



CLIENT

CASE STUDY

HOUSING DEVELOPMENT CONSORTIUM'S FIRST
DIGITAL FUNDRAISER RAISES OVER \$260,000

CLIENT OVERVIEW



HOUSING
DEVELOPMENT
consortium

Housing Development Consortium is a non-profit that focuses all of its efforts and resources on meeting the housing needs of people all throughout King County in Washington State. Marketing Mission worked with the Housing Development Consortium to transform their annual celebration into an online format.

To make this event run smoothly and effectively we began with creating an event theme as well as a marketing and communication campaign to draw in as many people as possible for this community-building fundraising event.

In this case study, we will analyze the issues that the Housing Development Consortium Faced, and how we collaborated with them to solve these issues.

THE PROBLEM

Annual Celebration Taking Place Online

Like many other organizations in 2021, The Housing Development Consortium was required to move its annual in-person event, online. This celebration typically brought in over a thousand people that work in Washington's housing sector, so it was very important that this event was successful within the digital format.

Housing Development Consortium's primary goal was to bring people together by throwing an online event. They needed to effectively switch the celebration online from previously being an entirely in-person event. Housing Development Consortium's objectives were to build community and raise money for their programs while also keeping people safe.



"CLIENT"
BEFORE

OUR SOLUTION

What We Did

In order to execute a successful event, we began with developing event branding for the Housing Development Consortium. This included developing a specific event theme as well as a marketing and communications campaign. We created videos to be shown throughout the event in order to keep the celebration compelling and engaging.

What was done/deliverables:

- Video production for the live-stream
- Event brand identity
- Marketing campaign



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AFTER

THE RESULTS

The event was an overwhelming success raising over \$260,000 for the housing needs of limited-income residents of King County.

2-3 paragraphs that prove how our product or service specifically benefited the nonprofit and helped achieve its goals. Include numbers to quantify your contributions.



Results At a Glance

- **\$263,855 Dollars raised**



**UNDER
ONE ROOF**

HDC'S ANNUAL CELEBRATION



This is our chance for everyone in this varied and broad sector to come together, to reconnect, to acknowledge the challenges and collective progress of the past year; and most importantly, to lift up and honor the people of this movement whose daily work and tireless commitment are responsible for that progress.

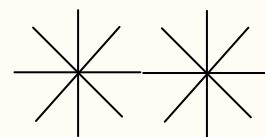
TAKEAWAYS

While the online format of the event was successful, in the upcoming years Housing Development Consortium plans to move its annual celebration back to in-person.

Building community is of utmost importance to the organization and an in-person event facilitates those kinds of connections far more effortlessly.



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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