

**IT TAKES**  
**100% Heart™**



A BIG STORM CASE STUDY

# Digital Strategy, Real Impact

Ohio Children's Alliance Increases  
Foster Caregiver Applications by 66%



## Ohio Children's Alliance

### Increased New Caregiver Applications by 66%

OCA is a remarkable advocacy organization based in Columbus, Ohio. Working with the Ohio Department of Job and Family Services (ODJFS), they work tirelessly to improve the services used by Ohio's vulnerable children, young adults, and families. The challenge facing OCA was that they wanted help to increase awareness of the need to get more foster caregiver providers for children in foster care. They needed a digital marketing agency to be an extension of their team that could be flexible in accommodating government policies and tackling marketing projects with robust scopes. This included a crucial campaign, It Takes Heart™, to increase the number of new caregivers who apply to provide foster homes. By partnering with Big Storm, OCA saw an incredible increase of 66% more caregivers opening their hearts and applying to offer foster homes for children in need!

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#### Teaming Up To Grow Foster Care Awareness

When we sought to increase the number of individuals interested in becoming a foster parent, we needed a marketing partner who understood our mission's sensitivity and importance. That's where Big Storm stepped in, not just as a service provider but as an extension of our team, deeply aligned with our values and goals.

#### Bridget Graber

Marketing & Communications Manager



**Ohio Children's Alliance**  
Leading change for child and family service providers

### Collaborating Together to Meaningfully Impact Ohio's Children

OCA needed help creating a marketing campaign for growing their foster caregiver signups. They aimed to reach potential foster caregivers and drive them to ODJFS' caregiver inquiry form in a cost-effective way. What they wanted were impactful ads and meaningful content that could spread their message to potential foster caregivers. Because their staff are child advocacy experts, they were looking for a digital marketing agency like Big Storm that could be an extension of their team, working hand-in-hand to help raise awareness of the need for foster caregivers in Ohio.

By creating an encompassing digital marketing strategy that included compelling content, eye-catching graphic design, and heartfelt ads that were promoted in multiple spaces, the campaign brought more awareness and increased the number of applicants hoping to provide supportive foster homes to children who need loving families. Ultimately, the It Takes Heart™ campaign exceeded expectations.



## More Foster Homes, Brighter Futures for Children

**66%**



### Increase in Caregiver Applications

OCA saw a massive 66% growth in foster caregivers applying to provide foster homes for children in need.

**34.9M**



### Total Ads Impressions

The campaign reached nearly 35 million impressions, raising awareness about the need for foster caregiving in Ohio.

**31%**



### More Web Traffic to ODJFS Website

The campaign helped ODJFS experience a 31% increase in traffic to their website from visitors wanting to learn about foster caregiving.

## Connecting Children in Need with Loving Foster Families

Through campaign efforts—including pay-per-click advertising, social media for nonprofits, content creation, graphic design, and others—OCA continues to find more caregivers than ever committing to take the first step towards opening their homes to children in need. Although ODJFS eventually rebranded, the original creative still resonates and drives forward future marketing initiatives. We are proud to lend our nonprofit digital marketing expertise and be a helpful extension of the OCA team. Their work enriches the lives of Ohio's children, and we are grateful to spread the message and increase their impact.







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### Making a Difference In Children's Lives Through Teamwork

It's inspiring that the Big Storm team prioritizes quality and efficiency, and that has been really helpful. It's a refreshing team to work with. The big stuff that we have been successful with has been because of Big Storm's input.



**Gabrielle Judy**

Foster Recruitment Program Coordinator



**Ohio Children's Alliance**

*Leading change for child and family service providers*



## We Can Help Impact Your Nonprofit's Mission

Whether you're seeking nonprofit digital marketing expertise, hoping to improve your strategy, or needing a partner who can be an extension of your team, we're here to help!



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