



CORPORATE
GIVING
CONNECTION

The Will & Jada Smith Family Foundation

MARKETING & DEVELOPMENT CASE STUDY

CREW

THE CLIENT

WILL & JADA SMITH

FAMILY FOUNDATION

PRESENTS

CEE TOUR

Careers in Entertainment

The Will & Jada Smith Family Foundation's Careers in Entertainment Initiative

THE CLIENT

The Will & Jada Smith Family Foundation's Careers in Entertainment Initiative provides opportunity and inspiration to a global group of young people aspiring to meaningful and impactful careers in the entertainment industry.

It includes three specific programs:

CIE Tour is a career-fair style events in targeted cities for young people aged 15-22;

CIE Youth Network is a community of peers and industry professionals with opportunities for the kids to receive support, mentoring, and guidance;

CIE Fellowship is professional development and networking training offered to those who participate in the Youth Network for at least a year

THE CHALLENGE

Build a brand identity and communication strategy to convey the complex, multi-pronged CIE concept in an appealing way to a variety of diverse audiences across several platforms in a compressed schedule prior to the first Careers in Entertainment Tour stop in Brooklyn, as well as, a marketing plan to generate awareness and excitement around the invite-only Tour and Youth Network.





OUR INSIGHTS

1

As an initiative targeted at young people from the ages of 15-22, the marketing had to appeal not just to Millennials and Gen Z, but also to parents, administrators, and potential partners, so the strategy had to be universal in terms of tone and platforms utilized.

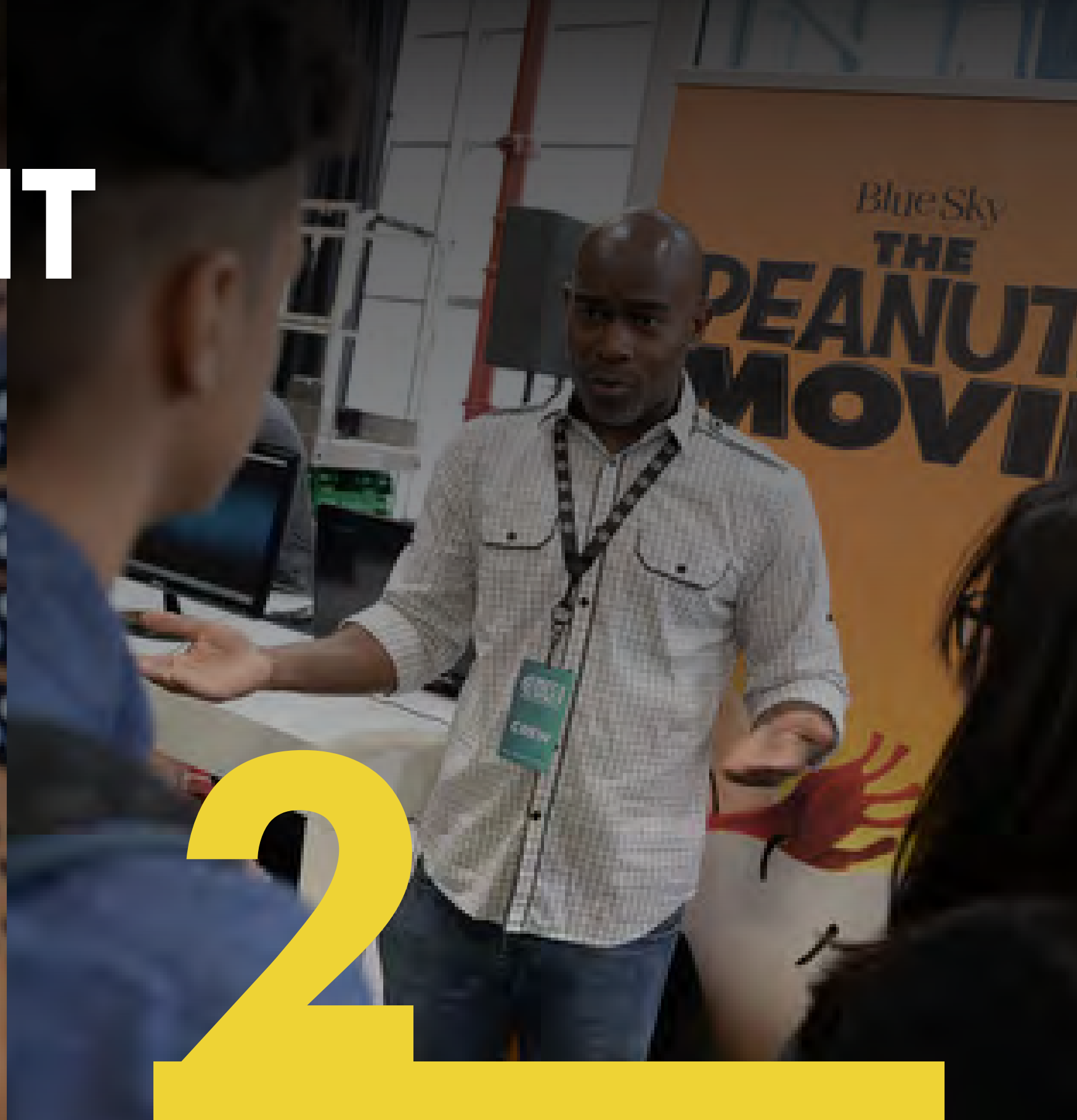
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With limited manpower available for the Initiative, the Will & Jada Smith Family Foundation needed a marketing team that could offer creativity, support, structure, and experience to help conceptualize the project, prioritize efforts, support fundraising, and become an integral part of the CIE team.

A PERFECT FIT



CGC has the agility and creativity to adapt as a concept evolves which has been critical with the CIE Initiative as the team adjusts the strategy to best meet the goals of access, opportunity, and inclusion.



CGC offers the team of experts needed to provide full-service strategy and execution to the CIE Initiative from brand and website development to social media and email marketing, as well as, grant writing.



CGC's experience with nonprofit development is an excellent complement to the the Will & Jada Smith Family Foundation team's experience in the entertainment industry, allowing for an ideal combination to achieve the CIE Initiative goals.

THE SOLUTIONS

Use a variety of marketing tactics to establish the *Careers in Entertainment* brand and encourage partners and engagement, generating momentum and awareness around the kickoff tour event and the launch of the CIE Youth Network.



THE SOLUTIONS



Build a brand identity & story that offers a youthful tone while also appealing to parents, administrators, and potential professional partners



Create the corresponding tools and strategy to tell that story and build awareness across a variety of platforms with a varied audience



Use marketing techniques to further increase engagement both internally with Youth Network members, as well as, externally with a general audience interested in the mission of the organization

BRANDING

CGC created a fun but professional, multi-use set of logos along with a brand identity document outlining the colors, fonts, and appropriate logo usage for the brand to ensure consistency across platforms.

CGC implemented branding across social media, web development, email, and giving materials including the Overview and Partnership decks.



WEB DEVELOPMENT

Working with the client and the developer to clarify the needs, the CIE website was developed with state-of-the-art functionality to satisfy the younger, tech-savvy audience, but with a clear, unimposing structure.

All CGC websites are built with SEO-enabled tools and a user-friendly content management system that allows for the client to take over management of their site whenever they choose.



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SOCIAL MEDIA

CGC created a social media strategy and structure, including content and campaign creation and promotion, to build an audience. Goals achieved in the first 6 months include increase in fans from zero to 6,500+ on both Instagram and Twitter.

CGC pitched multiple engagement campaign ideas including a takeoff on Humans of New York, an Instagram Story takeover and reveal, a contest to engage students in content creation and compete to be CIE ambassadors, and many more.

Live on-site social media support for the #CIENYC Brooklyn launch event, including capturing video and photo content for future use, and implementing an on-site Snapchat Geofilter to take advantage of the young demographic.



EMAIL

Responsible for the copy, design, and execution of all emails, CGC created a strategy, including a monthly newsletter and mailing list database management that would offer a consistent touchpoint with the youth network and friends of the CIE Initiative.

CGC implemented a series of surveys administered via email to gather and share actionable feedback post-event with CIE executives that they could use for planning the next events.

CORPORATE GIVING

CGC handled the strategy, writing, and design of the tools needed for pitching to corporate partners, potential exhibitors, and panelist prospects including a Sponsorship Deck and an Overview Deck.

GRANT WRITING

CGC partnered the CIE team 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 the CIE Initiative.

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



6-MONTH RESULTS

30+

Branded Strategic Partners

1,000+

Event Attendees

2,500+

Emails Sent

50K+

Website Page Views

6,500+

Social Media Following



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