

Insights To Action Case Study:  
**COVID SUPPLIES  
FUNDRAISER**



# COVID Supplies Fundraiser

MOVEMENT BY WHARTON STUDENTS

APRIL 2020



\$30K today is like \$3MM tomorrow

Action today is more impactful than reaction tomorrow

We are filling the short term gap while existing efforts are on the longer term...

Our nimble structure allows us to fill short term demand in 3 simple ways



There is a shortage across hospitals nationally for PPE and other medical equipment for doctors, nurses, and hospital workers.

THE TIME TO ACT IS NOW

We are setup to tackle this problem...

**We care deeply:**  
Our family is on the frontline



Our fundraising team are global supply chain, manufacturing, consulting experts

**Frontline team members**



We have colleagues, friends & family on the frontline that have given us access to network of trusted medical professionals

**Ability to provide PPE**

We built a proven supply chain which provides just-in-time sourcing and delivery of needed PPE

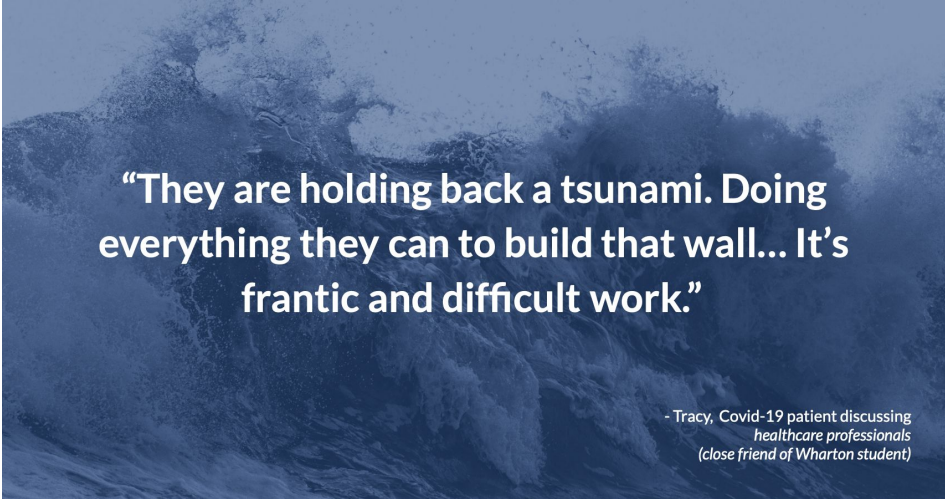


# THE KEY QUESTION:

**How can a metaphoric storytelling strategy be implemented?**

# Dominant Metaphor: Water (Resource / Force)

In abbreviated ZMET sessions, respondents shared a common theme



“They are holding back a tsunami. Doing everything they can to build that wall... It’s frantic and difficult work.”

- Tracy, Covid-19 patient discussing healthcare professionals (close friend of Wharton student)

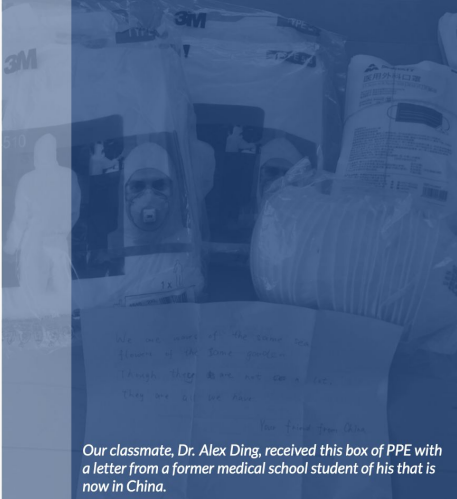
## FROM OUR FRIENDS

“

We are waves of the same sea,  
flowers of the same garden.  
Though they are not a lot,  
they are all we have.

Your friend from China.

”



Our classmate, Dr. Alex Ding, received this box of PPE with a letter from a former medical school student of his that is now in China.



 Mount Sinai

# THE FIRST WAVE

COVID SUPPLIES  
FUNDRAISER



Wharton  
UNIVERSITY OF PENNSYLVANIA

A WHARTON  
STUDENT MOVEMENT

# The First Wave: **Amplified Metaphoric Language**

## TOGETHER WE CAN WIN

We are you.

Compassionate

Concerned

Connected



Our family and friends on the frontlines of this medical nightmare. We care deeply about saving as many lives as possible, however we can. We are neighbors, friends, parents, and individuals who believe in doing good however we can.

*Alone, we may be small drops, but together we are an ocean.*

## DON'T MISS YOUR CHANCE TO MAKE A SPLASH

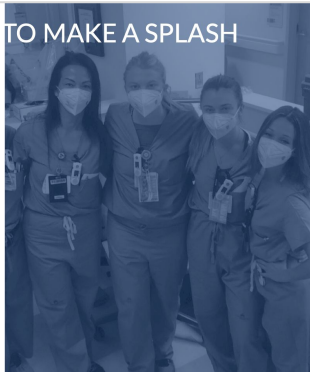
Give while you still have the chance. The groundswell of our movement is building to an eventual sea of change - you can help make a huge splash in the near-term.

Right now...

Medical care centers are underwater, understaffed, and facing impossible odds.

But with our flood of immediate support, hospitals can once again overflow with supplies, instead of people desperate for treatment.

To medical personnel everywhere, protective equipment is not a drop in the bucket, it's a firehose keeping an inferno at bay.



## Activating **CONNECTION**

*"join the wave," "alone, we may be small drops, but together we are a wave/ocean"*

## Activating **FORCE, TRANSFORMATION, CONTROL**

*tapping into the natural disaster "tsunami" frame for a memorable distinction, with the ability to gain Control and Connection with "wave"*

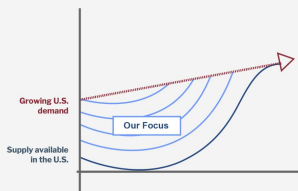
- *"...medical care centers are underwater"*
- *"...our movement is building to an eventual sea of change"*
- *"...with our flood of immediate support, hospitals can once again overflow with supplies"*

# The First Wave: **Optimized Iconography & Messaging**

## Wave-Visualized Graphics

### GETTING MASKS WHERE NEEDED, JUST IN TIME

We are filling the short term gap while existing efforts are on the longer term...



Our nimble structure allows us to fill short term demand in 3 simple ways

- 1 Raise funding**  
Your donation goes directly to securing PPE
- 2 Trusted PPE sourcing**  
We get masks faster
- 3 Goes to hospitals in high need**  
Getting masks in a matter of days, not weeks

## Behavioral Science Icons

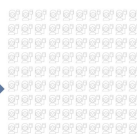
### HOW \$185.16 SAVES LIVES TODAY



The story of one box of masks...



can protect one doctor for one week = SAFE HOSPITALS



who sees 100 patients per week = SAFE PATIENTS

## Wharton Promise



Classmate handoff: Dr. Rich Kerr passes a PPE delivery to Dr. Alex Ding.



**#morethanever**  
The world and its complex challenges require innovative solutions.

In our fundraising efforts, Wharton alumni by far have been the most generous.

Our motto is all about Purpose, Passion, and Principles. We are a community that takes on tough challenges with deep and effective consideration.

# The First Wave: Launched **thefirstwave.org**

## THE FIRST WAVE

Alone We May Be Small Drops  
But Together, We Are A Wave

JOIN THE WAVE



For questions or inquiries, please contact:

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With our strong academic roots, Olson Zaltman and Derive One have partnered together to improve research by infusing the latest learning in behavioral science. We have built Simile to reflect how the mind actually works: through metaphors and images. To experience the research and learn more, please visit [projectsimile.com](http://projectsimile.com)

