



Cedars-Sinai Medical Center

A Top-Tier Brand Branches Out

Cedars-Sinai Medical Center was looking to use key corporate alliances to supplement an already thriving fundraising program, while aggressively branding key pillars on the national stage.

After initially engaging Caliber to assess the risks and rewards of engaging in formal corporate alliances, Cedars-Sinai turned to Caliber to do even more. Caliber was hired to create a step-by-step strategic plan around corporate alliances that included formalizing their corporate alliance department from the ground up. Caliber addressed all areas necessary to form a solid internal foundation including structure, governance, guidelines, process, training and departmental integration.

Simultaneously, Caliber began working with a key team from within the fundraising area to create a solid strategy necessary for successful corporate outreach and pitching, including the three t's....targets, tactics and tools.

Caliber remains engaged with Cedars-Sinai Medical Center and works in a consulting capacity on a day-to-day basis to identify marketing strengths within their key pillars, devise consumer marketing messages and campaign specifics, conduct corporate outreach, train and coach key constituents and staff and assist in the rollout and stewardship of cause marketing alliances.