



**Children's
Miracle Network
Hospitals[®]**

ModSquad Helps Children's Miracle Network Hospitals Perform Wonders

A ModSquad Moderation Case Study



How ModSquad's content moderation allowed Children's Miracle Network Hospitals to scale, increase engagement, and make sure live online events went off without a hitch.

Increase in Social Messages

+154%

Increases in Engagement

+74%

Number of likes

+254%

Number of replies

Services Provided

- Content Moderation
- Engagement Moderation
- Social Media Moderation



The Mission of Children's Miracle Network Hospitals

Children's hospitals are on the frontlines when it comes to protecting the health of future generations. What you might not know is that these hospitals rely on donations to fully fund their services.

Children's Miracle Network Hospitals is dedicated to making sure these hospitals have the funding they need. This nonprofit organization raises money and awareness for children's hospitals across the U.S. and Canada. Since 1983, CMN Hospitals has raised \$7 billion (much of it \$1 at a time). Those donations mean that each year 10 million kids and their families get the care they need.

The number and variety of communities that support CMN Hospitals is vast. Not only do they work with corporate partners such as Walmart, Costco, and Ace Hardware, they work with local hospitals and other charitable groups that each have their own fundraising events.



**NOT JUST NUMBERS,
BUT PEOPLE**

WE NEED YOUR HELP TOO

We've Known and Supported CMN Hospitals for Years

Since 2014 we have participated in Extra Life, one of CMN Hospitals' fundraising programs that unite gamers who raise funds while playing games for children's hospitals in the U.S. and Canada. The main event is a 24 hour fundraising marathon in November. "Everyone in our company looks forward to participating in Extra Life each year," says CEO Amy Pritchard. Over the years, Team ModSquad has turned into one of the top fundraisers for Extra Life.

“*My family and I have been to the annual CMN Hospitals conference several times. We've been able to meet some of the kids – the CMN Hospitals Champions – and hear their stories. It's not an exaggeration, they really do make miracles happen.*

– Amy Pritchard,
CEO ModSquad

When CMN Hospitals needed help with moderation, we knew we had to help.



The Pivot to Online Fundraising and Events

While some fundraising programs like Extra Life have predominantly existed online, much of CMN Hospitals' fundraising happens out in the real world. The pandemic took its toll. "We were pivoting," notes Julie Blair, CMN Hospitals' Senior Director, Community Experience. "As a new landscape emerged, we began exploring what virtual events look like for us."

Online activity requires moderation. CMN Hospitals had an in-house team with two to five staffers fitting in moderating as time allowed. A third-party vendor covered after hours and holiday support.

It wasn't enough. They were seeing huge spikes in online activity across multiple platforms from the wide variety of communities that support them. Much of their work centers around events which require ramping up for short intervals and require live moderation on platforms like Twitch and Discord.

ModSquad was there to help. We started by donating moderation services for Extra Life 2021. Since then we've expanded our moderation services to include live stream content moderation and engagement moderation across CMN Hospitals' social media channels. The Mods are also branching out to help the organization in more of their member communities and with partner initiatives.



How ModSquad Helped

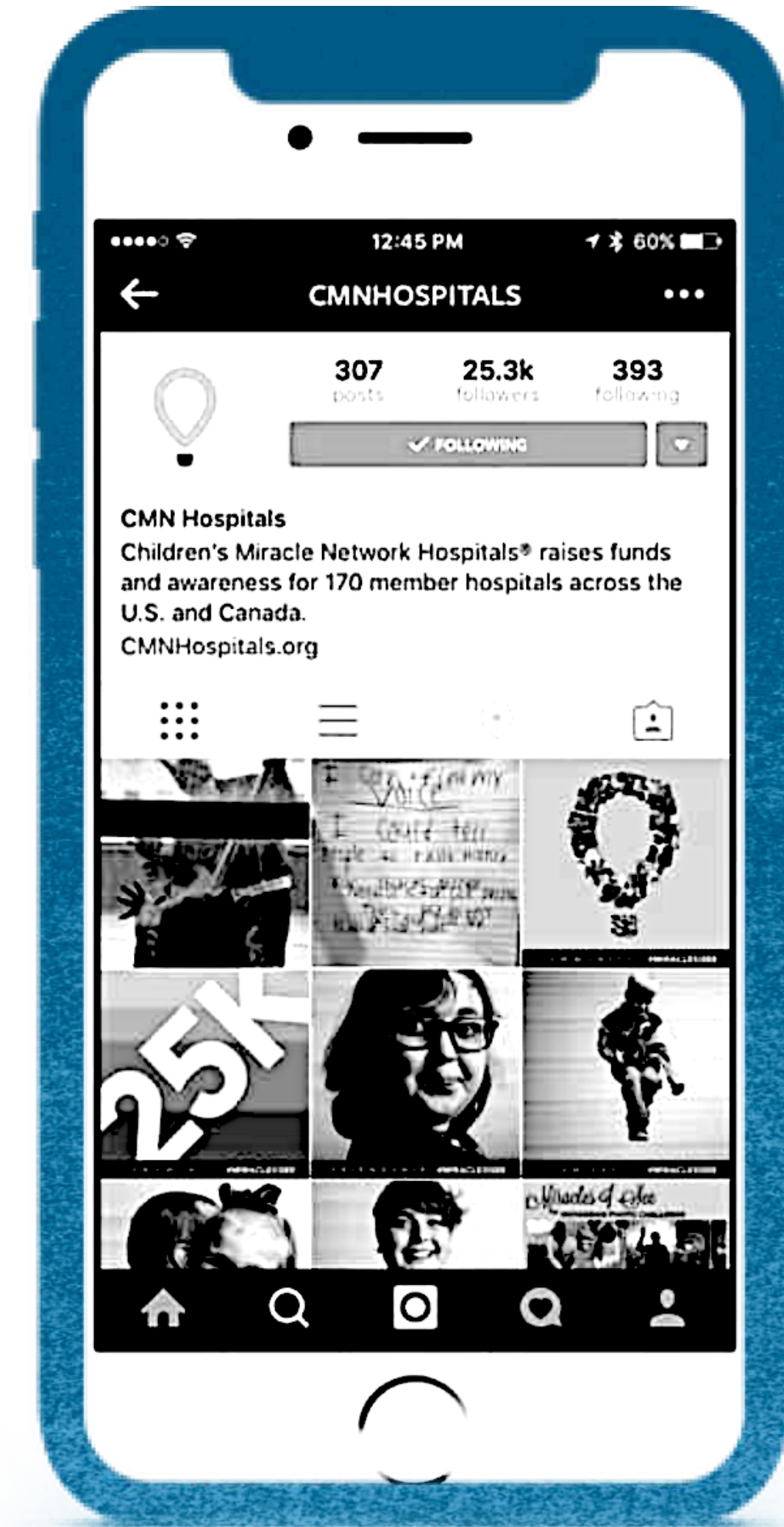
A Team That Understand CMN Hospitals' Mission and Communities

Part of our secret sauce is finding the right Mods for every project. We don't assign work; our Mods choose the projects they are passionate about. When moderators understand and are part of your community, they're more efficient and they connect on a deeper level.

Because of Extra Life, all of our Mods know and love CMN Hospitals. "We had Mods jumping at the chance to work with CMN Hospitals," reports Rich Weil, ModSquad's Senior VP, Global Operations. "The whole company believes in their mission."

Cross-Platform Moderation Including Social Networks and Live Events

CMN Hospitals didn't just need help moderating their social channels, they also needed moderation for live fundraising events on platforms like Twitch and Discord. Those require different tools, skills, and strategies. We supplied the expertise to maximize each channel and make them work together in concert.



How ModSquad Helped

Creating and Implementing Policies and Procedures

Scaling moderation isn't just about adding more people. It's about putting the policies and procedures, workflows, and best practices in place that make the team consistent and efficient. We worked with CMN Hospitals' internal team to help streamline their processes.



The Results

The Hard Work and Expertise Paid Off. CMN Hospitals' Pivot Was a Success.

CMN Hospitals Scaled Dramatically

In 2021, the number of social messages tracked in Sprout Social, their social media management tool, was over 73,000 – an increase of 154% over the previous year.

“ModSquad really helped us establish some of the processes and protocols that we use for moderation,” says Blair. “That’s one of our biggest opportunities for growth; having that guidance from ModSquad really sets us up to be able to scale.”



The Results

The Mods Increased Engagement

It wasn't just a matter of keeping up with the 2021 spike; the Mods helped increase the level of engagement around Extra Life. The team replied to **254%** more messages than in the previous year. The Mods shouldered much of that load by replying to 27 times more messages than the previous third party vendor. They almost doubled the number of completions in Sprout Social. What that means is that messages were being tracked, reviewed, and, when appropriate, getting responses at a much higher rate than the previous year, even with that huge spike in volume.

“In years past, because it was so busy, we’ve just had hundreds of messages go into limbo,” explains Blair, who also noted a **74%** increase in messages that followers “liked.” “It’s a very simple engagement, but it goes a long way with us.”

“I think the numbers speak for themselves in terms of how ModSquad is helping us. We knew the Mods were having a huge impact, but seeing it in numbers is incredible.”

Number of Replies

+254%

Number of Likes

+74%

The Results

We Connected With All the CMN Hospitals' Communities on Every Platform

Each of CMN Hospitals' communities has a different focus, from Extra Life to individual hospitals to Dance Marathons to corporate partners raising funds for the cause. “Our Network is composed of so many donors, advocates, and supporters,” Blair says. “Having ModSquad help make sure we’re hitting all those touch points and representing us so well has just been really critical for our success. We’re incredibly grateful for their support.”

Extra Life Game Day Went Off “Without a Hitch”



Blair continues, “Having ModSquad’s help allowed our staff to focus on supporting the logistical details of the event. We were able to ensure programming ran smoothly, knowing ModSquad moderators were helping with support questions and cheering on participants, two high-value engagements we’d hate to miss out on.”



The Results

Moderation Improved Customer Support

Even CMN Hospitals' tech support team has noticed the difference. ModSquad fields support-related questions on social media and directs users appropriately. Normally, being passed around might frustrate customers; not so in this case. "Not only has the amount of Tier 0 support tickets gone down significantly, but the tone of people's messages is really optimistic after talking to the Mods," Blair reports. "I wasn't expecting that kind of feedback; it was so great to hear."

Partners Enjoyed ModSquad's Proactive Work

The Mods don't just review content and engage with messages, they look for content opportunities. With CMN Hospitals always looking to highlight the work happening in their partner locations, ModSquad provides much-needed assistance. Such was the case with Ace Hardware's annual "bucket" campaign for CMN Hospitals. Customers purchase a bucket for \$5 (which goes to CMN Hospitals) and receive 20% off anything that fits in the bucket. ModSquad proactively identified tagged photos from this campaign from locations across the U.S. "That was huge," says Blair. "It helped us visually demonstrate to Ace Hardware the massive amount of activity we saw from this campaign."



The Results

The CMN Hospitals Team Can Focus on the Bigger Picture

With ModSquad in place, Blair sees the Mods as “truly an extension of the Community Experience team. We’re seeing growth in digital, social, and on Discord. We’re not missing messages, and it helps us see the messages coming in. It’s great to have the fresh faces of ModSquad doing that cheerleading for us so we can focus on the more technical aspects of the program.”

“*I think the numbers speak for themselves in terms of how ModSquad is helping us. We knew the Mods were having a huge impact, but seeing the metrics is powerful.*

– Julie Blair,
CMN Hospitals’ Senior Director, Community Experience



CMN Hospital and the Future

CMN Hospitals didn't just have a successful year with impressive numbers. They built a foundation on which to fulfill their mission. They have the policies, procedures, and partner in place to grow their digital events and amplify their in-person ones. Their success means children's hospitals can continue to change kids' health to change the future.

“ *We've been doing this for over 15 years and we've worked on a lot of projects. But I can say without question that Children's Miracle Network Hospitals is the dearest to ModSquad's heart.*

– **Amy Pritchard,**
CEO ModSquad

“

We're thankful to ModSquad for meeting and exceeding our moderation wish list. ModSquad has such a talented group of Mods that really know our community and how to speak to them.

ModSquad helps us raise the bar.

– **Julie Blair,**
CMN Hospitals' Senior Director,
Community Experience

About ModSquad

ModSquad is a global provider of on-demand CX services, known as ModSourcing: outsourcing *modernized*. Our experienced professionals engage your customers and communities on a personal level across online, mobile, e-commerce, in-game, application, and social media channels.

ModSquad offers expert service in customer support, moderation, social, and community. We've strategized, designed, and delivered digital initiatives for clients in more than 70 countries, with the capacity to respond in 50+ languages and dialects. We are the Mods!

WE ARE
THE MODS

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