



CLIENT

CASE STUDY

KCSARC'S FIRST ONLINE EVENT EXCEEDS
FUNDRAISING GOAL BY THOUSANDS!

CLIENT OVERVIEW



King County
Sexual Assault
Resource Center

King County Sexual Assault Resource Center, or KCSARC, has been working tirelessly since 1976 to provide resources and assistance to those facing sexual violence and assault.

They strive to give voices to victims, encouraging more people to come forward and speak out against sexual assault as well as change the attitudes and behaviors about sexual violence.



THE PROBLEM

TRANSITION TO ONLINE EVENTS

As with many other organizations during the past few years, KCSARC needed to move its fundraising event online.

They were struggling with this transition and needed assistance in making it as seamless as possible.

Their goal for this campaign was not only to throw a successful event that brought the community together, but they also hoped to raise \$50,000.



"CLIENT"
BEFORE

OUR SOLUTION

Marketing Mission stepped in to create custom event designs using Canva templates that they could use within the campaign. These designs were used throughout the event and were created to fit their specific event theme.

What was done/deliverables:

- Canva Templates

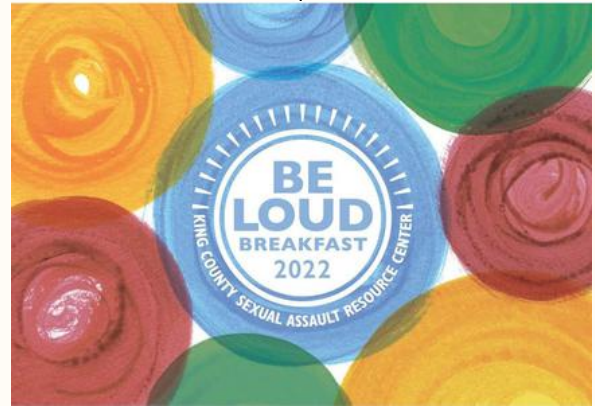


"CLIENT"
AFTER



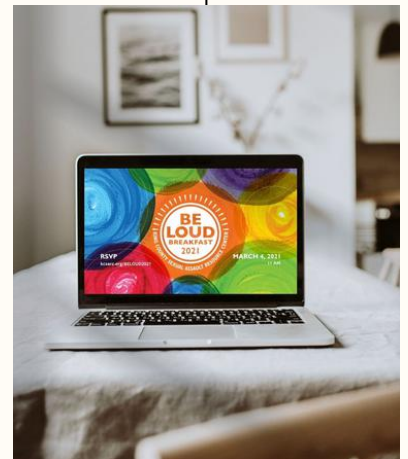
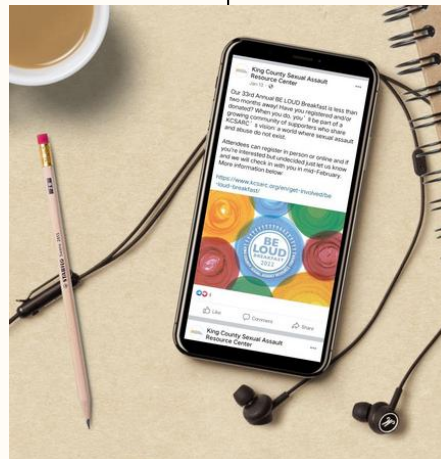
THE RESULTS

This event blew their fundraising goal out of the water. The event succeeded in being a community gathering during a difficult time and surpassed its original fundraising goal. They had hoped to raise \$50,000 and they ended up raising over \$620,000.



Results At a Glance

- 620,000 Dollars raised

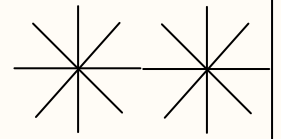


TAKEAWAYS

Because of the versatility and ease of editing on the Canva templates, KCSARC will continue to use these templates for future events and campaigns, and they will continue to surpass fundraising goals in the name of sexual violence prevention and education!



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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