

Wound Care Clinic Launch

Full Integrated Communications Campaign

Portfolio Work Sample — Liz Sahadi Smith

Collection

Media Intelligence & Relational Capital

Engagement Type

Integrated Communications Campaign, Clinic Launch

Organization

Healthcare Nonprofit, Phoenix, Ariz.

Campaign Date

October 2024

Components

- Communications Plan
- Media Pitch
- Donor Eblast
- Ghostwritten Executive Article

Outcome

Media pitch generated coverage. Eblast and article deployed at launch. Results from this campaign are not included in the 544-placement, \$18M earned media figure cited elsewhere in this portfolio.

How to Read This Piece

Layer 1 — Work Submission

This is an original work submission and the only piece in this portfolio that shows all four communications functions working simultaneously – media relations, donor engagement, executive ghostwriting and integrated campaign planning – around a single organizational moment.

What This Shows

- Full-funnel integrated campaign architecture
- Executive ghostwriting
- Donor narrative sequencing
- Multi-audience content design
- The discipline of advancing one organizational narrative across four formats without repeating a single line
- Relational Capital Stewardship made visible in the pitch close

Campaign Architecture — One Moment, Four Audiences

📄 **Campaign Objective:** Use the Wound Care Clinic launch, recent award wins and donor attention around climate-adaptive healthcare to increase donor engagement and lay the groundwork for year-end giving.

The campaign objective is layered by design: announce a new clinic, reinforce the climate-adaptive healthcare category already established in earned media, and use the launch as the first move in a year-end giving setup. Each piece of content serves a different audience but advances the same organizational narrative. The pitch goes to reporters. The eblast goes to donors. The article goes to medical and philanthropic trade audiences. None of them repeat each other. All of them say the same thing in the right language for the right reader.

Component	Audience	Function	Communications Role
Communications Plan	Internal — communications and leadership team	Strategic logic, sequencing and channel guidance for the campaign	Internal alignment
Media Pitch	Local news reporter, Phoenix	Earned media trigger — clinic announcement timed for launch day	Media relations
Donor Eblast	Existing donor file	Convert attention into giving intent; seed year-end narrative	Donor engagement
Ghostwritten Executive Article	Medical and philanthropic trade audiences	Thought leadership — executive voice on climate-adaptive healthcare as a category	Executive ghostwriting

Component 1 — Communications Plan

Key Elements

Wound Care Clinic Launch — October 18, 2024

The clinic provides specialized care for burns and wounds caused by Arizona's extreme heat. Messaging positions it as a necessary response to rising health challenges — **climate-adaptive healthcare as a service, not a concept.**

Media Strategy

Pitch the clinic story to a regional medical publication and a regional philanthropy publication, emphasizing the organization's real-world impact: street IV therapy, mobile medical units and climate-adaptive healthcare positioning. Incorporate recognition of recent leadership awards to reinforce organizational credibility.

Donor Engagement

Deploy a targeted eblast positioning donors as the reason this clinic exists. Acknowledge recent organizational wins. Begin introducing year-end giving without making it the primary ask.

Year-End Giving Setup

Position the clinic launch as the first chapter in a year-end narrative — clinical innovation made possible by donor investment — to be developed more fully in subsequent communications.

Component 2 — Media Pitch

*A note on the close: "Enjoy the wedding and I'll talk to you when you're back" is not language that appears in a press release. It exists because the relationship with this reporter was real enough to know she was at a wedding. That is **Relational Capital Stewardship made visible** – a pitch that gets opened because the sender and the reporter actually know each other.*



The close of this pitch illustrates the difference between a transactional media relationship and a genuine one. Relational Capital Stewardship is not a soft skill – it is a strategic asset that determines whether a pitch lands or gets deleted.

Media Pitch — Full Text

To

Local News Reporter, Phoenix

Subject

Wound Care Clinic Opens October 18
at Healthcare Nonprofit Phoenix

From

Communications Department

Hi [Reporter],

I wanted to share something we're really excited about at the healthcare nonprofit. Starting October 18th, we're opening a Wound Care Clinic to help close a big gap in healthcare for people facing homelessness.

With all the challenges our patients face — especially during extreme heat — this clinic will allow us to offer much-needed wound care on-site, cutting down on outside referrals. The clinic will be run by a wound care specialist and will operate at both our Health Centers. It's starting small, but we're expecting the need to grow quickly as word gets out.

If this sounds like something you'd be interested in covering, I'd be happy to chat more and share details. **Enjoy the wedding and I'll talk to you when you're back.**

Component 3 — Donor Eblast

Subject

A Critical Step Forward in Healthcare,
Powered by You

From

Medical Officer

Dear [First Name],

After more than four decades in healthcare, I know one thing for certain: **change happens because of people like you.**

This year, your support has been essential as we tackled one of the most challenging summers on record. Our upcoming Wound Care Clinic, opening on October 18, is a direct response to Arizona's extreme heat. This clinic will treat severe burns and wounds caused by pavement temperatures reaching **160°F** – a harsh reality for those without shelter.

Thanks to your generosity, we have already made a difference. Because of your support, we implemented street IV therapy and brought mobile medical care to those most in need. You also helped us earn recognition for our leadership in healthcare. Our CEO was recently inducted into Arizona's State Business Leadership Hall of Fame, which honors the state's most visionary leaders. We are also proud of a physician assistant on our team who was honored with the Regional Health Access Fellowship for her dedication to mentoring future healthcare leaders and expanding primary care to underserved populations. Additionally, we received the Community Excellence Award from the County Medical Society – a reflection of the lasting impact you have made possible.

With year-end giving approaching, your continued support will be more important than ever. To fully equip the Wound Care Clinic and continue providing life-saving care, we need your help. **Will you make a donation today to support this clinic and the patients it will serve?**

Your ongoing support allows us to provide critical, compassionate care to those who need it most.

With gratitude,
Medical Officer

Ghostwritten Executive Article

A Legacy of Care — Adapting to Arizona's Extreme Heat

Byline: Medical Officer, Healthcare Nonprofit Phoenix

As I return to this healthcare nonprofit this summer as a Medical Officer, I find myself reflecting on how far this organization has come. I was here at the beginning — as the [first position] — for the early conversations about what medical respite for individuals experiencing homelessness could look like. What began as a vision to offer people a safe place to heal has become something larger: a legacy of climate-adaptive healthcare built in direct response to the conditions of Arizona.

This past summer — with **113 consecutive days over 100°F** — made the urgency of our mission impossible to ignore. The Wound Care Clinic, launching October 18, is the next step in that response.

Medical Respite — From Shelter to Survival

In our early days, medical respite was about giving people a place to recover from illness and injury. What we did not fully anticipate was that our respite centers would become a refuge from heat itself. Our patients do not just come to us sick — many come with severe burns from Arizona's pavement. The Wound Care Clinic continues this work, providing specialized care that bridges emergency treatment and long-term recovery.

Expanding Reach — Medical and Environmental Needs Together

The Wound Care Clinic is our response to a public health reality: pavement reaching 160°F creates a dangerous environment for people living without shelter. The clinic provides care these patients need without requiring them to navigate systems they cannot access. At the same time, our mobile medical units and street medicine teams continue reaching people before they reach crisis — the clinic adds a fixed point of specialized care to that continuum.

Climate-Adaptive Healthcare — The Next Phase

This healthcare nonprofit has always been about adaptation. Medical respite was an adaptation. Street IV therapy was an adaptation. The Wound Care Clinic is the latest — a response to conditions that will only intensify. As Arizona's heat grows more extreme, our healthcare model must remain dynamic. This clinic is built for the environment our patients actually live in.

Sustaining Through Partnership

None of this is possible without the donors, partners and community members who have made this organization what it is. The Wound Care Clinic is where clinical expertise, donor investment and community trust come together. And it is the beginning of what comes next.

What This Campaign Demonstrates

The campaign demonstrates a discipline that separates strategic communications from content production: every piece advances the same organizational narrative — **climate-adaptive healthcare as a category** — without repeating itself.

The Reporter

Gets **news** — a clinic opening, a concrete moment, a story worth covering.

The Donor

Gets **impact** — their generosity made this possible, and their continued support matters.

The Medical Community

Gets a **MO's clinical perspective** — thought leadership on healthcare in extreme heat as a category.

- ✔ The narrative is the same. The language is entirely different. **That is integrated campaign architecture at the level a Communications Leader is expected to build and govern.**

About Liz Sahadi Smith

Strategic communications executive with **25 years of experience** architecting institutional narrative, governing AI-era brand reputation and building resilience infrastructure for organizations operating under high public scrutiny.



Narrative Arbitrage — Category Engineering

Engineered the climate-adaptive healthcare category to bypass political friction and generate **\$18M in earned media value**. The category was adopted by partner organizations statewide.



Resilience Architecture — Reputational De-risking

Designs crisis communications infrastructure that outlasts staff transitions and survives narrative hijacking. Built systems that achieved **143% positive sentiment** across 113 consecutive days of record heat and contributed to the first heat death decline in a decade.



Algorithmic Brand Governance

Architects organizational Share of Model strategy, ensuring authoritative citation status in AI-generated outputs and governing how institutional reputation is synthesized across media and information platforms.



Relational Capital Stewardship

Manages high-value media and institutional relationships as balance-sheet assets — PBS/WETA documentary feature, coverage in The New York Times, Reuters, AP, NPR, BBC and Politico. **91% award win rate — 20 wins from 22 submissions.**

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