



CLIENT

CASE STUDY

LEVERAGING SOCIAL MEDIA AND EMAIL
MARKETING TO ACHIEVE A SUCCESSFUL LEGAL
FOUNDATION OF WASHINGTON EVENT

CLIENT OVERVIEW



The Legal Foundation of Washington is a non-profit that dates back to 1984, and for the last 38 years, they have been committed to providing equal civil justice for low-income people in the state of Washington.

They work tirelessly to break cycles of poverty, ensure equal opportunity for all, and ensure legal aid for all those that need it.

Since its establishment, the Legal Foundation of Washington has distributed over \$200 million dollars within the state of Washington to the legal aid community.

THE PROBLEM

IN NEED OF INCREASED ATTENDANCE

The Legal Foundation of Washington was facing a challenge in driving attendance to their Goldmark Award Luncheon.

They needed an effective approach to promote the event and reach potential attendees but lacked the resources and experience to make it happen.

Additionally, social media campaigns had been used before with limited success, adding more pressure on the organization to find solutions.



CAMPAIGN GOALS + OBJECTIVES

The Legal Foundation of Washington was seeking to drive up attendance for their Goldmark Award Luncheon.

They needed an effective email marketing campaign that could provide timely updates, event details, and reminders to prospective attendees. Additionally, they wanted to run social media campaigns on various platforms to raise awareness and generate enthusiasm around the event.

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BEFORE

OUR SOLUTION

Marketing Mission partnered with the Legal Foundation of Washington for the third year in a row to support their Goldmark Award Luncheon. The project involved managing email marketing and social media to promote the event and drive attendance.

Marketing Mission collaborated with the Legal Foundation of Washington to develop an effective email marketing campaign that provided timely updates, event details, and reminders to potential attendees.

In addition, Marketing Mission managed social media campaigns on various platforms to help raise awareness and generate buzz about the event.



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AFTER

What was done/deliverables:

- Event Brand & Marketing Strategy
- Email + Social Graphics
- Copywriting for Email, Social, and Web

THE RESULTS

By leveraging social media channels, Marketing Mission was able to reach a wider audience and engage with potential attendees.

The partnership between Marketing Mission and the Legal Foundation of Washington resulted in a successful event, with increased attendance and heightened awareness about the organization's mission and goals.



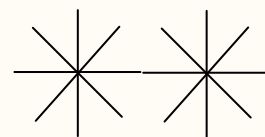
TAKEAWAYS

At Marketing Mission, we're proud to partner with the Legal Foundation of Washington and help them build on their success.

As a retainer client, the foundation can expect us to provide ongoing support and expertise in creating comprehensive marketing campaigns. With our help, the Legal Foundation of Washington is well positioned for an even brighter future, where they can fulfill their mission and bring their goals to life.



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!

Schedule your discovery call below.

CONTACT US



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