



Ronald McDonald House of Dallas | Strategic Media Strategies Drive Record Attendance and Fundraising Success

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THE CHALLENGE

Established in 1981, [Ronald McDonald House of Dallas](#) (RMHD) has served as a home-away-from-home families of seriously ill children who have traveled to Dallas seeking medical treatment in area hospitals. For 37 years, the Trains at NorthPark has been a cornerstone event for RMHD. RMHD has set a goal of \$1.1M to raise from the 2024 exhibit to ensure its ability to meet the growing demand for its critical and quality provision of HOPE and a HOME-AWAY-FROM-HOME that so many depend on. The nonprofit partnered with Pierpont to raise awareness and increase ticket sales for this annual event.

OBJECTIVE

The Ronald McDonald House of Dallas engaged Pierpont to handle the [public relations](#) and brand promotion campaign for the Trains at NorthPark over the course of the three-month campaign.

APPROACH

Pierpont started out of the gate with a local media push around the event's 37th year, its new location and more. This was followed by a proactive media relations campaign around the media sneak peek, which included influencer engagement, in addition to print, broadcast and digital coverage. We then conducted media outreach on new features including a LEGO display, STEAM experiences and ReBokeh, a mobile based assistive tech software which helps users with low vision to adjust the appearance of the world around them in order to fit their specific needs. The team partnered with Ebby Halliday on a holiday video and participated in a giveaway with local DFW influencers. Overall, the efforts raised awareness for this family friendly event that is making a difference in the lives of so many.

RESULTS

To date, Pierpont's initiatives have resulted in significant coverage in high profile broadcast,

print, and digital media outlets including *The Dallas Morning News*, *People Newspapers*, *KRLD CEO Spotlight*, *D Magazine*, *PaperCity*, WFAA, CBS 11, NBC 5, Telemundo, Fox 4 and more. The increased visibility resulted in nearly 50,000 visitors during the seven-week run and more than \$1.3 million raised, a 30% increase from the previous year.

BY THE NUMBERS

1.3M

Dollars Raised