



CORPORATE
GIVING
CONNECTION

EBeauty Community

MARKETING & DEVELOPMENT CASE STUDY

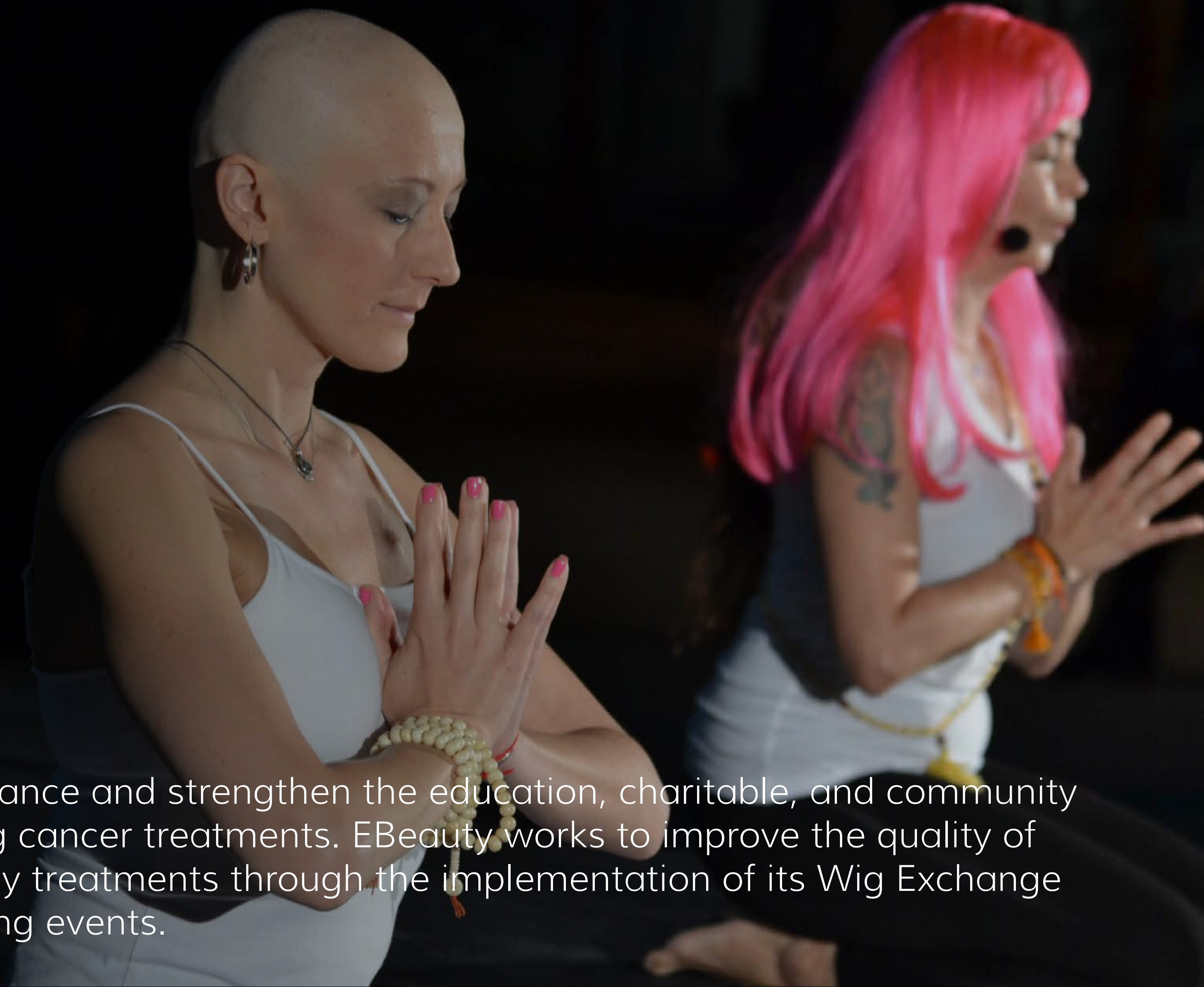


THE CLIENT



EBeauty

EBeauty Community's mission is to enhance and strengthen the education, charitable, and community support network for women undergoing cancer treatments. EBeauty works to improve the quality of life of women undergoing chemotherapy treatments through the implementation of its Wig Exchange Program and through awareness building events.



THE CHALLENGE

EBeauty came to CGC having reached a crossroads with their grassroots organization and wanting to understand if EBeauty could be a viable, self-sustaining nonprofit capable of long-term growth.





OUR INSIGHTS

1

EBeauty's key relationships and private funding combined with a successful wig exchange program offered a foundation from which CGC could develop a sustainable growth strategy for them.

2

EBeauty needed operational structure set up around their efforts, as well as, supplements to their existing human resources to efficiently evolve their program for growth, in particular an addition of marketing and fundraising team members.

3

Raising awareness of EBeauty and its mission to a larger audience would require fresh, consistent brand messaging across all marketing materials and communications.

A PERFECT FIT



CGC has the experience necessary to offer the strategy and structure, as well as, the branding materials needed by EBeauty to achieve their goals with limited resources.



CGC helped EBeauty to focus messaging and processes to align more clearly with the organization's goals of efficiently raising awareness and money.



CGC functions for its nonprofit clients as a marketing and development staff of experts offering both strategic thinking and reliable execution across a variety of areas, freeing up EBeauty to refocus on relationship building.

THE SOLUTIONS

Use a variety of marketing and development tactics to support and grow the EBeauty brand, encourage donors and engagement, and restructure events for better monetization.



THE SOLUTIONS



Build cohesive branding and messaging to properly convey EBeauty's mission



Create the corresponding tools and strategy to tell that story, build awareness, and refocus events



Use fundraising techniques and marketing expertise to use those tools and strategies for monetization

CORPORATE GIVING

CGC used a market analysis to outline the value proposition to prospective partners and strategize how to best approach potential contacts.

Handled the strategy, writing, and design of the tools needed for pitching to corporate partners including a Sponsorship Deck and a Presentation Deck.

Coached representatives how to best represent the opportunity to a corporate partner, and the best practices for following up and building a relationship.

Leveraged relationships with existing corporate partners for introductions with new potential partners.

Successfully presented in person on behalf of the organization to secure the presenting sponsor for EBeauty's Yoga in the Park event.

Collaborated with the corporate sponsors to ensure maximum ROI from their strategic partnership with EBeauty.

Successfully raised over \$80K through corporate giving and still actively meeting with local and national companies to establish relationships on behalf of EBeauty.

INDIVIDUAL GIVING

CGC handled the strategy, writing, and design of the tools needed to facilitate individual giving for EBeauty, including an Overview Deck.

Created team building materials and coached individual team leads on fundraising strategies around Yoga in the Park to ensure their success.

Developed the #WomenHelpingWomen end-of-year campaign strategy to continue the momentum from the events through the busiest giving season and the to the end of 2016 whose average gift was over \$100. This campaign ultimately raised over \$4K.



EMAIL & DIRECT MAIL

For both of these fundraising campaigns, CGC managed email, copy, and design, as well as, execution which included mailing list growth and database management.

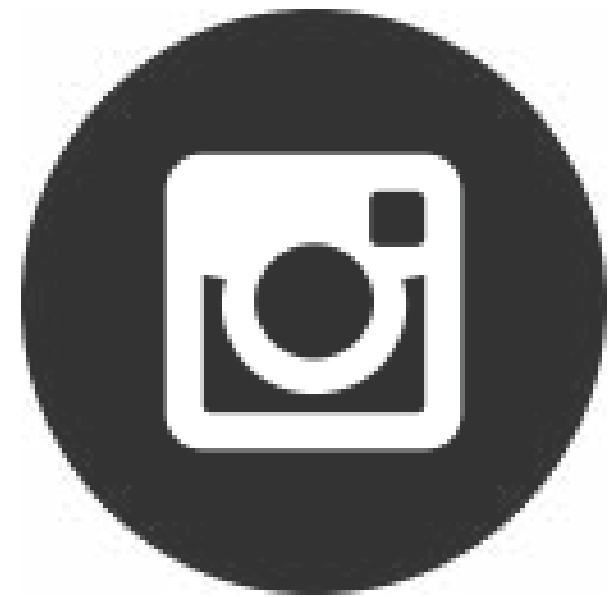
#LightMiamiPink - Campaign supporting the September Yoga in the Park event

#WomenHelpingWomen - End-of-year giving campaign which also included the execution of a direct mail piece targeting older audiences who prefer solicitation via mail, and allowing for an additional touchpoint with donors



SOCIAL MEDIA

CGC developed a social media strategy and structure, including content and campaign creation and promotion, to build engaged audiences across multiple platforms.



1000% +
GROWTH



40% +
GROWTH



1400% +
GROWTH



#WomenHelpingWomen



Hope and Healing



EVENT MANAGEMENT

CGC collaborated closely with EBeauty to evolve their annual awareness events into fundraising opportunities, advising them to eliminate their less successful New York City event, add sponsors and ticket sales to their Miami event, and take advantage of a partnership opportunity to maximize donations for the DC event.

A group of women are sitting on yoga mats on a grassy field, participating in a yoga class. They are dressed in athletic wear, and the scene is set outdoors in a park. The women are smiling and looking towards the camera. The mats are in various colors, including pink, blue, and purple. The background shows more people sitting on mats, suggesting a large group activity.

EVENT MANAGEMENT

YOGA IN THE PARK

Yoga in the Park was an incredible community building event that featured an awe-inspiring outdoor yoga class and spectacular light show to #LightMiamiPink and kick off National Breast Cancer Awareness Month.

The event was held at the world famous New World Symphony at Soundscape Park and highlighted by stunning visuals and music from the New World Symphony Fellows.

Over 250 people attended and \$57K+ was raised.

EVENT MANAGEMENT

YOGA IN THE PARK

CGC was responsible for the monetization strategy for the event - changing it from a free event in the past into one that raised \$57K to both cover costs and raise charitable funds.

The above strategy included recruiting yoga studios and groups to be involved, creating team building materials for them, creating a competitive atmosphere, and coaching individual team leads on fundraising strategies.

Strategized a VIP Reception at the New World Symphony to leverage and maximize the exposure and honor the sponsors.

In addition to developing the event branding and associated materials, CGC set up the event website with registration and crowdfunding capabilities, and managed the on-site vendors and the sponsor relationships.



EVENT MANAGEMENT

SUPERFIERCE DC

Superfierce DC brought together fearless female artists from across the country looking to pay it forward at this traveling art auction held at the National Museum of Women in the Arts to benefit EBeauty. Over 500 people attended and \$62K was raised.

A woman with vibrant pink hair, wearing large black headphones and a gold necklace, stands behind a podium. The podium features large, gold, 3D block letters spelling out 'SUPERFIERCE'. The background is filled with colorful, abstract art pieces. The woman is looking down at the podium.

SUPERFIERCE

EVENT MANAGEMENT

SUPERFIERCE DC

CGC advised on the structure of the event and the best way to allocate funds efficiently in order to make the event financially beneficial.

CGC managed registration logistics and the execution of the auction including providing auction software for fixed price items, the silent auction, registration, and the live appeal.

The branding and materials for the event were directed and delivered by CGC.

GRANT WRITING

CGC partnered EBeauty with a grant writing expert who proactively monitors trends, remains informed on pertinent fundraising legislation and techniques, and possesses a comprehensive network for funding opportunities.

The team created prospect research including a comprehensive list of private/corporate foundations, academic, state, and federal grants and the specific programs that aligned with each grant applied for on behalf of EBeauty.

Upon completion of the research and report, CGC created a 12 month grants calendar that provided EBeauty with a high level view of application deadlines to efficiently allocate time and allow for prioritization.

CGC consolidated all statistical, analytical, and organizational data and collaborated with the EBeauty team to apply for every appropriate grant.

To date, eight completed grant applications have been submitted and \$25K has been awarded.

YEAR ONE RESULTS

\$150K+

Dollars Raised for EBeauty

500+

Attendees
at Superfierce DC

100%

Increase in Mailing List

250+

Attendees
at Yoga in the Park

\$25K

In Grants Awarded

+1000%

Increase in Social Media

ENDORSEMENT

“

I engaged CGC to support our longevity through structured and planned growth and I am happy to say that over the past year EBeauty has grown its brand identity and we saw a significant increase in our fundraising activities. CGC was able to introduce us to advanced software which enabled us to better track and qualify our target audience, as well as, expand our donor base.

We look forward to our ongoing partnership with CGC as we look to the future.

-Carolyn Callahan Keller, Executive Director and Founder of EBeauty Community Inc.

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