



HEIDI MARTTILA-LOSURE

Strategic Storyteller for Mission-Driven Organizations

39034 105th St. • Frederick, SD 57441 • heidi@dakotafire.net • 605-290-3335

PORTFOLIO

You are invited to

Make Your Mark on Mental Health

An evening of healing through art

with **LOST & FOUND[®]**

FRIDAY, NOVEMBER 17, 2023 • 5-8 PM

The District, 4521 W Empire Place, Sioux Falls, SD

Matching support provided by

Avera 

Make Your Mark on Mental Health: Development Communications & Fundraising Campaign

Donor engagement • Sponsorship visibility • Multi-channel appeals • Stewardship storytelling

Campaign Lead: Heidi Marttila-Losure
Lost&Found (2023)



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PORTFOLIO: MAKE YOUR MARK ON MENTAL HEALTH CAMPAIGN

Campaign Overview

Lost&Found's annual Make Your Mark on Mental Health gala is a primary revenue-generating and donor-engagement event. In 2023, I led strategy and content development for a comprehensive development communications campaign designed to increase ticket sales, elevate sponsor recognition, strengthen donor relationships, and align event messaging with long-term fundraising goals.

The campaign used **email, organic social, visual storytelling, donor engagement content, and event-day live sharing** to build momentum and highlight Lost&Found's mission to support young adults' mental health.

My Role

I served as the **strategic and creative lead**, responsible for:

- Campaign strategy aligned with fundraising goals
- Donor messaging and appeals
- Audience segmentation
- Email and digital communications execution
- Sponsor recognition strategy
- Cross-team coordination with development and events
- Visual direction and design

Audience Segmentation Strategy

- Major donors and sponsors (recognition + impact messaging)
- Community supporters (event experience + mission impact)
- Young advocates (engagement + social sharing)
- Corporate partners (visibility + community alignment)

Campaign Goals

- Increase community awareness and attendance
- Strengthen sponsor visibility and donor engagement
- Elevate the event's visual brand
- Drive pre-event ticket sales
- Support development team in raising funds for youth and young adult mental health programs

Message Strategy

Key message pillars used across campaign platforms:

- **Art + Healing** ("An evening of healing through art")
- **Impact on young adults** (risk data + hopeful framing)
- **Community collaboration** ("Together, we can do more to prevent suicide.")
- **Sponsor and donor appreciation**

Make Your Mark on Mental Health



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1. Email Marketing

- Built anticipation with early Save the Date email
- Created a comprehensive November email featuring event details, speakers, auction information, and sponsorship match
- Integrated cross-promotion with Giving Tuesday
- Used clear CTAs and visual hierarchy to increase click-throughs

From: [Lost&Found info@resilienttoday.org](mailto:info@resilienttoday.org)
Subject: Two big days ahead for Lost&Found in November
Date: November 8, 2023 at 6:19 AM
To: Heidi Marttila-Losure heidi@dakotafire.net

LOST & FOUND®

Two big days, two big ways to support Lost&Found this month

Two of Lost&Found's biggest fundraising days of the year are close together on the calendar: The **Make Your Mark on Mental Health** gala fundraiser is **Friday, Nov. 17**, and Lost&Found is hosting morning and evening social hours, along with an online social media blitz, on **Giving Tuesday, Nov. 28**. ~~We would~~ appreciate your attendance at and support for any or all of these events! See details below. RSVP today!

FRIDAY, NOVEMBER 17, 2023

LOST & FOUND

Make Your Mark on Mental Health

An evening of healing through art

Matching support provided by
Avera

The power of art and the impact of Lost&Found's programs will be featured at this star-studded gala.

Join Lost&Found at The District for an evening of healing through art! Lost&Found's [Make Your Mark on Mental Health fundraiser](#) will be from 5:30 to 8 p.m. Friday, Nov. 17, at The District, 4521 W Empire Place in Sioux Falls.

This event will feature live art production, a silent and live auction featuring local artists, along with dinner and a program featuring emcees Ashley Thompson and Mitchell Olson from KELOLAND Living, special guest Ivy Oland Dandar, and keynote speaker Walter Portz. Guests will have the opportunity to purchase art by local artists benefiting Lost&Found, as well as join the awarding of the annual Spirit of Resilience Award and DJ Smith-Crawley "Doing More to Prevent Suicide" Award.

Thanks to our generous Matching Partner, Avera Health, up to \$10,000 of proceeds from the evening's event will be matched to support Lost&Found youth and young adult suicide prevention and postvention programs in the South Dakota and Minnesota communities we serve. Thanks to your support at the Make Your Mark on Mental Health fundraiser, thousands of South Dakota and Minnesota's next generation will benefit from peer mental health support programs, suicide loss survivor resources, and improved community mental health data.

Tickets for individuals are \$100, which includes access to the art show and auction, food, and program. Tables of eight (8) seats can be purchased for \$750.

Cocktail attire is preferred for guests.

Make your mark on the lives of our region's next generation. Join us for the third-annual Make Your Mark mental health fundraiser and do more to prevent suicide in our community.

Get Your Make Your Mark Tickets Today!



Keynote speaker is artist and entrepreneur Walter Portz

"We are thrilled to be able to share Walter's perspective on art, mental health, and resilience with our friends at the Make Your Mark gala," said Erin Bosch, Chief Development Officer at Lost&Found. [Read more](#)

Ivy Oland Dandar will be a special guest

Oland Dandar is a Sioux Falls native who returned to her hometown two decades ago armed with a fine arts degree, a healthy dose of enthusiasm and naivete, and a desire to open a fine art gallery. Today, she's established herself as the region's leading art and environmental design consultant. [Read more](#)

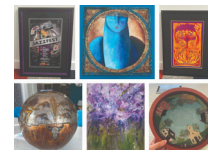


Emcees are KELOLAND Living hosts

Ashley Thompson and Mitchell Olson, hosts of KELOLAND Living, will serve as emcees at the Make Your Mark event. Come enjoy an evening livened up with their enthusiasm and energy! [Read more](#)

Auction features STUNNING local art

Art by many local artists will be auctioned off during the evening's festivities. Bidding starts Nov. 15, and you don't need to be at the event to bid! More art is being added daily. [See the art](#)



Get Your Make Your Mark Tickets Today!

GIVING TUESDAY, NOV. 28, 2023

Give thanks.
Give together.



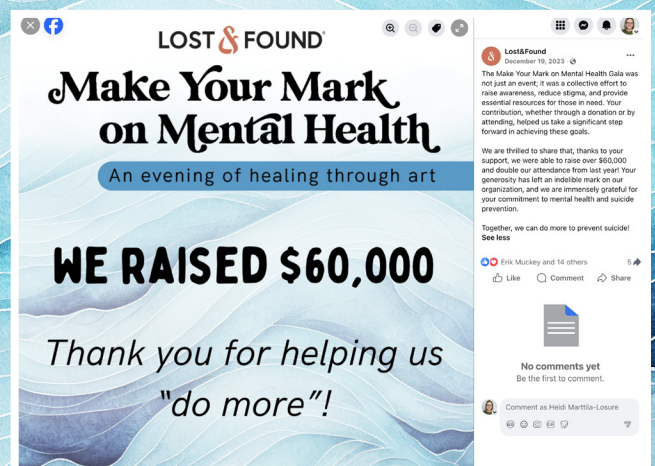
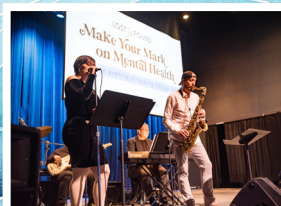
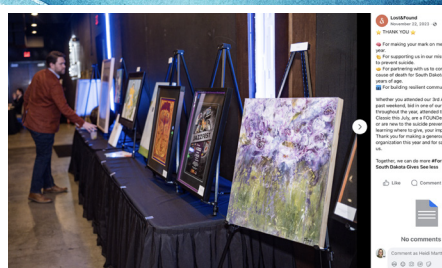
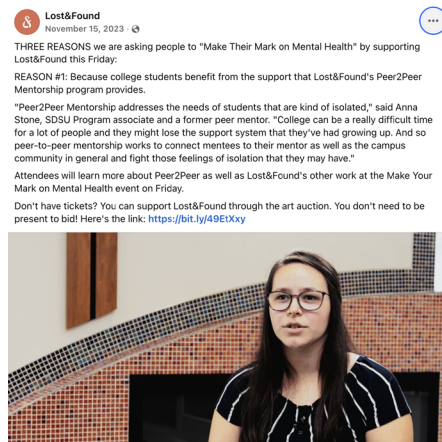
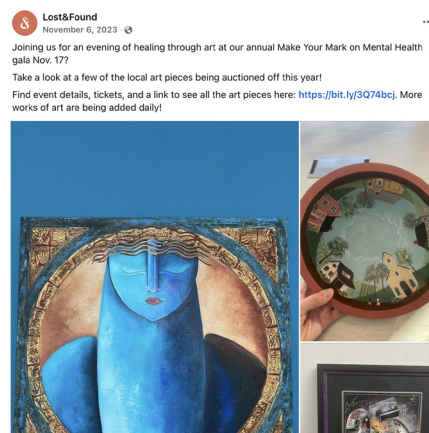
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2. Organic Social Media Campaign

- Developed a series of branded assets to create a cohesive visual identity
- Used countdowns, behind-the-scenes previews, and value-based content to drive excitement
- Highlighted sponsors through branded shareables
- Posted professional photo booth and candid photos shortly after the event to maximize engagement
- Amplified post-event impact with fundraising totals and gratitude posts
- Drove strong community engagement





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3. Visual Branding & Design

- Led visual direction to unify campaign look across channels
- Ensured accessibility and clarity in all designs
- Created assets that translated cleanly from print to digital



Make **Your** Mark on Mental Health

Suicide is the second-leading cause of death for 10- to 24-year-olds in the United States.

If we do not act, too many of our next generation will die from preventable deaths.

There is no single grand solution to suicide, but evidence shows that the cumulative effect of many targeted solutions can substantially reduce suicide risk.

**We can save lives.
But we need to do more.**

Lost&Found is doing this important work, and your support can help us prevent suicide. We deliver mental health programs, advocate for policy change, train student mentors, and support suicide loss survivors. We serve youth, young adults, and the people who care about them.

Our vision is a world no longer darkened by suicide. Your support can help us build it. Please make a generous pledge today.



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LOST & FOUND
Make Your Mark on Mental Health
 An evening of healing through art • FRIDAY, NOVEMBER 17, 2023

SPONSORSHIP LEVELS

MATCHING PARTNER	\$10,000
Matching Partner Sponsorship includes a reserved table for eight; eight drink tickets; the sponsor's logo displayed at the table and featured on the event program, on social media, and on other materials shared at the event; and recognition from the podium during the event. The company logo featured on the Lost&Found website for one calendar year. A representative will have the opportunity to welcome guests from the stage at the beginning of the program.	
COMMUNITY PARTNER	\$5,000
Community Partner Sponsorship includes a reserved table for eight; eight drink tickets; the sponsor's logo displayed at the table and featured on the event program, on social media, and on other materials shared at the event; and recognition from the podium during the event. The company logo featured on the Lost&Found website for one calendar year.	
CORPORATE SPONSOR	\$2,500
Corporate Partner Sponsorship includes a reserved table for eight; eight drink tickets; and the sponsor's logo displayed at the table and featured on the event program and on social media.	
HOSTING PARTNER	\$1,500
Hosting Partner Sponsorship includes a reserved table for eight; eight drink tickets; and the host's name or company name/logo displayed at the table.	

Together, we can do more to prevent suicide.

To reserve your sponsorship, contact Erin Bosch at ebosch@resiliencetoday.org

LOST & FOUND
Make Your Mark on Mental Health
 An evening of healing through art

SPECIALTY DRINK:

The Spirit of Resilience

Crown Royal Apple Whisky,
cranberry juice, sparkling soda, lime

For every specialty drink purchased,
\$1 will go to Lost&Found!



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4. Event-Day Photography & Post-Event Storytelling

- Photographed event atmosphere, art, and key program moments
- Selected and edited photos for social media and newsletter use
- Shared fundraising results and impact after event (e.g., “More than \$60,000 raised,” doubled attendance)





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Key Outcomes

- **\$60,000 raised** to support young adult mental health
- **Attendance doubled** compared to previous year
- Strong sponsor engagement, including Avera's \$10,000 match
- High social engagement through sponsor posts, auction previews, and live updates
- Email campaign supported ticket sales, RSVPs, and awareness
- Unified visual brand strengthened recognition of Lost&Found's mission

Impact Summary

This campaign successfully elevated Lost&Found's annual gala through strong digital storytelling, visual cohesion, and audience-centered messaging. The multi-channel approach built momentum, deepened community participation, and delivered meaningful fundraising and engagement outcomes.

