



COMPANY CASE STUDY

NON-PROFIT ORGANIZATION



Objectives

Communities In Schools Charlotte-Mecklenburg hosted its **annual fundraising event, #AllinforKids – A Week of Giving**, in October, 2021. The CIS mission is to surround students with a community of support, empowering them to stay in school and achieve in life. BG was hired to assist with the **marketing and event planning** aspects of this digital campaign.



Challenges

With target audiences tiring of online events due to the COVID-19 pandemic, our biggest challenge was to create an immersive campaign to **engage current donors and entice new ones**. It was also imperative to **gain buy-in from board members** for integral peer-to-peer fundraising.



BG Solutions

- **Prepare and execute a comprehensive, hybrid effort** including a digital fundraising campaign, engaging and strategic social media content, a custom giving platform, public relations coverage, management of P2P fundraising, and sponsorship video production.
- Ensure **timelines and goals are closely monitored** and met.

BG'S DIRECT IMPACT



Nearly 70% board member participation in its 2021 P2P campaign through BG's strategic project management



Raised over \$85,000 for the #AllinforKids campaign which helped exceed the net profit from the 2020 campaign by ~2%



Allowed CIS staff to focus on other efforts through the support provided by BG



"We really appreciate you, Jaclynn and your team for all that you have done to support CIS this Fall. You all have been flexible, responsive, creative and a pleasure with whom to work. We are grateful – truly."

– DEAN THOMPSON, VICE PRESIDENT, ADVANCEMENT COMMUNITIES IN SCHOOLS CHARLOTTE-MECKLENBURG



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Smart Start of Mecklenburg County (SSMC) hosts an annual fundraising event to **raise awareness of their organization and mission**. Smart Start strives to ensure that all children of Mecklenburg County turn 5 ready to thrive. BG was hired to help with the **marketing and event planning** aspects of this campaign.



Challenges

As a result of the ongoing pandemic, people are tired of digesting information virtually through their screens. Our biggest challenge was to create an engaging campaign that **draws donors and funders in** to create awareness of the SSMC mission and organization. It was their **first time hosting a digital event**, so their team didn't know where to begin in the planning.



BG Solutions

- **Work closely with SSMC Board members** to create customized fundraising pages to appeal to their individual networks.
- **Create a unique fundraising event** that was "live" in the Smart Start studio featuring members of the Smart Start admin team and board members.

BG'S DIRECT IMPACT



Secured over 175 registrants for the "live" event



Increased awareness of the organization and its community impact



Raised over \$40,000 to help with SSMC programming



"I can't thank you enough for all of the work you put into our OFI event, both leading up to the event and yesterday. I am SO happy with the results and the overall turnout. You all stepped in from day one and took on any and every task that needed to be done in order to make the event a success. You worked with my team, our board, our partners, and donors so thoroughly and professionally."

– MIKE BLACKWELDER, EXECUTIVE DIRECTOR
SMART START OF MECKLENBURG COUNTY