

NJH Development

Messaging Strategy Session - March 9th, 2018

**DIMASSIMO
GOLDSTEIN**



**National Jewish
Health®**

What we've discussed

WHERE WE ARE

- People relate to the need to fight respiratory related diseases but aren't necessarily aware of how or where to invest to make the most impact.
- Not quite a non-profit, not solely for profit.
- Not everyone knows what NJH is, but everyone knows what lung disease is – so that's our connection point.

“

“There is no limit to the amount of good you can do if you don't care who gets the credit.”

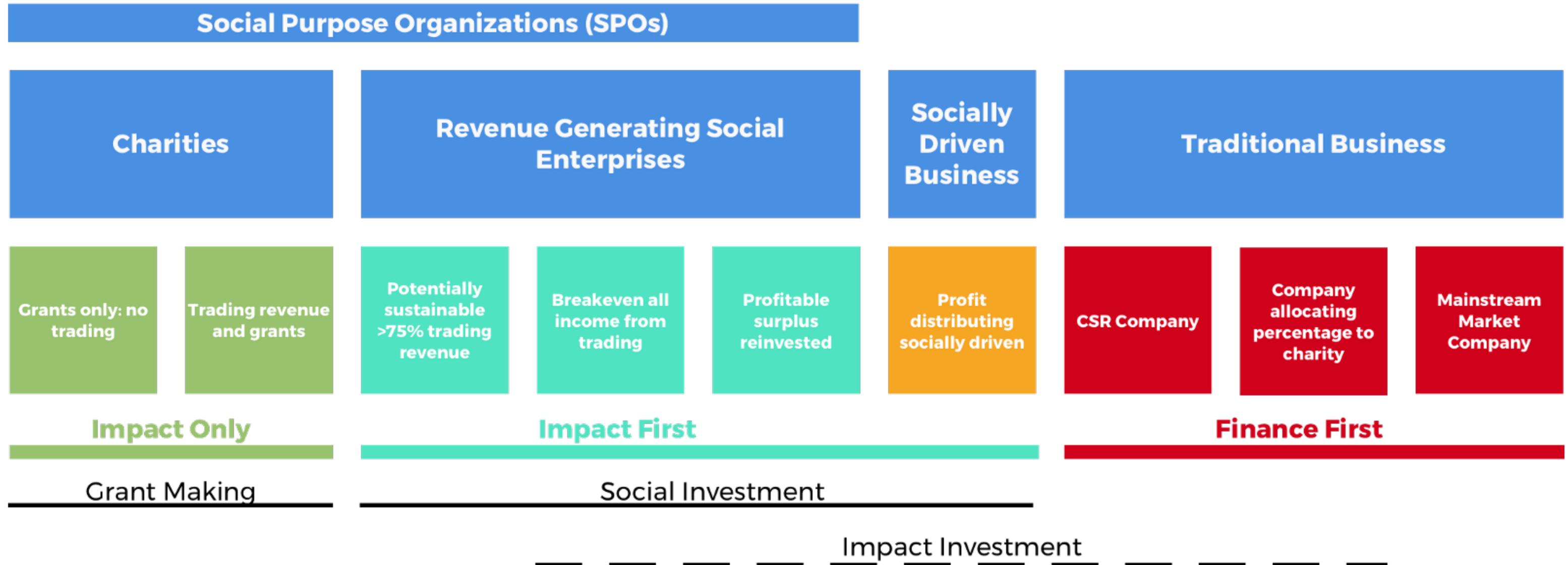
-Ronald Reagan
Former President of the United States.

Where do we want to go?

SOCIAL IMPACT MODELS

Societal value

Financial value



VENTURE PHILANTHROPY FUNDS ARE ON THE RISE IN HEALTHCARE

In 2017, the T1 D Fund (formerly the Juvenile Diabetes Research Foundation) raised \$42 million dollars with the goal of raising \$80 million dollar in two years. The fund has primarily invested in three game-changing health-tech startups that are aiming to cure type 1 diabetes.

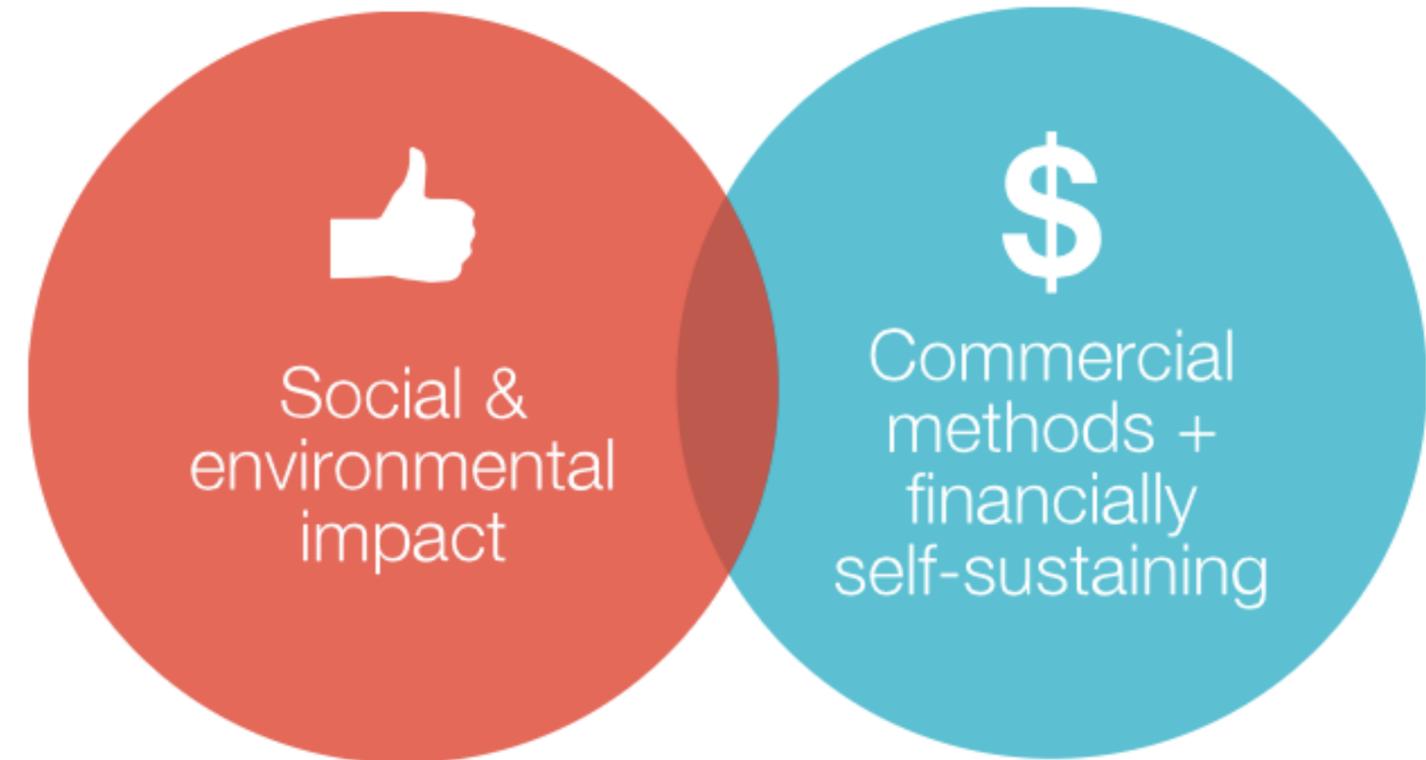
TAPPING INTO A NEW MODEL

“We think it has the opportunity to accelerate outcomes. It’s true venture philanthropy in that all the capital coming into the fund is a donation.”

-Jonathan Behr, managing director of the T1D Fund

HOW CAN WE POSITION NJH?

We want invested donors to view NJH as an organization that has had an exponentially positive impact on society & will continue to do so by delivering on the 8 respiratory-related project goals.



**Who do we
want to talk to?**

PHILANTHROPRENEUR PETER



Peter is a partner at a VC firm today. He came up in the internet business in the early 2000s and was a serial entrepreneur for a while. Now has moved to focus on helping pre-IPO companies get better. His approach reflects the culture of the business that brought him his wealth, information technology, with its ethos that everyone should have access to information and possibility to change the world. By his way of thinking, the marketplace can have the same level-the-playing-field impact, and supply the world's poor with basic needs like food, sanitation and shelter.

But for Peter who has seen his sister grow up with asthma, there is a cause closer to his heart and home. Growing up he has heard his sister wheeze silently during long cold nights in Belarus. He has seen her struggle to play sports or even enjoy a normal activity like running in the park without collapsing under the sheer effort. He now has the financial backing to support the innovation and experimentation of better drugs, clinical trials and other research in the field of childhood asthma. He wants to support a purpose-, results-, responsibility- driven intervention that can positively impact this disease state. He also wants to engage in a more hand-on manner and make himself available for extended interactions. He is not looking for a change in a year's time, he wants to cure the disease once and for all.

**How do we talk
to them?**

CONNECTING WITH INVESTORS

- People are more likely to invest **in a specific project** than a general effort.
- People are more likely to invest in a project when there is a sense of optimism and a very specific goal; joining a losing team might be noble but **being invited to join a winning team is flattering.**
- Investors **love simple promises.**
- **Showing progress opens more wallets** than asking for help.
- Hard numbers like specific deadlines or **quantifiable goals** not only add urgency to a mission, but also credibility.
- In the absence of hard numbers, the next best motivation to invest in a project is the promise of **revolutionizing a category – of being a game changer.**

Establishing Tone

MESSAGING MATRIX

HARD NUMBERS	GAME CHANGERS	BIG STEPS
Cure asthma in 5 years	Curing interstitial lung disease	Safe treatments for nontuberculosis mycobacteria
Wipe out pediatric allergies in 5 years	Reversing effects of COPD	
Double life expectancy of lung cancer patients	Reversing effects of autoimmune diseases	
	Reversing lung damage caused by toxins	

**How do we reach
our audience?**

DIRECTION #1 COVER

Strategy:

Together, we can do some amazing things in our lifetime.

THINGS WE CAN DO IN OUR LIFETIME – WITH YOUR HELP:	
ELIMINATE PEDIATRIC ALLERGIES	CURE ASTHMA
REVERSE DAMAGE FROM COPD	CURE INTERSTITIAL LUNG DISEASE
DEVELOP SAFER TREATMENTS FOR NONTUBERCULOSIS MYCOBACTERIA	REVERSE THE EFFECTS OF AUTOIMMUNE CONDITIONS
REVERSE LUNG DAMAGE CAUSED BY EXPOSURE TO TOXINS	DOUBLE THE LIFE EXPECTANCY OF LUNG CANCER PATIENTS

BROCHURE FORMAT REFERENCE



DIRECTION #1 INTERIOR

CURE ASTHMA

Tired of fighting asthma?

So are we. Let's cure it.

Asthma affects 1 out of every 12 people, and far too many of those affected still suffer from severe attacks. Those kinds of attacks account for about 2 million ER visits a year in the US.

But as the leading respiratory hospital in the nation –and a partner of the Cohen Family Foundation – National Jewish Health is now closer to a cure than ever before.

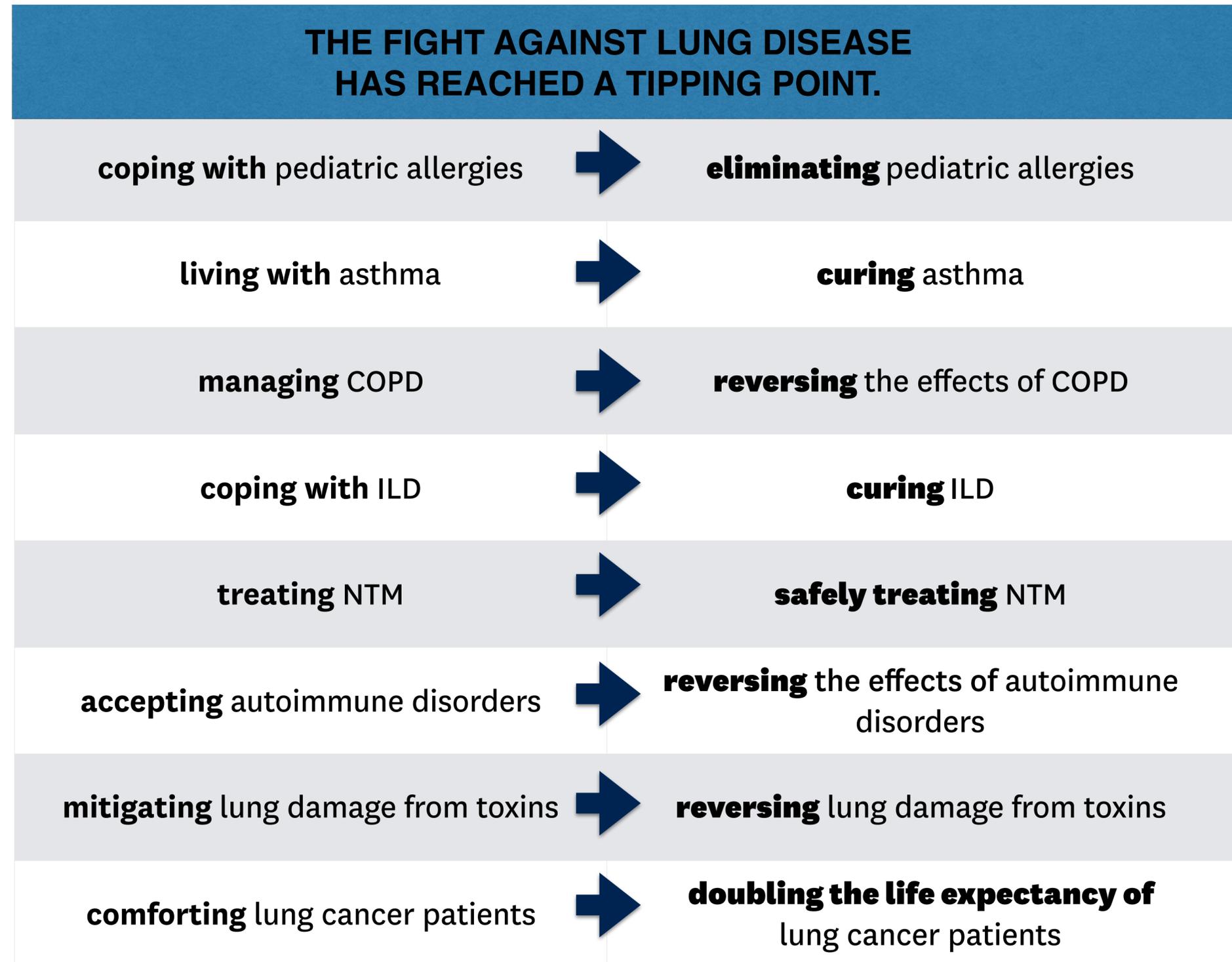
In fact, we believe that sufficient funding our studies will find a cure for asthma by 2023.

If you're ready to help, go to nationaljewish.org/giving or call Marc Krause at 212-868-3062.

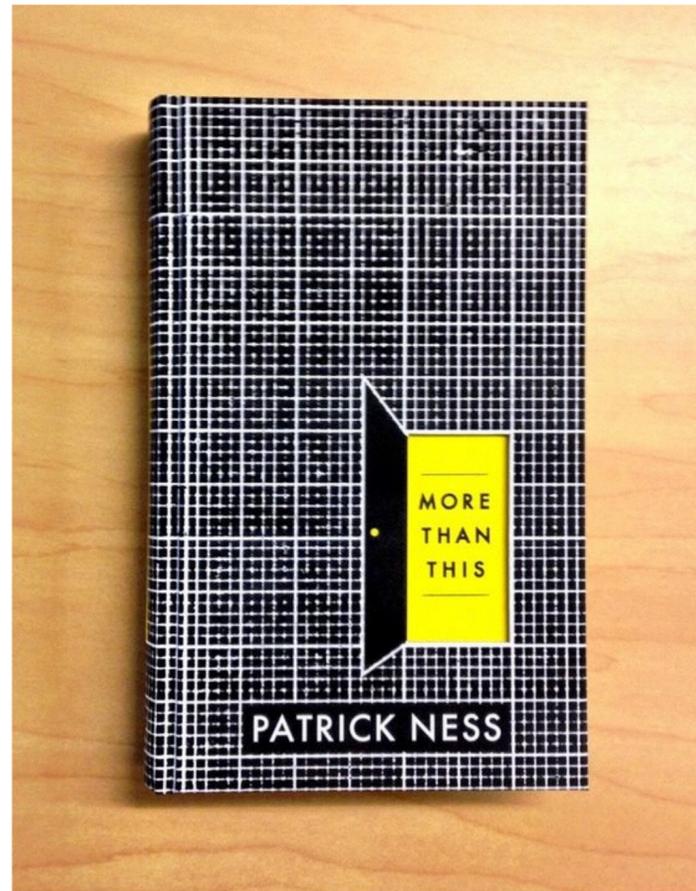
DIRECTION #2 COVER

Strategy:

Your support is the difference between treating and curing. This cover concept could take several different visual expressions or formats, but the core idea is really that your investment is not just part of a gradual progression, but a seismic shift.



BROCHURE FORMAT REFERENCE



DIRECTION #2 INTERIOR

coping with pediatric allergies → **eliminating** pediatric allergies

**We almost have pediatric allergies right where we want them.
(Which is nowhere.)**

1 out of every 13 children have a food allergy, and 40% of them experience severe reactions like anaphylaxis.

NJH has been making progress on pediatric allergies for years, but our research has recently isolated the molecule responsible for allergic reactions. It's called IgE, and its discovery is the direct result of philanthropic support.

Victory is now in sight. With your support, 2023 can be the year we put an end to pediatric allergies.

**If you're ready to help, go to nationaljewish.org/giving
or call Marc Krause at 212-868-3062.**

DIRECTION #3 COVER

Strategy:

We're fighting a lot of battles.
Help us make it an unfair fight.
Let's inspire donors *with the proximity of victory.*

**WE'RE FIGHTING
ASTHMA, COPD, CHILDHOOD ALLERGIES,
AIRBORNE TOXINS, INTERSTITIAL LUNG DISEASE,
NON TUBERCULOSIS MYCOBACTERIA,
AND LUNG CANCER**

Help make it an unfair fight – in our favor

DIRECTION #4 COVER

Strategy:

This approach feels like Business Insider meets BuzzFeed – we’re not giving them every detail on the cover, but we’re definitely giving them good reason to open it. And the promise of a specific number of facts or tips didn’t even start with social media – magazine publishers discovered the psychological appeal of the “x number of things” cover teaser many years ago. It’s a tried and true approach that still works.

**8 REASONS WHY
THE NEXT 5 YEARS ARE GOING
TO BE VERY BIG FOR LUNGS.**

Alt for lungs = respiratory related diseases

DIRECTION #4-A COVER

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**8 WAYS YOU CAN CHANGE
THE WAY MILLIONS OF PEOPLE BREATHE
IN THE NEXT 5 YEARS.**

Alt = 8 ways you can change the way people breathe in the next 5 years.

DIRECTION #5 COVER

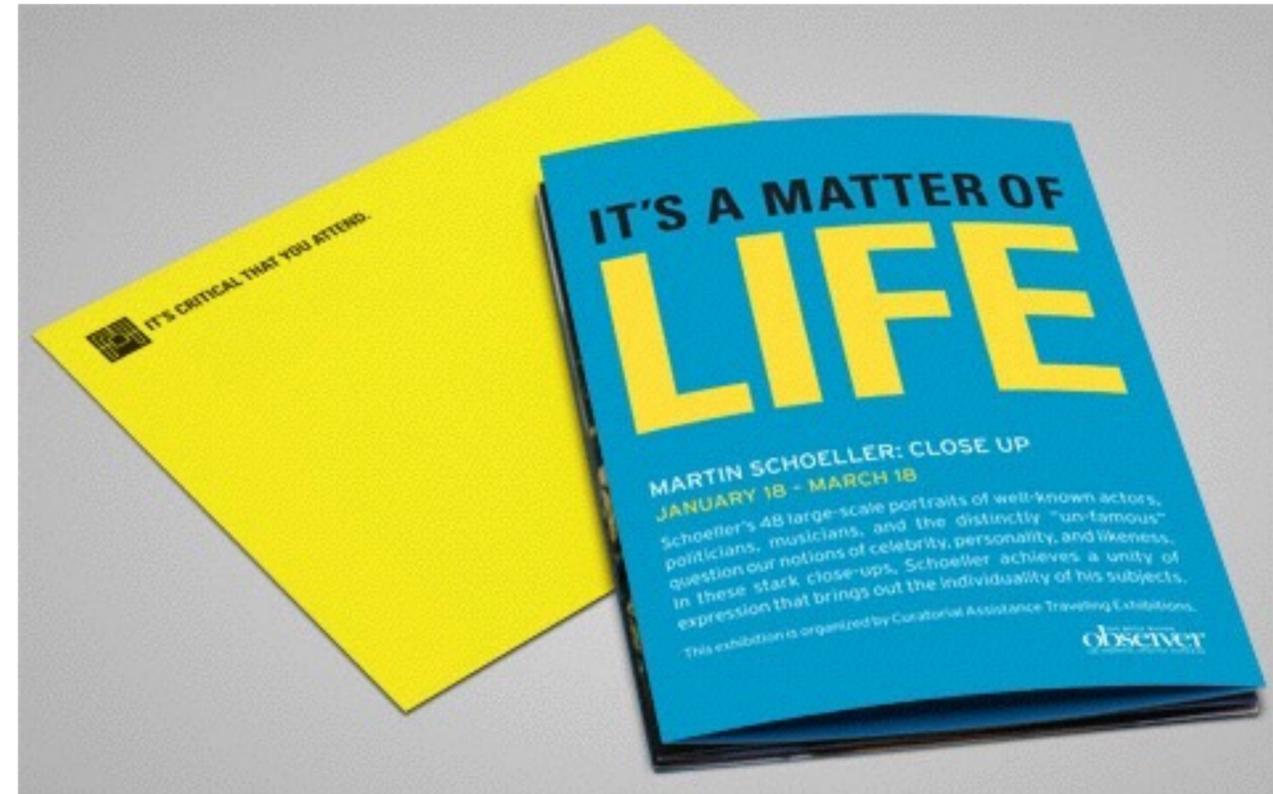
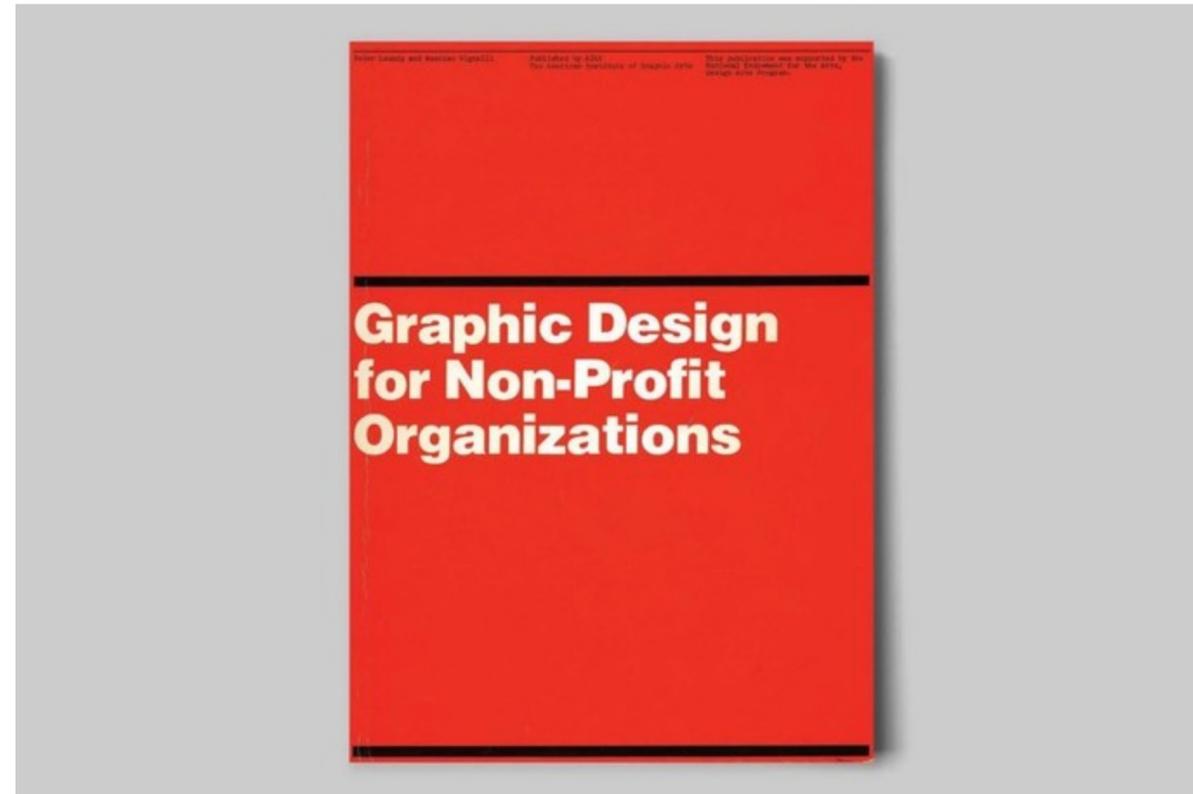
Strategy:

This approach leans even further into the prospectus-for-venture-philanthropists idea. It feels very much like a business case. And if you care at all about any kind of lung disease, the promise of a 5-year plan is so specific that you're going to want to find out more.

**Deploying dollars for
maximum impact against
respiratory related diseases:
*A FIVE YEAR PLAN***

Alt for respiratory related diseases = lungs

BROCHURE FORMAT REFERENCE



**MISSION-IZING
THE MESSAGE**

PUTTING THE WALK IN OUR TALK

People are much more likely to invest in a mission to cure a disease that has touched their lives than to just donate to a cause championed by any brand. Essentially, we have 8 capital campaigns going on at once.

So we need to talk about them in a way that makes each one sound like a well-defined, winning mission rather than a typical fundraiser.

This is an exploration of how we might do that.

ASTHMA

A post-asthmatic world is only 5 years away.

2023: the beginning of our post-asthmatic world.

We're not just hoping for a cure. We're counting down to one.

5 years: countdown to the cure for asthma.

T minus 5: the countdown to curing asthma.

CHILDHOOD ALLERGIES

Childhood allergies will be a thing of the past by 2023.

Want to make childhood allergies go away? Great. How does 2023 sound?

In 2023, allergies will be part of history class instead of health class.

We can put peanuts back in the classroom by 2023.

The market for epi-pens is going to take a severe drop in 2023.

LUNG CANCER

Giving lung cancer patients support is nice. Giving them time is even better.

More than anything, lung cancer patients want more time. With your help, we can double their life expectancies.

Giving lung cancer patients not just better lives, but more life.

We're moving from improving lung cancer treatment to lengthening the lives of lung cancer patients.

We're on track to double the life expectancy of lung cancer patients.

INTERSTITIAL LUNG DISEASE

We are going to stop treating ILD – because we almost have it cured.

We've scheduled ILD's going away party for 2023. You're invited.

ILD has almost met its match. You.

Today, ILD has a 100% mortality rate. Ready to help us bring it down to zero?

This could be one of the last times you read about ILD in the present tense.

COPD

We don't want to manage COPD. We want to reverse it.

We're about to make living with COPD a lot like living without it.

We're ready to do more than soften the effects of COPD. We're ready to reverse them.

You can help us make a quantum leap in reversing the effects of COPD.

We can almost reverse the effects of COPD. With your help, we definitely can.

AUTO IMMUNE DISEASES

We've been treating the effects of autoimmune diseases for years. But now we're on the verge of reversing them.

You could be the catalyst to help us reverse the effects of autoimmune diseases.

The next big step forward in treating autoimmune diseases will be reversing their effects. And we're almost ready to take it.

NON-TB MYCOBACTERIA

Transforming NTM treatment.

Before we can cure NTM, we need to fix the treatment. And we're very close.

Curing NTM, step 1: a treatment that's less dangerous than the disease.

DAMAGE FROM TOXINS

Protecting the lungs that protect us all.

There will soon be a day when we can reverse lung damage caused by toxins. How soon is partly up to you.

You can't eliminate toxins from the world. But you can help us reverse the lung damage that they cause.

Recap

NEXT STEPS

- DiGo to share Big Idea brochure executions in a design layout.
- DiGo and NJH to test brochure extensions with target audience.

#InspiringAction

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GOLDSTEIN**



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