

# SUDC Foundation

**EIGHTY6**  
CASE STUDY

BRAND &  
WEBSITE

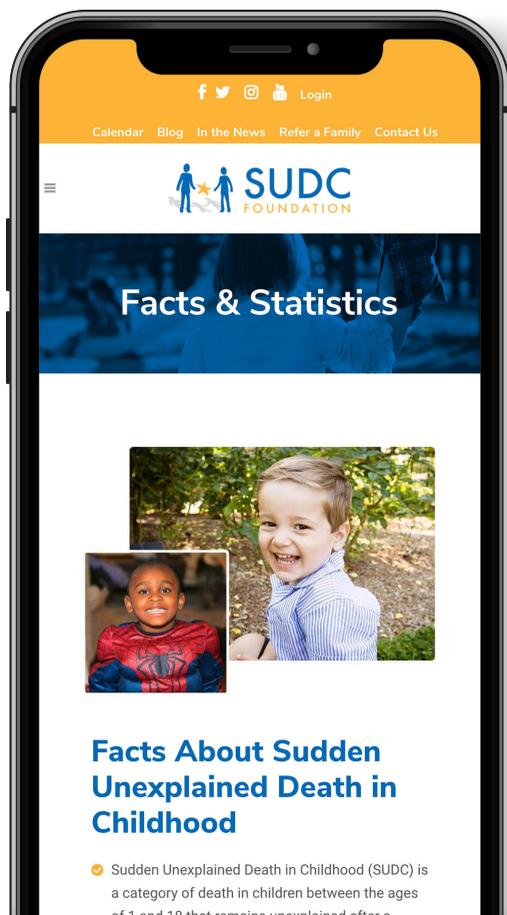
2019 - Present

## Impact

New Brand with a Fully Automated CRM-Driven Website

## Service Areas

- Branding
- Website Design
- Ongoing Website Management
- Graphic Design
- Search Engine Optimization (SEO)



## Situation

The SUDC Foundation – the global leader in promoting awareness, advocating for research, and supporting those affected by sudden unexpected or unexplained death in childhood (SUDC) – was in need of a simplified brand approach and a website to tie it all together so that they could fulfill their mission in a unified manner. Their existing website had become difficult to navigate as new initiatives came into play. A more structured approach and more simplistic design were needed, alongside a complete salesforce.com integration of all website forms, so communications for the organization could improve.

# Solution

We worked with the SUDC Foundation to refresh their branding elements. The logo received a modernized update, and other branded items like letterhead and business cards were designed to match. Now, no matter where you engage with the Foundation, you will see the new streamlined look consistently. We also helped design the graphics and write the copy needed to promote SUDC Awareness Month, which included the circulation of cohesive and consistent information across Facebook, Instagram, the website, email, printed cards, posters, an awareness kit, and more.

When the SUDCF came to us, they already had a very strong mission, which we were able to draw upon as we created a structure for the

website and how the Foundation is presented. They do three things: promote awareness, advocate for research, and support those affected by SUDC. Now, the website conveys this mission by displaying all their initiatives underneath one of those umbrella categories, which creates a seamless brand experience with a clear vision.

On a technical front, we integrated the salesforce.com CRM across 16 website forms, which gives the SUDC Foundation staff the ability to manage all submissions in one place. This gives greater control over the communication efforts of the foundation and has reduced the amount of time needed to re-enter information. Donations, user login requests, and more all come through a salesforce.com integrated form.



# March is SUDC Awareness Month



**SUDC Foundation**

@TheSUDCFoundation · Charity Organization

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## About

We are the only organization worldwide whose purpose is to promote awareness, advocate for research and support those affected by SUDC. [www.sudc.org](http://www.sudc.org)

25,558 people like this including 4 of your friends



25,528 people follow this

<http://www.sudc.org/>

(800) 620-7832

Send Message

info@sudc.org

Charity Organization · Nonprofit Organization · Education

## Photos



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Create Post

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SUDC Foundation 4 hrs ·

**HELP US URGE THE NIH TO SUPPORT FUNDING FOR TARGETED SUDC RESEARCH**

**#SUDCAwarenessMonth**

CLICK HERE TO SIGN THE PETITION TODAY!

Like Comment Share

SUDC Foundation 4 hrs ·

### SUDC and the SUDC FOUNDATION

**What is SUDC?**

Sudden Unexpected Death in Childhood (SUDC) is a tragedy of death in children between the ages of 1 year and 18 that remains unexplained after a thorough investigation, including an autopsy, that offers a secondary death. 1000 plus in total and most occur each day. All the time, we don't know what causes SUDC. One in 1000 to 1 in 5000 per year. A medical examiner or coroner could rule a child's death SUDC when the coroner, through an autopsy and findings, are unable to find a cause of death.

**SUDC Facts**

- SUDC is reported to be occurring at about one in every 100-200 children. Every year in the United States, approximately 400 children die from SUDC. 90% of SUDC is found commonly in young children and is the fifth leading category of death among children between the ages of 1 and 4.
- We do not know exactly how often SUDC occurs in the U.S. or around the world because the National Child Death Registry (NCDR) database that tracks sudden and unexpected deaths in children has not been fully implemented, it is incomplete.

**The SUDC Foundation**

The SUDC Foundation exists to ensure that no more children are lost to Sudden Unexpected Death in Childhood. The SUDC Foundation is the only organization worldwide whose purpose is to promote awareness, advocate for research and support those affected by SUDC.

**The SUDC Foundation:**

- Family and prevention research.** The SUDC Foundation provides grants for and coordinates research that will further our understanding of the causes and ways to prevent SUDC.
- Support for families.** The SUDC Foundation currently supports over 100 families in 18 countries. A primary support is to provide families with the resources and professional support services that they need to cope with the loss of their child.
- Advocacy for the SUDC community.** The Foundation supports efforts, including legislation, to ensure that SUDC is recognized and that research and prevention efforts are supported. The Foundation also provides support for families and offers ongoing support with their child's death by being a source for information and the medical examiner or coroner. It also assists families in understanding research that is being done which could help to prevent or reduce the risk of SUDC.
- Assist Medical Professionals.** The Foundation provides resources to help medical professionals and coroners, including an online decision care for and communication with families regarding the autopsy, investigation and certification of a child.
- Awareness for the SUDC community.** The Foundation supports efforts, including legislation, to ensure that SUDC is recognized and that research and prevention efforts are supported. The Foundation also provides support for families and offers ongoing support with their child's death by being a source for information and the medical examiner or coroner. It also assists families in understanding research that is being done which could help to prevent or reduce the risk of SUDC.

The SUDC Foundation provides all services at no cost to the people it serves.

To learn more, please visit [SUDC.org](http://SUDC.org) | 1-800-620-SUDC | [info@sudc.org](mailto:info@sudc.org)

### SUDC FOUNDATION

**March is SUDC Awareness Month**

**Share Information with a Friend Week**

**Wear Your Heart on Your Sleeve Week**

**Kindness Week**

**Why SUDC Awareness is Important to Me Week**

Visit [SUDC.org](http://SUDC.org) to learn about all of the ways that you can help us raise SUDC awareness and download our awareness month resource.

#SUDCAwareness

**SUDC AWARENESS MONTH**

### Unexplained Pediatric Deaths: Investigation, Certification & Family Needs

Procedural guidance and key considerations developed by the National Association of Medical Examiners Panel on Sudden Unexpected Death in Pediatrics.

Order Today

About the Book

**SUDC FOUNDATION**

Promote Awareness · Advocate for Research · Support those Affected

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