



**5th Annual TAHSN Education Day for Healthcare Communicators**

## **Narnia Hospital Scenario**









# **Babelicious:**

A Gala to Raise Funds for Narnia Hospital's NICU







## 5th Annual TAHSN Education Day for Healthcare Communicators

### Narnia Hospital Scenario: Questions:

1. How can the major donor's expectations be met?  
*[Thoughts: What are the event objectives? How do these mesh with the donor's goals? How do these mesh with the Hospital's objectives? How best to move the heart of a potential donor? How best to balance that with entertainment value?]*
2. Can the event meet the fundraising goals of Narnia Hospital Foundation?
3. Is the proposed name of the event appropriate? *[How might you turn an awkward situation into an opportunity? What are some of the modified tactics you might propose to the donor? Hint: 'babies: babe-licious']*
4. Would the event draw more attendees and new donors as the donor envisions?
5. What impact (negative and positive) might the event have on Narnia Hospital's reputation?  
*[How might you mitigate negative impact?]*