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LINDENWOOD ADVERTISING CLASS HELPS SAINT LOUIS CRISIS NURSERY REACH RECORD DONATIONS FOR GIVE STL DAY

May 19, 2020

Students in Dr. Kristy Tucciarone's Creative Advertising Concepts class helped Saint Louis Crisis Nursery raise \$15,000 on May 7, record donations for Give STL Day. The donations doubled the reported donations from the previous year.

Through a combination of social media strategy and an email campaign, Tucciarone's class helped the nursery exceed its goals.

"The day was more successful than we thought it would be," said Jane Beckman, communications director for the Saint Louis Crisis Nursery. "That is twice as much as last year, so we are very, very pleased."

Tucciarone's class created program artwork for the nursery's annual Razzle Dazzle fundraiser ball in 2018 ("A Garden of Hope") and 2020 ("From the Nursery with Love"). For the spring, they created a new campaign with a hashtag, email marketing, and various uses of social media to help the nursery raise funds.

"Lindenwood University has worked on several advertising projects for the Saint Louis Crisis Nursery," said Tucciarone, the

program chair for advertising and strategic communications at Lindenwood. "It is a beneficial relationship for both - the nursery receives pro bono creative work with multiple options, and the students gain industry experience working with a real client. The campaign, #ForThem, was effective because of tone, look, and storytelling."

The nursery helps families by providing short-term care for children from birth through age 12 whose parents are going through times of stress or crisis. Tucciarone said she and Beckman came up with the working arrangement after meeting and discussing ways in which they could help each other. The class helps the nursery with communications and advertising, and the nursery provides real experience working with a real client for the class.

"Thanks to Saint Louis Crisis Nursery, my advertising students work with a real client on real projects, exposed to real conversations and constructive comments," Tucciarone said in December. "And even better, our advertising efforts are helping children and their families."

Give STL is a philanthropic event created by the St. Louis Community Foundation, which is committed to helping donors create personal legacies, investing donor funds for maximum returns, and taking leadership roles in meeting the communities' greatest needs. The foundation has more than 600 individual charitable funds that exceed \$500 million in assets. The Community Foundation grants about \$90 million annually to nonprofits.