

Fertile Hope Case Study

Fertile Hope is a non-profit organization whose mission is to provide reproductive information, support and hope to cancer patients presented with the risk of infertility.

The Challenge

In conjunction with Serono, Inc., GIVF Cryobanks and The Lance Armstrong Foundation, Fertile Hope was planning to launch the first-ever financial assistance program, Sharing Hope, for in-need cancer patients interested in preserving their fertility. The organization turned to Larkin/Volpatt for brand strategy, planning and media outreach.

The Solution

The team from Larkin/Volpatt worked with Fertile Hope and its partners in the development of the program name, messaging and the collateral materials that would be used to launch the program to the editorial, medical and cancer communities. LVC also worked hand-in-hand with each of ten local markets where the program was launching to ensure that all local angles were explored and communicated.

Fertile Hope, its partners and the reproductive endocrinologists in each marketplace were provided with program messaging and media training prior to the launch. This helped to ensure that all spokespeople were consistent and stayed on message when speaking about the Sharing Hope program to the media.

The Success

The Sharing Hope program has been featured in the Wall Street Journal, FOX News Live, on the front page of The Chicago Tribune, on local and syndicated news broadcasts, in local papers across the country, and recognized by the American Cancer Society as well as medical trade publications.



The Skill Set

- Marketing Needs Assessment
- Communications Strategy Development
- Messaging Development and Media Training
- Local and National Media Outreach
- Expert PR Campaign Initiatives

The Praise

"Thanks to the team at Larkin/Volpatt! I am truly overwhelmed and excited by the success of the program from a media perspective and look forward to all that is to come. We are in such a fortunate position to help so many people. Thank you all for your time and generosity."

Lindsay Beck, Executive Director, Fertile Hope

The Ongoing Relationship

Fertile Hope is also a member of the Larkin/Volpatt communications ACE Program. The ACE Program is an experts PR campaign initiative developed in partnership with PR Newswire. Participation in this program has landed Fertile Hope placements in prestigious media outlets including CBS Marketwatch, The Today Show and the Wall Street Journal.