**WeeCare Pediatric Home Health Care**

**NIA Mid-term PROJECT SUMMARY**

WeeCare applied to the RNFOO Nurse Innovator Award for funds to support a marketing program that would help us to achieve our growth goals. The project areas identified were:

* branding strategy
* website update
* development of a digital-first marketing plan (including the creation of guiding documents, templates brand assets, setting up new marketing channels, and initial marketing materials—both digital and print

WeeCare contracted Acorn Studio Marketing & Co. Inc to work with our team. The initial work was completed between July 2023 and January 2024. WeeCare has since hired an internal marketing coordinator to implement and manage marketing work, with Acorn providing support as needed.

Through cooperation with Acorn, WeeCare now has an updated logo and complementary visual assets that strengthen WeeCare’s brand, and better communicate who we are. The design guide, font resources, and the logo files in a number of different formats will enable us to continue to benefit from this strong branding.

WeeCare now has a marketing plan that we will follow as we continue to grow. We have knowledge about and resources for keeping our website updated and engaging and expanding our presence on social media (including our new LinkedIn account). We are growing our contact list in our e-marketing platform to keep our current clients informed about our work and to invite more people to be aware of WeeCare as a resource for families whose children have unique needs for support. Our WeeCare Newsroom makes information about our service readily available to journalists and other key stakeholders and gives us ready access to issue news releases.

The resources described above have made a significant impact on the visibility of our service. The training provided to our administrative staff through this contract with Acorn Studios has significantly strengthened our organization. Our ability to now manage most of our marketing needs within our own staff means that the distinctiveness of our company will always be central in our messaging. As we serve a unique clientele, it is important to be keep the public face of WeeCare in tune with the families and individuals who need our support.

**Results**

In the past 7 months, WeeCare has:

* Doubled our clientele and care team
* Supplied brochures to multiple organizations for to distribute in their offices and clinics
* Had significant engagement with our social media profiles and posts
* Increased the number of nurses and PSW’s on our job notifications email list by 90%
* Provided education sessions and staff for three summer camps, all of which have tripled their need since last year

WeeCare is extremely grateful for this opportunity to grow our business and support the families whose children benefit from our specialized care.