



CLIENT ✱

✱ CASE STUDY

IMPROVED GOOD NEIGHBORS WEBSITE ALLOWS
FOR INCREASED VOLUNTEER ENGAGEMENT

CLIENT OVERVIEW



With our help, Good Neighbors, a non-profit organization focusing on curbing food insecurity, has successfully developed a new visual brand identity.

This compelling brand image has helped spread awareness for the organization and boosted their volunteer applications, donations, and partner companies.

Marketing Mission assisted them in this campaign by assembling their brand identity as well as constructing a new website that was more accessible for prospective volunteers and people looking to donate to the organization.

In this case study, we will look at how we improved Good Neighbors' visual branding.

THE PROBLEM

A Small Organization in Need of Community Awareness

Due to its recent establishment, Good Neighbors did not have a lot of awareness circulating within its community, and because its model runs on volunteer participation, this awareness was crucial for its success.

In order to grow traction in its community, Good Neighbors needed to develop more brand awareness. It needed a defined brand identity in order to be more recognizable.

In addition to this they needed a website that not only executed this identity, but also functioned better to recruit volunteers, accept donations, and attract partners.



"CLIENT"
BEFORE

OUR SOLUTION

Create an Identifiable Brand with a Functioning Website

Developing a strong brand image is crucial for nonprofits to have a stronger social impact and a cohesive group of supporters and volunteers. Because of this, our first mission was to create an individualized visual brand identity including colors, logos, and themes for Good Neighbors website and marketing images. We also constructed an extensive messaging guide to make communicating with its community seamless and impactful.

What was done/deliverables:

- Messaging Guide
- Brand Visuals
- Marketing Graphic Templates
- Website Design and Development



We created a website that not only included this branding, but it is also far more intuitive for prospective partners, donators, and volunteers. The new website has a tab for volunteers with specific information and a volunteer application, it has a tab for partners that would like to donate their unwanted food, it has a tab for those looking to receive food, and we also included a button for donations. Additionally, we made this website with Squarespace software rather than hand-coding to make it easily editable for Good Neighbors office manager when they choose to update information.

THE RESULTS

Good Neighbors now has a cohesive brand identity that is connected with their organizational mission.

They now have a visually appealing website that carries out this brand identity while also functioning effortlessly for all parties involved.

This website design has allowed for Good Neighbors to receive more donations, recruit more volunteers, and also it has helped identify more people in need of food. With our help,



Good Neighbors can now focus more of its efforts on ending food insecurity and spreading awareness of this issue effectively.



No one deserves to go hungry.

Food insecurity leads to tough decisions.

When families have limited funds, they're faced with a tough choice—buying food for the week or paying the bills lingering over them.

Food insecurity adversely affects the potential for social and economic development of the community.



Our neighbors should not go hungry.

People are in need of food and many businesses find themselves with excess, edible food every day.

As a volunteer with Good Neighbors, you'll help us collect quality surplus food from local grocery stores and restaurants and bring it directly to families, senior citizens, and people who need it. Each carload can feed about 5 families of 4 for a week. That's almost 200 meals going to people who need them most.

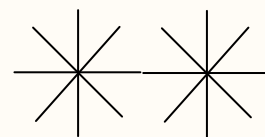
TAKEAWAYS

Marketing Mission helped them with the first step of marketing: the awareness-building phase. With our help, Good Neighbors can now move on to the consideration phase of its growing non-profit brand.

They will use the foundation that we helped them construct to continue on building up email addresses, earning trust with donors, and recruiting even more volunteers.



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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