

# SDI

SUSAN DAVIS  
INTERNATIONAL



## Lotsa Helping Hands

### Challenge

The appetite for volunteerism in our country is on the decline; however, the nation's need to recognize and seek solutions for the needs of caregivers who play critical roles in households across the nation, in communities large and small, has increased greatly. Lotsa Helping Hands, a social entrepreneurial start up created a new, no-cost online way to provide critical assistance, and at the same time, strengthen the ties of community that have frayed in our fast-paced lifestyles. Susan Davis International (SDI) was retained for strategic communications planning, implementation, and counsel; branding, messaging, and positioning; search engine optimization and digital initiatives; media relations and relationship-building activities.

### Solution

SDI developed a comprehensive strategy that developed partnerships for Lotsa Helping Hands, such as National Association of Family Caregivers and the Wounded Warrior Project, which promoted Lotsa Helping Hands' website capabilities and increased Lotsa's visibility in the volunteer community. SDI also developed and implemented a comprehensive digital strategy that included search engine optimization, key word selection, HTML coding, link building and online advertising initiatives to maximize awareness and grow traffic.

In addition to alliance building and digital marketing, SDI provided media relations, branding and governmental outreach.

### Results

Top media placements included *The New York Times New Old Age blog*, *CBS Radio*, *Chicago Tribune*, *AARP Blog*, *Denver Post*, and *SiriusXM Doctor Radio*. We secured upwards of 44.8 million media impressions during a year.

SDI facilitated partnerships with complementary organizations, such as National Military Family Association and AARP Tennessee.

SDI also created and launched an innovative and engaging campaign "The Year of Helping Hands" with the goal of growing awareness about our nation's caregiving crisis.



**1.8 million**  
members helping



**100,000**  
communities created



**2 million**  
meals delivered



**570,000**  
rides given



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