



LittlePink
Houses of HOPE

An exploration of the historical brand visibility and marketing for Little Pink Houses of Hope.

1

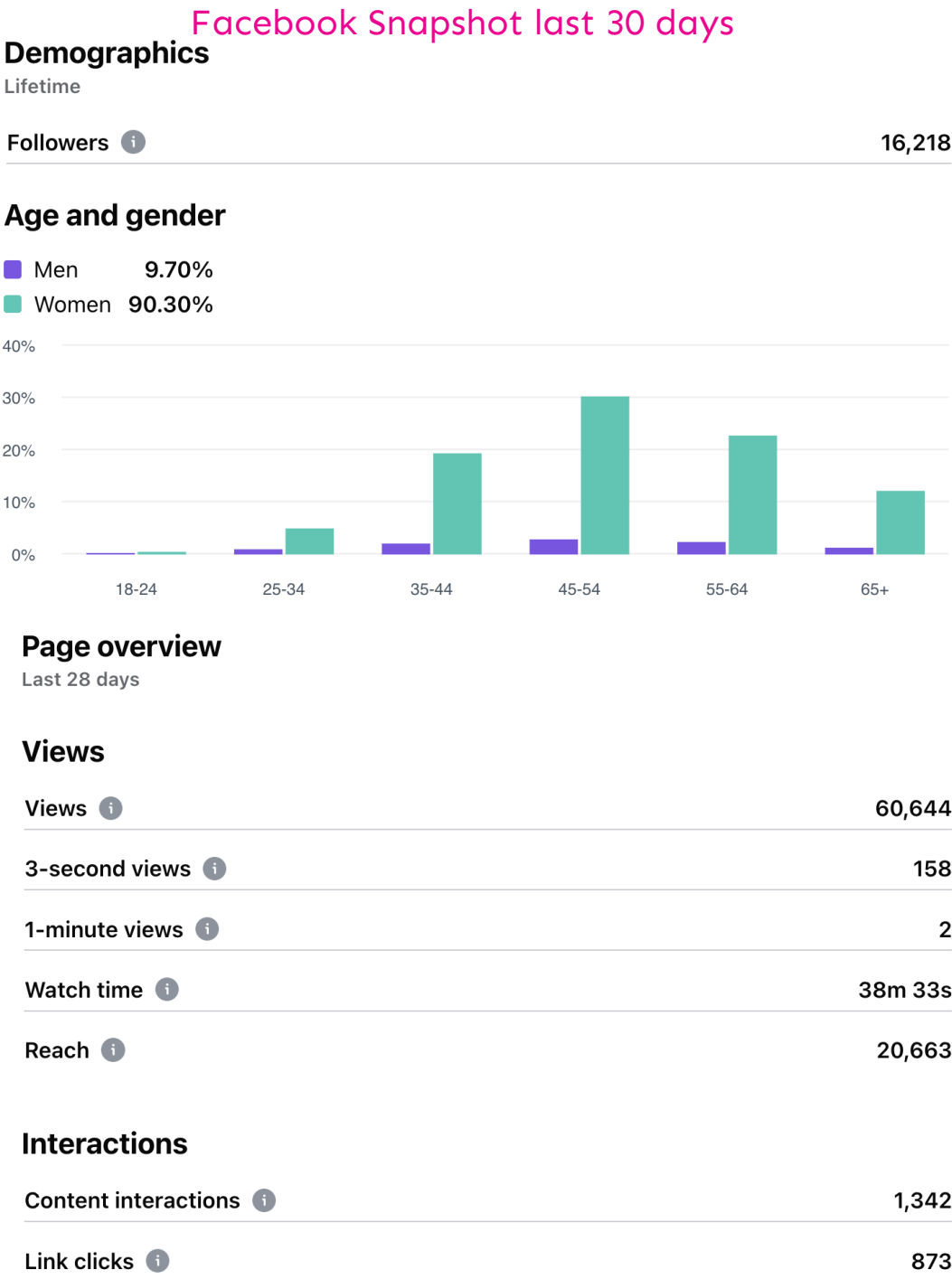
Social Media



Online presence with active engagement on platforms like Facebook, Instagram, and Twitter, fostering community connection.

We use social media to bring our mission to life —sharing real stories, heartfelt moments, and the lasting impact of our retreats on breast cancer families.

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Impact:

- Facebook and instgram peer to peer fundraisers
- Sharing of campaigns and initiatives
- Sharing of LP story and vision
- Community pages tailored to local retreat communities

Social media helps us build a community of hope and support, keeping our donors, volunteers, and families connected and inspired every day.

- Donations ranging from \$5-\$1,000
- Lack of donor retention

2

Media Coverage

Press Coverage

TV, print and online news stories

Featured on national TV outlets

Tamron Hall Show, Lifetime TV

Featured on local TV news segments

Across US markets driven by press

release submission and relationships over the years.

National Billboard campaign

Across 42 markets for 2 weeks in 2024 (free)

Articles in national magazines

People Magazine, Women's World, Southern Living, and more

Articles in local magazines

Predominantly in retreat locations driven by press release submission.

Notable Moments:

Founder Jeanine Patten-Coble CNN Hero 2017

Struck by Hope book written by founder, Jeanine Patten-Coble

2021 National Breast Cancer Non-Profit of the Year - Breast Cancer Wellness Magazine



Impact:

Being highlighted in reputable media outlets strengthens our community ties and encourages local partnerships and collaborations.

Donations ranging from \$20- \$10,000

Additional opportunities for donor retention and long term financial or retreat development support.

3

Branding Strategy



Maintaining a consistent brand identity across all channels, emphasizing the organization's mission and values. At the 15 year mark (2025), we have refreshed our logo.



Movement away from a Red pink to a true pink

We use the phrase "embracing families" extensively in our materials and in speaking. New logo designed to show an embrace.

Distinction between us and a realty company named Little Pink Houses of America (less focus on just a house in old logo)

Implementation occurring in 2025

4

Fundraising Events



Hosting successful fundraising events to generate awareness and financial support, such as galas, golf tournaments, 5K, and online campaigns.

Fundraising campaigns throughout the US by retreat communities and retreat alumni

Impact

Review Fundraising overview for specific details regarding events and grant funding.

Fundraising campaigns throughout the US by retreat communities and retreat alumni

Our annual gala offers an elegant platform to celebrate our achievements, engage with key supporters, and secure essential funds through sponsorships and auctions.

Donations ranging from \$5-\$10,000

Opportunities for additional engagement financially, volunteer engagement and future campaigns

5

Community Outreach



Engaging with local communities through partnerships, volunteer opportunities, and educational programs.

Our community outreach initiatives are vital in building trust, raising awareness, and directly addressing the needs of those we serve.

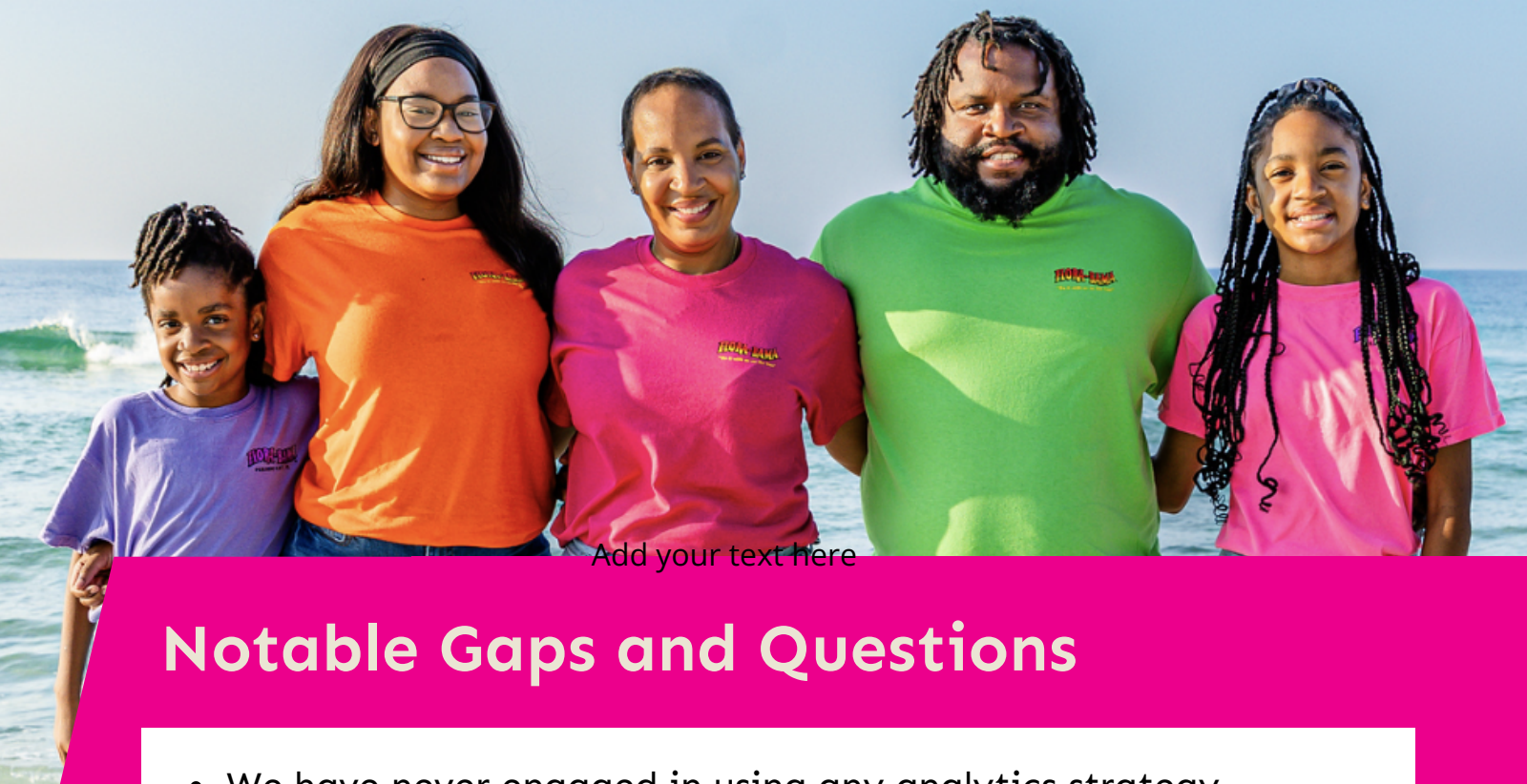
Projects and Impacts

Employee Volunteer Engagement Activity: Boxes of Hope- provide direct boxes of care support for patients. Corporate sponsorship benefit for local sponsors.

Children of Hope Scholarship- Seven 1 year, \$1,000 college scholarship available for children of patients who have attended a Little Pink retreat.

Conference and Corporate speaking engagements by founder

Donations ranging from \$5- \$1,000 and opportunities for leverage and corporate engagement



Add your text here

Notable Gaps and Questions

- We have never engaged in using any analytics strategy.
- Lack of a strategy to amplify our reach.
- Developing a strategy to convert peer to peer fundraisers and donors into long term supporters.
- Lack of dedicated staff or strategy for implementation- need to address capacity

How can we follow up with media coverage opportunities to maximize their lifespan and donor/volunteer conversion?

How do we encourage retreat alumni and volunteers to serve as brand ambassadors in their own communities?

What new national exposure opportunities (e.g., podcasts, thought leadership, collaborations) should we be actively pursuing?

How can we better leverage Jeanine Patten-Coble's story and national recognition to open doors to larger platforms? Are we leveraging founder speaking engagements to build relationships with corporate leaders or conference organizers?

Can any events be scaled regionally or nationally to boost awareness beyond current retreat locations?

How might we repackage our outreach opportunities to attract larger national or regional sponsors?

What would a dream partnership look like, and what steps can we take to pursue that vision?



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