

# Increasing Awareness and Donor Base through Penn Vet's Foal Cam

2014 AVAP Annual Conference  
Fort Collins, CO

## Everybody Loves a Baby

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There is nothing like a newborn baby to renew your spirit and to buttress your resolve to make the world a better place.

-Virginia Kelley




17466 viewers





MENU




 Embed

 Email

 Digg

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# New Bolton Center Foal Cam

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- **Behind-the-scenes glimpse** into New Bolton Center
- Camera live **February 26 – April 2, 2014**
- **Robust web presence:**
  - Live video feed and important updates
  - Penn Vet Extra* stories
  - Facts about equine pregnancy/foals
  - My Special Girl's* daily schedule
  - Ultrasounds, videos, and photos
  - Info about NICU and Repro Services
  - Team bios
  - Links to social media and to donate



# Impact

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	<u>Total pageviews</u>	<u>Unique pageviews</u>
/foalcam	278,017	172,134
/time-lapse-view	27,724	24,110
/daily-schedule	5,501	5,199
/what-to-expect	4,997	4,373
/foal-ultrasounds-videos	3,228	2,983
<b>Total</b>	<b>319,467</b>	<b>208,799</b>
<b>Total countries viewing</b>	<b>120</b>	



## Impact

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- **>60** media stories, audience of nearly **100 million**
- New Bolton Center Facebook “Likes” **from 646 to over 3,000**
- Nearly **3,000** new contacts through naming contest
- **>1,500** blog subscribers
- **37** gifts totaling **\$3,135**

## Cast Your Vote!

### Help us name our new arrival... And you'll gain access to the foal's Baby Book!

We are so pleased to welcome our special foal to the New Bolton Center family.

We're looking to **YOU** to help us select a name for our new addition. Simply vote for your favorite name at the right and you'll gain access to our free Baby Book blog so that you can continue to follow the life of our colt.

Each name includes a formal "**show name**" along with a less formal "**barn name**" in parentheses.

You can only vote once, so choose wisely! Voting ends on April 7, 2014.



### New Bolton Center Foal Naming Contest

First name \*

Last name \*

Email address \*

Choose the name of our foal

- New Bolton Zenith (Zeno)
- New Bolton High Tech (Scope)
- New Bolton Original (True)
- New Bolton Pioneer (Boone)
- New Bolton Broadcast (Signal)
- New Bolton Newsworthy (Scoop)
- New Bolton Peerless (Tip Top)
- New Bolton Equuleus (Stellar)

[Cast Your Vote Now](#)



ABOUT

EDUCATION

RESEARCH

PEOPLE

GIVING

PENN VET HOSPITALS

## New Bolton Center Baby Book

### New Bolton Center's Dr. Corinne Sweeney Meets Our Foal Cam Colt

Posted by Louisa Shepard

Apr 3, 2014 2:00:00 PM



#### Subscribe to Email Updates

Email \*

berke@vet.upenn.edu

Notification Frequency \*

- Instant
- Daily
- Weekly
- Monthly

Subscribe

#### Baby Book URL:

If you need it, here's the URL of the New Bolton Center Baby Book Blog:

<http://info.vet.upenn.edu/babybook>

Support New Bolton Center!

#### Posts by Topic

- [Jonathan Palmer, VMD \(2\)](#)
- [Neonatal Intensive Care \(2\)](#)
- [New Bolton Center \(2\)](#)
- [Regina Turner, VMD \(2\)](#)
- [Ultrasound \(2\)](#)

## The Future

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- Nurture new contacts and work on acquiring new leads
- Consider a corporate sponsor and media partner







