



Case Study

Speed Matters: Matching 2 Hurricanes' Revenue with 1 Prepared Campaign

How disaster response prep and multi-channel strategy helped Medicine for All People raise \$38K in days, not weeks.

The Challenge

When Disaster Called – The Response Was Slow

In 2024, when Hurricanes Helene and Milton hit, Medicine for All People faced a common nonprofit problem: slow disaster response. Without pre-written copy, ready-to-go templates, or a rapid response system, they couldn't get fundraising communications out until 5-7 business days after landfall.

The result? They raised \$39,000 across two major hurricanes—but lost critical momentum in the crucial first 48 hours when donor attention and urgency were highest.

By the time they reached donors, the peak giving window had passed and other organizations had already activated their supporters.

2024 Timeline

Hurricane Helene	5 business days to launch
Hurricane Milton	7 business days to launch
Channels	Direct mail only
Combined Revenue	\$39,000

Solution



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Share Services partnered with Medicine for All People in 2025 to build a rapid response disaster fundraising system designed for speed and multi-channel activation.

What we built:

- **Rapid Response Playbook:** Created standardized disaster response framework that can be activated for any emergency
- **Pre-Written Copy Templates:** Developed copy frameworks ready to customize based on disaster type and impact
- **Multi-Channel Integration:** Expanded beyond direct mail to include email and paid advertising for faster reach
- **Ready-to-Go Assets:** Built disaster collateral library that eliminates scrambling for images and messaging
- **Streamlined Workflow:** Implemented approval process that enables same-day or next-day deployment

This system transformed disaster response from reactive scrambling to proactive preparedness—enabling Medicine for All People to reach donors when it matters most.

Solution In Action

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Before Landfall

- Hurricane tracking begins
- Pre-written templates activated
- Email and paid ads prepared
- Day -1: First email sent
(1 business day BEFORE landfall)

After Landfall

- Day +1: Follow-up email sent
(1 business day AFTER landfall)
- Paid advertising campaign launched
- Multi-channel momentum sustained
- Campaign continues with strategic follow-up



MEDICINE FOR ALL PEOPLE
MAP.ORG



Jamaica Needs You!

RUSH EMERGENCY SUPPLIES

Dear Friend,

Hurricane Melissa made landfall in Jamaica yesterday as a Category 5 storm with 185 mph winds — one of the strongest Atlantic hurricanes in history.

The devastation is catastrophic. Families have lost their homes. Communities are cut off from medical care. And our on-the-ground partners are urgently requesting additional Disaster Health Kits to help survivors.

Your gift can rush emergency supplies to Jamaica RIGHT NOW.

- **\$30** → Delivers 3 Disaster Health Kits
- **\$50** → Delivers 5 Disaster Health Kits
- **\$100** → Delivers 10 Disaster Health Kits

Each Disaster Health Kit contains a first aid kit and hygiene products — items that families desperately need after a storm like this.

Results & Benefits



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2024: Two Hurricanes

Helene + Milton

- 5-7 business days to launch
- Direct mail only
- **Total Revenue: \$39,000**

2025: One Hurricane

Melissa

- 1 day before landfall
- Email + Paid ads + Direct mail
- **Total Revenue: \$38,000**

Matched the revenue of 2 hurricanes with 1 campaign by being prepared and moving fast.

By eliminating the 5-7 day delay and activating multiple channels immediately, Medicine for All People captured donor attention at peak urgency—proving that speed and preparedness directly impact disaster giving.

Multi-Channel Activation

The rapid response system enabled Medicine for All People to meet donors where they were—email for immediate reach, paid ads for awareness, and coordinated messaging across all channels.

Email reached existing donors immediately with urgent appeal.



Paid advertising expanded beyond existing donor base



Metrics

Channel	Spend	Raised
Paid Ads	\$3,763.21	\$12,400
Email	\$3,763.21	\$25,600

Beyond One Campaign

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The rapid response system built for Hurricane Melissa isn't just a one-time solution—it's a repeatable framework that positions Medicine for All People for faster, more effective disaster response going forward.

Long-Term Benefits:

- **Repeatable Playbook:** Ready-to-activate system for any future disaster—hurricanes, earthquakes, international crises
- **Multi-Channel Infrastructure:** Expanded capability beyond direct mail enables faster donor reach
- **Competitive Advantage:** First-to-inbox positioning captures donor attention before other organizations
- **Internal Efficiency:** Eliminates scrambling and stress during crisis moments
- **Donor Confidence:** Demonstrates readiness and inspires trust in emergency response capability
- **Scalable Framework:** Templates and workflows can be adapted for various disaster types and scales

Medicine for All People is no longer reacting to disasters days late—they're prepared to respond in hours.

Looking Forward

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The rapid response system developed in 2025 gives Medicine for All People the infrastructure to respond quickly and effectively to future disasters. With pre-built templates, multi-channel capabilities, and a proven playbook, they can activate disaster campaigns within hours instead of days—ensuring they reach donors when urgency is highest and support is most needed.

From 7 days to 1 day: The system that changed everything

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**Help
Hurricane
Survivors**

DONATE NOW