



CORPORATE
GIVING
CONNECTION

VFF USA

MARKETING & DEVELOPMENT CASE STUDY



THE CLIENT



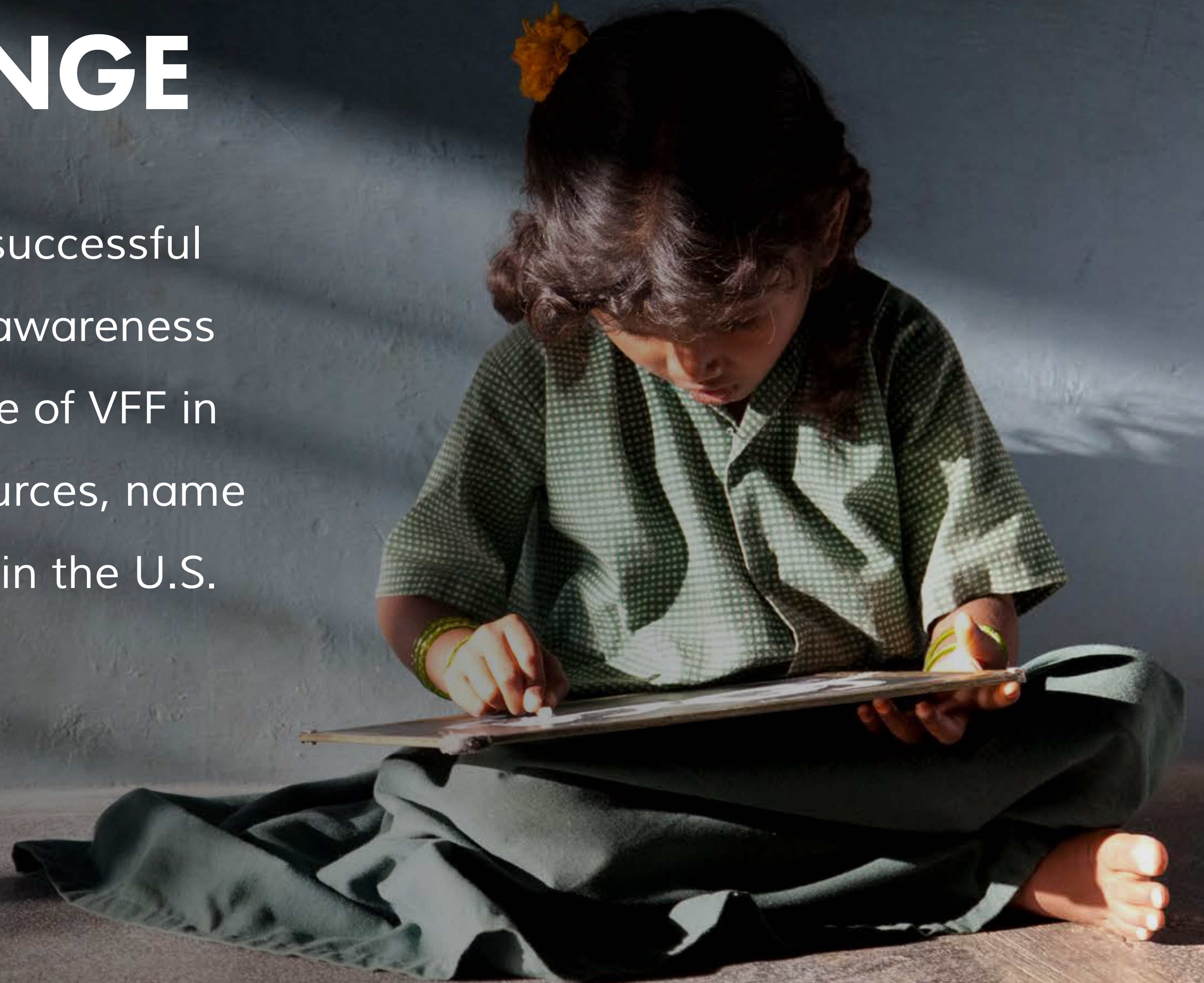
VicenteFerrer

Vicente Ferrer Foundation U.S.A.

a nonprofit committed to helping vulnerable populations throughout India

THE CHALLENGE

Launch VFF in the U.S. as a successful nonprofit, capable of raising awareness and funds to further the cause of VFF in India despite their lack of resources, name recognition, and connections in the U.S.





OUR INSIGHTS

1

As a U.S. start-up with a long-established identity in Spain and India, the brand would need to be tweaked to appeal to an American audience without losing its fundamental identity, so we'd have to focus on the universal themes of women empowerment and eradicating poverty.

2

The non-profit industry in the U.S. is very crowded and competitive for people's hearts, minds, and wallets, so it would be critical to find innovative ways to break through the noise and rise above the mundane fundraising methods.

3

With the manpower of a grassroots nonprofit, but the expectations of a global nonprofit, VFF USA needed a marketing firm that could offer support, structure, experience, and leadership to help align expectations, focus efforts, and be an integral part of the VFF USA team.

A PERFECT FIT

1

CGC has the flexibility of a small firm, the passion for innovation necessary to achieve goals with a client's limited resources, and the breadth of experience to provide full-service support to nonprofits like VFF USA.

2

CGC helped VFF USA to redirect priorities and resources to align more clearly with the organization's goals of efficiently raising awareness and money.

3

The partnership with VFF USA accomplishes CGC's mission of functioning for its nonprofit clients as a staff of experts offering both strategic thinking and reliable execution across a variety of areas.

THE SOLUTIONS

Use a variety of marketing tactics to establish the VFF brand in the U.S. and encourage donors and engagement, generating momentum and awareness in year one to build off of for year two.



“Benefits of working with CGC include flexibility, creativity, and timeliness. CGC team members are available at any time to problem solve.”

- Angelina Klouthis, Executive Director, VFF USA



THE SOLUTIONS

1

Build a brand identity & story
for American audiences

2

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

3

Use fundraising techniques
to grow donations out of
that awareness

VIDEO PRODUCTION

WHY VFF USA?

Developed this storytelling tool to convey the VFF mission in a way that was relevant and informative for U.S. audiences, as well as, emotionally appealing with a powerful call to “be the generation that ends poverty.”



VIDEO PRODUCTION

THE EMPOWERED VIRTUAL REALITY VIDEO

CGC understands that the best way to fundraise is to allow prospective donors to experience the communities that benefit from their donations. Seeing what their money can actually accomplish creates empathy and motivates people to engage.

VIDEO PRODUCTION

THE EMPOWERED VIRTUAL REALITY VIDEO

Virtual reality is an innovative tool that allows U.S. audiences to virtually travel to rural regions of India and see firsthand the impact of their donations. This creates an effective fundraising experience for the audience rather than the status quo video.

CGC partnered with an experienced agency to collaborate on scriptwriting, scene blocking, directing, editing, voice over, post-production and more, as well as, traveling to India to personally oversee the production.



EMAIL & DIRECT MAIL

Responsible for the copy, design, and execution of all emails, CGC created a strategy, including a monthly newsletter, mailing list database management, and list growth, that would offer a consistent touchpoint with donors and friends of VFF USA. In year one, the email list grew from zero to over one thousand members.

CGC also managed the execution of a direct mail piece as part of the end of year #GiveAllYear campaign, targeting older audiences who prefer solicitation via mail and allowing for an additional touchpoint with donors.



SOCIAL MEDIA

CGC created a social media strategy and structure, including content and campaign creation and promotion, to build the U.S. audience from nothing and surpassing all of the growth goals in year one.



3,000+
FOLLOWERS



2,300+
FOLLOWERS



6,300+
FOLLOWERS



#GiveAllYear

Give to her future today.

PUBLIC RELATIONS

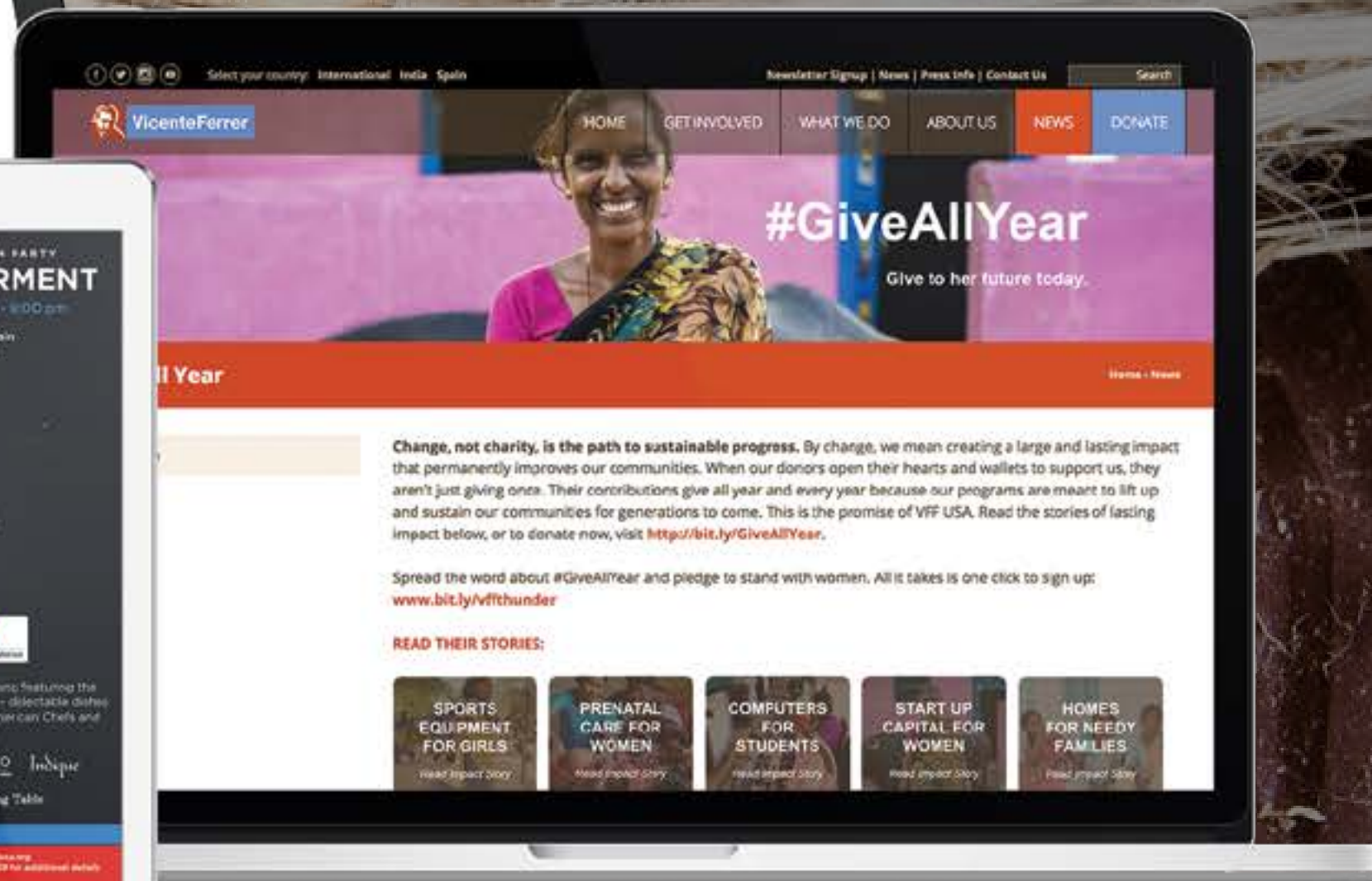
With limited budget allocated, CGC focused PR efforts specifically on the end of year launch event, including creating a press kit, securing VIP and press attendees, providing media training, on-site red carpet coordination, and post event follow up.

Additional PR support also secured for the end of year #GiveAllYear campaign which ties into promotion of *The Empowered*, the virtual reality video.



WEB DEVELOPMENT

CGC performed a content audit of the VFF USA website and made recommendations about ways to reinforce the brand story, as well as tips on how to be engaging, concise, and focused on achieving goals through clear calls-to-action.



CORPORATE GIVING

CGC used market analysis including competition and prospect research to identify target partners for VFF USA and make contact with the appropriate executive level contacts.

CGC identified and outlined the value proposition to a corporation of launching a strategic partnership with VFF USA.

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

Coached VFF USA representatives as to who to speak with and how to represent the opportunity to a corporate partner, and then the best practices for following up and building a relationship.

INDIVIDUAL GIVING

CGC handled the strategy, writing, and design of the tools needed to facilitate individual giving for VFF USA, including an Overview Deck, Cocktail Presentation, and Handout.

Coached VFF representative on how to most effectively use the giving tools in their sales pitch, presentation preparation, and tips on how to close the deal.

The cocktail party model CGC uses includes an intimate get together at someone's home that results not just in donations, but also in a group of ambassadors who facilitate high level introductions to potential sponsors.

The happy hour model CGC uses allows for information to be shared in an informal, low-pressure setting with refreshments, music, and a raffle. Happy hours in DC and LA were paid for completely by fundraising.

Successfully recruited 27 child sponsors, 14 women's group sponsors, and 144 other donors

EVENT MANAGEMENT

The culmination of activity for VFF USA this year was their official Recipe for Empowerment launch party held at the former residence of the Ambassadors of Spain in Washington, DC.

This innovative approach wove together three cultures by showcasing the flavors of India, Spain, and U.S. from world class local chefs.

There were over 250 guests and the event raised over \$50K for VFF USA's inaugural event.



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“We could tell that the entire CGC team was ready to push up their sleeves and do whatever work needed to be accomplished to make our event a success. They proved to us throughout the year that, no matter what happened, they would be there to help.”

- Angelina Klouthis, Executive Director, VFF USA

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EVENT MANAGEMENT

CGC PLANNED ALL ASPECTS OF THE EVENT INCLUDING:

EVENT CONCEPT
BRANDING &
MONETIZATION
STRATEGY

EVENT MARKET
ANALYSIS

SILENT &
LIVE AUCTION
MANAGEMENT

EVENT
MATERIALS WITH
KEY BRANDING

VENUE
SOURCING &
EVENT LOGISTICS

EVENT MANAGEMENT

The entertainment recruited by CGC included musicians, Flamenco performers, an MC, and world class chefs from six Michelin Guide restaurants including Rasika, Bombay Club, Indique, Anxo, Jaleo, and Boqueria.

CGC also brought India to DC with the world premiere of *The Empowered* virtual reality experience. CGC recruited an in-kind donation of state of the art, Samsung equipment, multiple viewing stations positioned throughout the venue that enabled guests to transport into rural India and experience firsthand the lives that have been impacted by VFF.

This red carpet event received attention from the *New York Times*, *Buzzfeed*, *The Washingtonian*, *Politico*, *El Tiempo Latino*, and *Brown Girl Magazine*, along with a host of additional international media correspondents.

YEAR ONE RESULTS

In addition, CGC has created the tools and set the foundations for VFF USA to now be self-sustainable and successful moving forward.

\$115K+

In-Kind Donations
to Support
Fundraising Efforts

\$50K+

Dollars Raised for India

10K+

Social Followers

1K+

Mailing List Members

25M+

PR Impressions

1200+

Improved Lives
in Rural India

ENDORSEMENT

“

CGC believes that all aspects of marketing and fundraising must share a common message to be effective. Their holistic approach gave us access to a variety of experts that produced the right content for all aspects of our work.

The bottom line is that we have a small team and needed a variety of support staff to help us achieve our goals over the last year. Working with CGC gave us the chance to have great people on our team for specific moments in time without the messy process of searching for countless specialized providers, multiple invoices, and hours of bringing everyone up to speed. We saved time and money working with CGC.

I would highly recommend CGC to any nonprofit organization in need of experienced marketing professionals to supplement their internal team.

-Angelina Klouthis, Executive Director, VFF USA

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