



**PennState Health**  
Children's Hospital



**Children's  
Miracle Network  
Hospitals®**

CASE STUDY

# SKILL-BASED **PARTNER**

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## AGENCY'S PRO BONO VIDEO WORK FOR CMN MAKES BOTH PARTNERS STARS

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Based in Harrisburg, Pennsylvania, JPL is one of the mid-Atlantic's largest independent, integrated marketing agencies. The agency provides strategy and execution in four core practice areas: brand and integrated marketing, content creation, digital brand experiences, and employee engagement and internal communications projects.

JPL's goals for partnering with Penn State Health Children's Hospital, a member of Children's Miracle Network Hospitals (CMN) include:

- To use JPL's skills and talents to help CMN grow its network of supporters to help kids and their families.
- To authentically communicate to employees, clients, and the community that JPL is a good corporate citizen.



For Susan Cort, JPL's Director of Communications who spearheads the company's CSR efforts, the connection to CMN was personal and predated her employment at the agency.

"I used to be a television anchor and health reporter and later produced the local CMN Telethon," said Susan. "I covered Penn State Health Children's Hospital and had the opportunity to interact with Miracle Families."

"I was so immersed in the stories of CMN and I never forgot the connection I felt with those families as they were stepping forward to be ambassadors for CMN," added Susan.

After Susan joined JPL, the company decided to deepen its social impact by shifting its charitable focus to a few organizations. CMN quickly rose to the top of the list.



Susan Cort

"On one level, because of the nature of our work in video production, live events and communications, we knew JPL could really help CMN tell its story," said Susan. "But it went deeper than that because we could all relate to CMN. Everyone at JPL is part of a family -- whether we're parents or not -- and that's what CMN is all about, families and helping them heal."



Celebrating  
**MIRACLE TREAT DAY**



JPL provides pro bono video production, live event production, and social media strategy to CMN. It also supports Susan serving on CMN's Advisory Board and fundraising event committees as part of their investment in the organization.

Employee participation with CMN runs deep as JPL's CEO & President Luke Kempksi is a member of the Penn State Health and Penn State College of Medicine Campaign Cabinet.

"Through video, JPL helps CMN tell the stories of the Miracle Families and the Miracle Kids for their key fundraising events," explained Susan.

For example, for Children's Hospitals Week in April 2021, JPL produced a live interactive virtual event, which included several patient stories and a video message from a NFL Hall of Famer.

To help CMN amplify its content and reach, JPL developed a social media strategy for the nonprofit.

"Of course their content was already great," said Susan, "but they wanted to improve engagement with different target audiences and align the right call to action to the right social media channel. Our team helped them do that."

The agency knew that social media would be critical for attracting new and younger donors for CMN. Also, engaged social audiences are social proof to potential business supporters that a partnership with CMN will be a win-win.

JPL's work with CMN has been impactful with current and prospective team members and clients.

- Employees want to work for a company that is doing good. Working with CMN has helped JPL retain and attract new employees.
- More companies are prioritizing giving back and want partners that share those values. Thanks to their work with CMN, JPL's client relationships are deeper and more meaningful as the partnerships go beyond a transactional exchange of money for services.
- Some of the biggest companies in the region partner with CMN. Working with CMN strengthens existing client relationships and opens doors to top local companies.



*"It's the ability to deepen business relationships. It's a way to engage our team members and instill pride in our company. And, it's the ability to show our work and demonstrate our community stewardship to prospective team members and prospective clients."*

- Susan Cort,  
Director of Communications, JPL



Celebrating  
CHILDREN'S HOSPITALS WEEK



*“CMN and JPL both invest in the relationship and continue to look for new and deeper ways to collaborate. Because of that commitment and the value we both receive, I know this will be a rewarding, long-term partnership.”*

- Susan Cort,  
Director of Communications, JPL

For companies considering a nonprofit partnership, Susan shared her advice on building effective and strategic partnerships:

1. Think long term. “Instead of jumping from one cause to the next year after year, focus on having a major impact on one or two organizations,” said Susan. “Your partner, employees, clients and business will reap the benefits.”
2. It’s not always about the money. “Help them with the tools you have,” said Susan. “Sometimes that’s cash, but don’t undervalue your services and expertise because nonprofits really need help in a variety of areas.”
3. Don’t keep score. “Focus on supporting your partner,” said Susan. “A real nonprofit partner will find ways to add value in ways you never would have expected.”