



RE: PKD Foundation Agency of Record

OVERVIEW:

Voltage Creative acquired the PKD Foundation account in early 2006. An international non-profit organization dedicated to funding research, creating awareness, and fostering education around Polycystic Kidney Disease, the PKD Foundation realizes \$8+ million a year in donations / revenues and in recent years has experienced positive growth. Since our initial contract with the PKD Foundation was drawn in March 2006, the annual contract has grown by more than 600% and continues to expand with respect to dollars invested and new programs initiated through the Voltage team.

Voltage Creative is contracted to offer the following services to the PKD Foundation:

- Marketing strategy
- Project management
- Identity and branding
- Print collateral
- Web and online design and development
- Web maintenance
- Online marketing strategy, development and media management
- Technology development
- Usability and UX design

CHALLENGE:

Upon the acquisition of the PKD Foundation account, Voltage Creative was challenged with solidifying and updating the Foundation's branded and marketing collateral as well as reviewing the online presence for usability, aesthetic, functionality and marketing concerns.

PROJECT COMPONENTS:

Since March 2006, Voltage Creative has been tasked with the management and strategic planning of the following key PKD Foundation assets:

1) PKDCure.org:

The Voltage Creative team manages all aspects of the PKD Foundation's flagship online property. From design and brand management, to functional and usability enhancements, our team maintains the marketing and communication power of PKDCure.org.

- Usability and Functional Enhancement
Consistent management and analysis of the website's traffic and functional items allows our team to turn a trained eye on the website and ensure all functional offerings are easy to find, easy to use and return desired and measurable results.
- Maintenance
General content and usability updates are managed on an ongoing basis to maintain the value of the website.
- Web Analytics
Tracking, analysis, and reporting provide a solid basis for our monthly consulting. We provide tangible solutions, directives, and for our client to consider with respect to site modifications and content.
- Online Marketing
Paid campaigns, organic search management, and social media opportunities are included in the mix we utilize to strategically drive qualified traffic to the PKDCure.org website and foster conversions and user-driven design.

2) Print Collateral:

Designed to maintain brand equity, many PKD Foundation programs are accompanied by print collateral to support messaging and market programs and / or initiatives:

- **PKD Progress, 24-page Quarterly Publication**

A quarterly 24-page publication distributed internationally to 30,000 constituents, the Voltage team manages, concept, design, and print production of this piece.

- **Marketing Collateral**

The PKD Foundation hosts several annual education and fundraising events. These include the Walk for PKD, National Convention, PKD Golf Tournaments, and the Run for PKD. Our team manages all printed materials (direct mail, signage, advertisements and more) that support these programs.

- **Annual Report**

Issue each Fall this flagship piece is delivered to constituents and high-value donors to communicate what their efforts and dollars have produced throughout the year.

- **Chapter Materials**

The constituents are the heart of the PKD Foundation and any NPO. Chapter coordinators at the Foundation lean on Voltage Creative to produce printed materials and templates for internal use that assist in the delivery of messaging to the Foundation's most valuable asset.

3) Project / Strategic Management:

The bulk of Foundation projects and complexity of managing multiple departments require astute project managing to ensure the PKD brand equity is maintained and that programs and initiatives are developed on time, on target and on budget.

- **Marketing strategy**

Applied to all multi-faceted projects, fundraising initiatives and high-profile programs, our team provides the PKD Foundation with strategic insight that guides projects and ensures they remain on task.

- **Project Management**

Deadlines, budgets and assets are managed to ensure expectations are met and projects are delivered as specified.

- **Brand Management**

Maintaining brand equity is essential. Over the past 27+ years, the Foundation has spent millions of dollars building an organization that is instantly recognized and instantly trusted by its constituents. Our team manages all branded materials to ensure this investment is not diluted.

4) Development of Additional Properties:

In addition to the flagship PKD Foundation brand, Voltage Creative has been instrumental in the development of additional properties –both mission oriented and earned-income.

- **KidneyLink.org**

Our team assisted in the creation of the brand name, development of the identity, and design of the website. This new online service will assist individuals who are navigating the complex process of kidney transplantation.

- **HopeSquare.org**

Directly related to the PKD Foundation cause, this social networking website provides PKD patients and loved-ones an opportunity to commune and support one another. Our team developed the brand from scratch and designed the user interface.

- **KidneyWise.org**

This earned income-property seeks to create alliances between government and for-profit organizations to foster health-awareness in at-risk communities and combat the epidemic of Chronic Kidney Disease. Voltage Creative developed the brand name, identity, online space and support materials for this organization.

NOTEWORTHY RESULTS:

The Voltage Creative team continues to enjoy a growing relationship with the PKD Foundation and its sister properties. We are approaching our 5th year as the agency of record and are continuing to address a host of new initiatives and challenging projects. In addition to a strong agency-client relationship, our team has realized the following key successes for the Foundation:

1) PKDCure.org Redesign:

In the Spring 2009, a disturbing web analytics trend reared its head at PKDCure.org: there was a slow across-the-board slide in both qualitative and quantitative metrics for the Foundation's website. After meeting, discussing the problem and determining that it was due to on-site factors rather than external forces, the decision was made to redesign PKDCure.org with usability and clarity of message as the main drivers.

After nine months of information architecture planning, usability testing and web development, the new PKDcure.org website launched on March 10th, 2010. User response was nothing short of astounding. Metrics measuring both traffic quality and quantity have skyrocketed with key areas of the new site measuring jumps triple digit jumps in pageviews and unique visitors as well as notable drops in bounce rate (the amount of visitors only looking at one page of the site before leaving).

Perhaps most important, the donation section on PKDcure.org has shown a 197% jump in pageviews from 238 visitors over a four week period, to 707 over a second four week period. Additionally, its bounce rate has dropped from 47% to 11%, a 78% drop. Thanks to user-driven design and a smooth stepped transition the new PKDcure.org has completely reversed its downward trend and is now a focused tool of constituent engagement on the rise.

2) 501 Technology CMS:

Frustrated with the CMS systems available and widely used by the non-profit sector, the PKD Foundation embarked on a challenging initiative to create it's own proprietary CMS. Functionality, usability, data collection, and cost were all top-of-mind in the project and the strategy was two-fold: (1) create a CMS with the inherent working knowledge of the NPO sector's needs, and (2) create an earned income stream opportunity for the Foundation.

Voltage Creative was tasked with creation of all usability, site mapping, identity and branding as well as the look and feel and development management of the project. A one-year project yielded a growing platform now in use by the PKD Foundation and the Foundation's sister properties. Still in it's beta form, the CMSs functionality is growing and the Foundation is looking forward to offering the CMS to the NPO sector in the near future.

3) KidneyWise:

Launched in mid-2009, KidneyWise is experiencing rapid and exciting growth. This organization is founded on the principles of "medical-anthropology" which seeks to identify and tackle health-trends in groups of people – geographical, economic, ethnic and more – to combat the epidemic of Chronic Kidney Disease in an innovative fashion.

Voltage Creative was instrumental in developing the KidneyWise identity, brand guidelines and support marketing collateral. In addition, we have architected the beta website and are in the midst of developing the next generation of the website. Projects slated for the latter part of 2010 are a full social networking website and an online marketing program.

In it's first year of business, KidneyWise has acquired noteworthy medical professionals and government officials to its advisory board, has been successful in obtaining both private and government funding to support it's cause. In addition, the organization has received the **Outstanding MRC Partner** award – presented at the **Medical Reserve Corps Conference** in June 2010 in Washington D.C.