



LLSC

Case Study:

How to Boost Event Registration by 900% with Hootsuite

Transitioning from traditional to social fundraising is a lifesaver for many nonprofits, but poses its own challenges. The [Leukemia & Lymphoma Society of Canada \(LLSC\)](#) adopted Hootsuite to empower teams to embrace social fundraising, while gaining centralized control of their social marketing efforts.

The Leukemia & Lymphoma Society of Canada (LLSC)

The LLSC's mission is to cure the world of blood cancer and improve the lives of those affected. To do this, they rely on funding for vital research, patient services and education programs. Donations, sponsorships and fundraisers are the lifeblood of LLSC.



What They Did

As social media efforts often develop organically, duplicate or rogue streams are left behind that serve only to confuse supporters. Having control over who has access to social and how many brand profiles exist is an essential first step. Patricia Gilmore, who manages LLSC's social media strategy, centralizes control using Hootsuite.

Once Gilmore had established control, she could empower teams to collaboratively embrace social fundraising for their most popular event, the [Light The Night](#) walk. However, many of the organization's community-oriented campaigns are nationally renowned, but the charity behind them isn't. The challenge for LLSC is to tie their signature events back to their cause. To combat this, the LLSC used Hootsuite to launch a coordinated, national campaign around Light The Night, on World Cancer Day.

How They Did It

First, Gilmore coordinated the organization's channels by creating official [Twitter](#) and [Facebook](#) profiles and ones for each of the five regional chapters across Canada. With the help of personalized training from Hootsuite's Social Media Coaches, Gilmore can educate her social advocates on best practices and guidelines before empowering them with full access to communication channels.

Using her dashboard as a centralized control room, she listens to and engages in both national and regional communications, while sharing relevant content to targeted audiences. By enabling each chapter's social advocates through training, she can entrust them to manage their respective local social networks.

Using Hootsuite [listening](#), [engagement](#), and [collaboration](#), the chapters can work together to launch more successful, coordinated campaigns. For example, in the runup to the launch of the Light The Night walk, Gilmore created streamlined timeline posts, cover photos, posters, and hashtags such as #LightTheNight4WCD to post on local and national channels. Not only was their branding clear across campaigns, their teams worked together to promote one cause. Setting up campaign hashtag search streams allowed teams to listen and engage with their local audiences.

The Results

Patricia used Hootsuite to monitor the national campaign's progress and found staggering results:

Traffic back to their [website](#) increased by 700% and registration for the Light The Night walk increased by 900%.

In 2013, 25,000 walkers raised \$5M across Canada. Considering that registration increased by 900% with one campaign push, 2014's Light The Night walk is off to a great start. Today, whether LLSC's audience interacts with a chapter on the West Coast or in the Prairies, communications are streamlined and coordinated—with local teams empowered to engage across the country with confidence.

“As a nonprofit we aren't able to have dedicated social media managers. The Hootsuite platform, coupled with personalized education from Hootsuite's Social Media Coaches let us leverage our regional leads to engage in social on our organization's behalf.”



#WorldCancerDay
#LightTheNight4WCD

LEUKEMIA & LYMPHOMA SOCIETY OF CANADA

LIGHT THE NIGHT WALK

“By banding together with one voice and one message, we were able to drive incredible results while tying it back to our mission.”

Patricia Gilmore,
LLSC