

Client: Partnership of the Future

Partnership for the Future's mission is to provide high-potential high school students from challenging circumstances in the metro-Richmond area with tools and experiences necessary to attain a college degree. They work with students year-round — offering coaching activities and development activities during the academic year and work internships and life skills training during the summer.

The Challenge

One of the strongest validations for PFF's success is their alumni. They are strong candidates for potential mentoring, funding and student internship placements. PFF alumni could have the opportunity to give back to the organization that helped them pave the way to their own personal successes. However, keeping track of alumni during and after college can be a challenge for a small nonprofit. Keeping track of PFF alumni faces the same challenge as keeping track of any high school student as they enter into adulthood: communication modes are constantly changing, PFF is competing against a mountain of messaging vying for their attention, and eventually, PFF will be competing with their college or university for their primary alumni status.



The Fix

We developed a communication strategy designed to engage the alumni of PFF, in order to capture contact information and build a stronger PFF alumni network.





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Case Study: Altria Client: Partnership of the Future

List of Deliverables

Developed an alumni communication/engagement plan designed to:

- Capture contact information of at least 75% of all PFF alumni
- Engage at least 25% of all PFF alumni in a thriving story-telling • social-media experience
- Build an engaged community of PFF alumni •
- Longer-term, by engaging PFF alumni, they will become mentors and ٠ role models for





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Never

Stop Conquering.

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READ ME.





PARTNERSHIP

Reflect back to when you wrote this letter. There may have been times when elt like you were stuck in a room with no way out, until someone opened a window. You had the drive, hope and passion; all you needed was the oppo

There are many other students who are looking for just that. A window to be opened. An opportunity to present itself. We would like to invite you to join us celebrating our 20th anniversary and help us to continue creating opportunitie the deserving students of the Richmond area.

For 20 years, Partnership for the Future has provided Richmond high school students, who have challenging circumstances, with the tools and experiences necessary to obtain their college degraders. You are the togeted driving force in keeping our initiatives going, You have not only concuered your goal of going to college, you are still conquering your goals today. Please visit our website to le more http://www.partnershipforthefuture.org.

We look forward to celebrating our 20th anniversary with you

Sincerely

Charleita M. Richardson President and CEO #neverstopconquering

Living in an ope with in mail tridualizing and in song addin inflataer. transport can full throwthen surrounded by what stars that a world of obser. We worl block to study on of order action with the that stars that the I sourt to fly us a block in signification of a star for stars a block to There are so many graph trying to trill gain what is right and what is wrong it and had no basis who be below. The lass a compare that tops as hadded in the right direction. I wont to be one of those people who serve as that compass.

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Client: Equality Virginia

Equality Virginia (EV), a statewide, non-partisan advocacy, outreach and education organization seeking equality for lesbian, gay, bisexual and transgender (LGBT) Virginians. EV works to achieve an inclusive Commonwealth where all are equally welcomed and valued, regardless of sexual orientation (SO) or gender identity and expression (GI/E).

The Challenge

In an effort to build support for workplace fairness, Equality Virginia established The Virginia Coalition for Workplace Fairness (VCWF), a group of employers who are leading the way in supporting their LGBT employees. The assignment was to support the VCWF with its branding efforts so that it can generate awareness and garner support for its mission among Virginia employers. VCWF needs educational materials that will help employers understand what VCWF stands for, why their mission is important and a compelling story that motivates employers to join the coalition and influence change in the state of Virginia.

The Fix

The assignment was to support the Virginia Coalition for Workplace Fairness with its branding efforts so that it can generate awareness and garner support for its mission among Virginia employers. Materials were created that were aimed at helping employers understand what VCWF stands for, why their mission is important and a compelling story that motivates employers to join the coalition and influence change in the state of Virginia.





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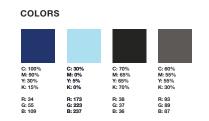
Case Study: Altria

Client: Equality Virginia





VIRGINIA COALITION FOR WORKPLACE FAIRNESS STYLE GUIDE



LOGO WITH TAGLINE





TYPEFACES

LOGO & HEADERS

HELVETICA NEUE - BOLD **HELVETICA NEUE - CONDENSED BOLD** HELVETICA NEUE - MEDIUM

BODY COPY Lucida Sans - Regular

LOGO WITHOUT TAGLINE



VIRGINIA



List of Deliverables

- Development of a new logo that best represents the VCWF's mission ٠
- Creation of collateral materials ('leave behind' folder with materials, small bro-٠ chure, 1-pager, etc.) that could be used in in-person meetings or mailed
- Creation of a website ٠
- Development of standard templates/letterhead (flexible for future use when facts / message change)





Case Study: Altria

Client: Higher Achievement

Higher Achievement's rigorous after-school and summer academic program closes the opportunity gap for middle school youth in at-risk communities. The program's proven model provides a rigorous year-round learning environment, caring role models, and a culture of high expectations, resulting in college-bound scholars with the character, confidence, and skills to succeed.

The Challenge

The assignment is to support EMERGE RVA (Higher Achievement's young professionals group) with its branding efforts so that it can support Higher Achievement's goals. Our team decided what kind of branding strategy the organization will need to meet its objectives of becoming known in Richmond, including a logo, advertising strategy, communication plan, and how to promote both EMERGE RVA and Higher Achievement at events.

The Fix

We developed a branding strategy for EMERGE RVA that increases awareness, membership, and participation, and supports Higher Achievement's goals in the community.







Case Study: Altria Client: Higher Achievement





YOUNG PROFESSIONALS BOARD

Higher Achievement Young Professionals Board (YPB) offers young professionals in the Richmond area the opportunity to develop their skills with like-minded individuals through real life applications that benefit students in the Higher Achievement program. YPB supports Higher Achievement by organizing projects that support he organization through various fundraisers, programs, and events.

WHY YPB?

DEVELOP YOUR PERSONAL AND PROFESSIONAL SKILLS

- Enhance leadership presence
 Build communication and public speaking skills
- Gain digital marketing experience
- Contribute your ideas to help shape the organization
 Meet other motivated young professionals in your area who want to make a difference
-All while having a positive impact on your community and empowering local youth

GET INVOVLED Visit our website at www.HigherAchievementYPB.org or email HigherAchievementYPB@gmail.com for more information.



List of Deliverables

- defined the brand values, essence, and positioning for the young professionals organization
- built a brand communications platform, including: a new organization name, logo, sample fliers and e-mails, and a fully-functioning website
- a sustainable organizational structure with defined roles and priorities.





Case Study: Altria

Client: Bridging Richmond

Bridging Richmond is a local non-profit with the goal of developing the youth in our community from cradle to career. In doing so, the long-term impact to the Richmond community will be a better school system, smarter / better prepared students, a stronger pool of career ready adults, and ultimately a stronger and healthier Richmond community.

The Challenge

Bridging Richmond has a great business model, but it is confusing. It takes some time to communicate to potential partners what Bridging Richmond is all about. There was trouble understanding what they are all about. In order to be successful, they need a clear message and some materials to help them communicate that message.



The Fix

We developed a Sales Story Kit for Bridging Richmond to share with its partners because the benefit of Bridging Richmond as an organization to any of its audiences is somewhat difficult to communicate. We developed a new logo / positioning statement that will accurately represent the newly expanded reach of the non-profit and more clearly communicate the positioning of Bridging Richmond. Bridging Richmond recently extended its geographic service area from four localities to 9, which extends beyond the Metro Richmond region. The current logo, name, etc. does not reflect Bridging Richmond's current regional presence outside of the Richmond area. We developed a promotional video that will communicate the importance of Collective Impact.





Case Study: Altria Client: Bridging Richmond





- New Logo, Name, and Theme Line
- Brochure
- Power Point Template
- Social Media Template
- Web Layout
- Brand Book





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Client: Valentine Richmond History Center

The Valentine Richmond History Center has been collecting, preserving and interpreting Richmond, Virginia's 400-year history for more than a century. Located in the heart of historic downtown, the History Center is a place for residents and tourists to discover the diverse stories that tell the history of this important region.

The Challenge

The mission of the Valentine Richmond History Center is to engage, educate, and challenge a diverse audience by collecting, preserving, and interpreting Richmond's history. The Valentine offers a comprehensive program of exhibitions, tours, special events and educational programs to engage a broad audience in an ongoing dialogue about the significance and relevance of the city's history.

What the client most needed was a marketing communication strategy and materials to promote the "This is Richmond, Virginia" exhibit to members, donors, and visitors of the Valentine Richmond History Center.

The Fix

To raise awareness for the Valentine Richmond History Center, we developed an overall marketing communication strategy, including print ads, materials to be mailed or handed out at events around Richmond, and a social media strategy devised to bring Twitter followers and Facebook fans to the exhibit.

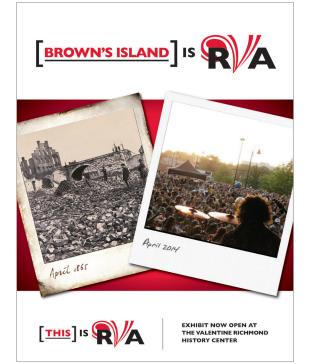




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Case Study: Altria Client: Valentine Richmond History Center







List of Deliverables

- Overall marketing communication strategy, including: .
- Ads that can appear in local media sources
- Print materials to be direct mailed or handed out at events around Richmond
- Social media strategy to convert online fans and followers into visitors
- Exhibit opening event and on-going event strategy
- Brand architecture

