and enhance its reputation; and,
- New communications materials to help present the campaign to potential companies and encourage their participation.

Detailed Approach

To fulfill the objectives, our project team (1 Engagement Manager & 3 consultants) divided the project into two phases:

Phase One: Current State Assessment

Reviewed the campaign's current value proposition, communications, and participation statistics.

Key Activities:

- Collected statistics about current rates of participation and reviewed the campaign's contents;
- Researched market trends and industry standards to identify and segment potential companies; and,
- Interviewed Pallium staff involved in the design, implementation, marketing, and oversight of the campaign.

Outcomes and Deliverables:

- Delivered a presentation with key observations and challenges about the current state;
- Provided recommendations to strategically improve the value proposition and unique benefits of the campaign;
- Developed criteria for identifying and prioritizing potential companies; and,
- Suggested methods to promote the campaign, strengthen its reputation, and expand implementation in phases.

Phase Two: Develop an emotional communications strategy

Developed a strategy and tactics to help Pallium improve how they present the campaign to potential companies.

Key Activities:

- Analyzed existing communications materials and obtained feedback from Pallium staff on its effectiveness; and,
- Researched communications tactics for similar initiatives domestically and internationally.

Outcomes and Deliverables:

- Developed new communications documents to target potential companies and increase participation rates; and,
- Created emotionally-focused messaging to improve the value proposition of the campaign.