



CLIENT

CASE STUDY

LEGAL FOUNDATION OF WASHINGTON RAISES
OVER \$440,000 THROUGH VIRTUAL EVENT

CLIENT OVERVIEW



The Legal Foundation of Washington is a nonprofit organization created in 1984 at the direction of the Washington Supreme Court to distribute IOLTA funds to legal aid organizations across the state. LFW has more than 35 years of experience raising, managing, and distributing funds to achieve equal civil justice for low-income people.

The Legal Foundation of Washington was reaching max capacity and having a hard time completing all of their marketing tasks for their Goldmark Award Luncheon. Without a well-executed marketing strategy, it can be difficult for any organization to see an increase in donations or event attendance.

After working with us, the Legal Foundation of Washington saw a \$36,000 increase in fundraising from their Goldmark Award Luncheon. We helped them create a cohesive brand strategy, effective messaging, and gave them the tools they need to succeed with email and social media marketing.

THE PROBLEM

The Legal Foundation of Washington was reaching max capacity and having a hard time completing all of their marketing tasks.

You shouldn't have to sacrifice family time, self-care, or your sanity to complete your work.

Since this is the biggest event the organization holds during the year, LFW wanted to ensure that everything was organized and executed in a timely manner.

Campaign Goals + Objectives

- To exceed last year's fundraising numbers. Last year they fundraised \$404,000.

"With this being the third campaign we've worked on, we learned a lot about what LFW's audience likes and dislikes," said Cody Hays of Marketing Mission. "This year, we were able to build off of last year's strategy and double down on email marketing, ultimately increasing their open-rate average by 7%."



"CLIENT"
BEFORE

OUR SOLUTION

For the 2022 Goldmark Award Luncheon Marketing Mission helped create the marketing campaign. This entailed

What was done/deliverables:

- Marketing Strategy
- Event Brand Strategy
- Marketing Graphics
- Email Campaign
- Email Graphics
- Event Production Graphics



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AFTER

THE RESULTS

Marketing Mission helped the LFW organize and streamline their marketing for the Goldmark Award Luncheon so they could maximize impact in funding.

Over the course of four months, we worked together to clarify their message and create the content and organization in order to have a successful campaign. As a result, we achieved: \$440,000 dollars raised, 882 supporters registered (come back)

Results At a Glance

- Dollars raised= \$440,000
- Registration achieved= 882 supporters
- Fundraising dollars tied directly to marketing efforts= \$49,835



"Midway through the campaign planning process, one of our team members resigned, it was so helpful to have Cody there to step in and support in the marketing department for the second year." said Natalia Fior with Legal Foundation of Washington. "We could lean on him because he had more institutional knowledge as a partner of LFW."

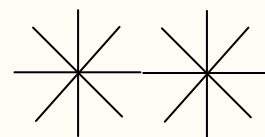
TAKEAWAYS

30-60 days after a fundraising event is the perfect timeframe to pitch your event attendees for a monthly giving program.

Following our campaign, we added all donors to the automated welcome sequence that we created previously. Once they complete the welcome sequence was complete, they were added to the monthly automated giving email series from a separate campaign.



ABOUT US



Most nonprofit campaigns are scattered and fail to affect change. They feel like someone strung together a bunch of random thoughts, hoping it would all make sense to the audience. But when the outcome of your campaign is mission critical, you can't trust chance.

Marketing Mission helps nonprofits organize and streamline their marketing so they can maximize impact and funding.

The Nonprofit Marketing Toolkit is our 2-day planning sprint where we'll clarify your message and create the content you need for your campaign. We'll create a streamlined, easy-to-implement, and repeatable marketing plan for your organization that runs just as smoothly now as it will six years from now.

WANT RESULTS LIKE THESE? ✨ ✨

PLAN YOUR NEXT NONPROFIT MARKETING CAMPAIGN WITH CONFIDENCE AND EASE.

Finding the time to work on marketing can be tough. As busy nonprofit founders and leaders, you're juggling a lot with your programming and operations. It's no wonder that marketing finds its way to the bottom of your to-do list.

Marketing Mission has helped nonprofits engage supporters and raise over \$8 million dollars since the beginning of 2020 and we'd love to help you too!

[Click for Free Consultation](#)

CONTACT US

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