



Heroes for Children is a unique nonprofit organization that provides social and financial assistance to families battling childhood cancer. Since 2005, Heroes for Children has helped alleviate families' worries, giving them comfort and a brief respite from the everyday challenges of fighting cancer and care giving. Since its inception, more than \$5 million has been given to 4,200 families in need.

### Web & Social



[www.HeroesForChildren.org](http://www.HeroesForChildren.org)

### Assignment

TrizCom's contract for the Dallas based nonprofit, Heroes for Children, is a combination of traditional and nontraditional public relations with a strong emphasis on media relations.

Client Tenure: 2014-Current

### Key Accomplishments

Secured the Public Relations Society of America's Best of Show Award for work done on the Sarena Wedding Milestone

Increased donor contributions and corporate partnerships because of earned media coverage

Created key messaging that was utilized in all brand marketing tactics

Increased organic SEO by targeting outlets with higher domain authority like People, MSN, Yahoo and Huffington Post

Increased social media shares to more than 25,000 with earned media coverage – amplifying the original news placement reach

Increased social media followers by 25 percent using earned media in posts and updates

Coordinated all on-site interviews, including talking points, media training, follow-up and follow-through

Identified, contracted and supplied content with key influencers to share Heroes' story

Used earned media to amplify Heroes for Children's call to actions

Secured broadcast opportunities that was then used as fundraising content and in speeches

Secured media placements in local, regional and national publications to increase awareness and consideration

Year-over-year increases in corporate third-party events due to the increased awareness and consideration afforded by earned media placements

Increased event attendance (often to sold out status) using earned media to promote events

### Key Media Placements

**CBS DFW** Marriage Preparations as Bride Heads to Hospice

**Addison Magazine** Hopdoddy's Goodnight Burger for a Good Cause

**CBS DFW** KRLD To Do List June 16 19

**Good Life Family Magazine** Heroes for Children & \$90,000 from Hopdoddy Burger Bar

**Southlake Style** Nonprofit to Host Tournament Supporting Children with Cancer

**Dallas Business Journal** Handbag Auction Raises Over \$260,000

**Fox 26 News** Philandis Stovall and Lindsey Welch from Heroes for Children

**Fox 4 News** Heroes and Handbags

**NBC KPRC 2 News Today** 10th Annual Heroes and Handbags

**ABC WFAA** Vanessa Fox Hero Bag Recipient

**CBS KHOU** Heroes and Handbags Preview

**Houston Chronicle** Guide to Houston's Spring Society Scene

**Park Cities People** Heroes for Children's 11th Auction Party

**White Rock Late Weekly** Heroes to Treat Couples

**NBC – Austin** Eighty Children Fighting Cancer Given Holiday Gifts

**The Dallas Morning News** Altrusa Richardson Recognizes Heroes for Children

**CBS Dallas** Features Heroes for Children Laptop Delivery

**Rockwall Herald Banner** A Local Rockwall Girl Has Been Selected As A Grand Marshal

**The Dallas Morning News** Seven Things You Need to Know About Childhood Cancer

**Houston Press** Annual Heroes for Children Hold Em' for Heroes Returns

**Paper City – Dallas** Not Their Usual Bag at Heroes for Children

**The Dallas Morning News** Returning the Favor

**The Dallas Morning News** Richardson Firefighter's Cancer Stricken Family Aided

**ABC** Heroes for Children's Movie Day

**NBC 2 NB** 9th annual Heroes and Handbags Event

**People Magazine** Couple Celebrates First and Last Valentine's Day

**Houston Chronicle** Guide to Houston's Spring Society Scene

**Healthline** You Survived Cancer. Now, How Do You Pay Your Bills?

**Dallas Child Magazine** Mom Next Door: Larissa Linton/Co-founder Of Heroes for Children