



CLIENT

CASE STUDY

END-OF-YEAR CAMPAIGN RAISES OVER 10K FOR
THE RESIDENCY

CLIENT OVERVIEW



The Residency is a collaboration between the Museum of Pop Culture, Arts Corps, and Macklemore & Ryan Lewis to provide low-income youth with high-quality, experiential arts education.

Their program seeks to equip young hip-hop artists with artistic and leadership skills, business acumen, and mentorship that will enable them to become professional artists and cultural change-makers.

The Residency has since served as a training ground for the next generation of Seattle's music industry.

THE PROBLEM

Before partnering with Marketing Mission, The Residency struggled in creating a unified brand design that would resonate with its supporters and were in need of comprehensive marketing strategies to reach its target audience.



CAMPAIGN GOALS + OBJECTIVES

In order to reach the campaign goals they needed to find ways to efficiently reach their target audience through social media, email, and web design.

To ensure success for the campaign, it was important for them to also create a donation page that was optimized for fundraising, as well as consistent messaging across all touchpoints.



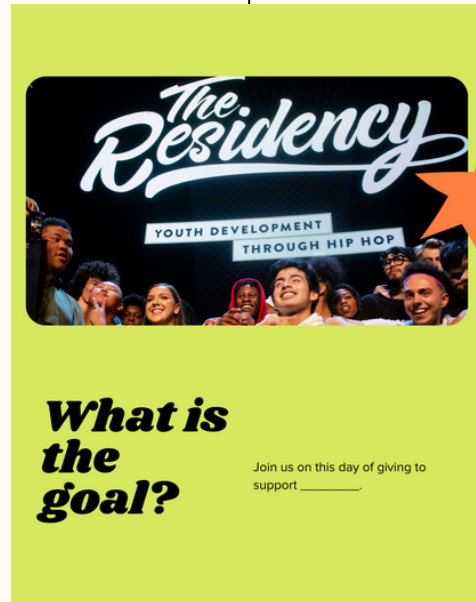
"CLIENT"
BEFORE

OUR SOLUTION

To begin, we worked closely with The Residency Seattle to understand their fundraising goals and target audience. Based on this information, we developed a brand design that was aligned with their brand values and would resonate with their supporters. This included a cohesive color palette, typography, and other design elements that would be used throughout the campaign.

Next, we developed a comprehensive marketing campaign that would leverage social media, email, and web design to reach their target audience. This included creating social media graphics and posts that would promote the campaign and engage followers. We also designed email templates that were used to communicate with supporters and provide updates on the campaign's progress.

To ensure that the campaign had a strong online presence, we developed a web design that was optimized for fundraising. This included creating a donation page that was easy to navigate and provided clear calls-to-action for supporters to contribute.



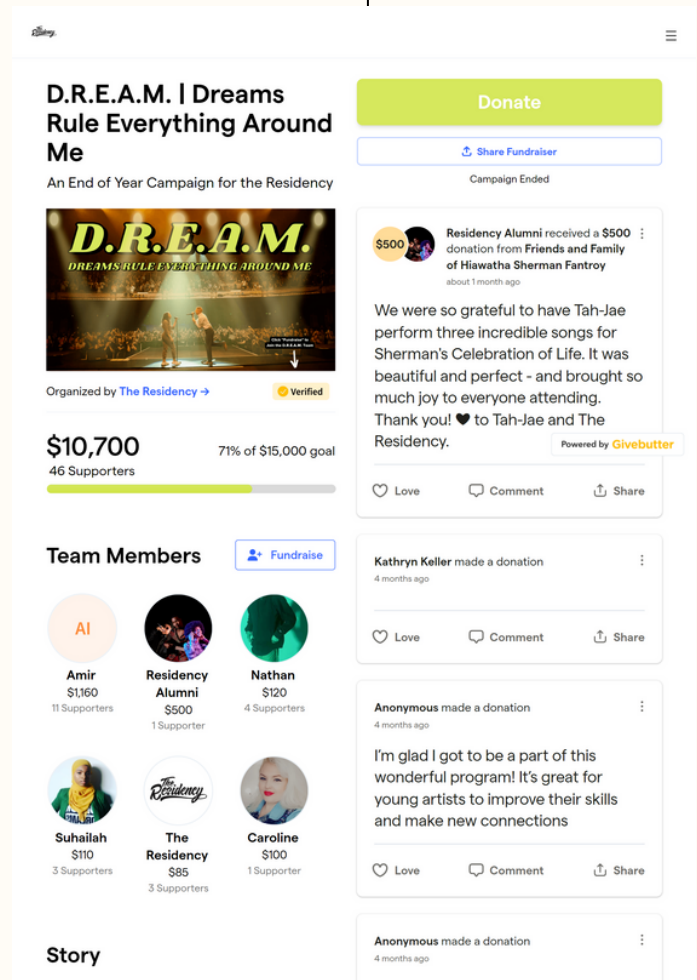
"CLIENT"
AFTER

OUR SOLUTION

The web design also incorporated the new brand design and messaging to ensure consistency across all touchpoints.

What was done/deliverables:

- Brand Design
- Email + Social Graphics
- Copywriting for Email + Social
- Webpage Design/Copy



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AFTER

THE RESULTS

Thanks to the comprehensive branding and marketing campaign, The Residency Seattle was able to successfully raise over \$10,000 as their first-ever peer-to-peer fundraiser.

The campaign helped them reach a wider audience and engage their supporters in a meaningful way, while also creating a stronger brand identity and online presence for future fundraising efforts.



Results at a Glance:

- 10,000 Dollars raised
- Wider Audience Reached



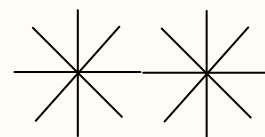
TAKEAWAYS

Moving forward, The Residency hopes to continue to expand their reach and impact by strengthening their existing programs and launching new initiatives.

Marketing Mission is excited to see what the future holds for The Residency as they continue to make an impact on low-income youth in Seattle. With these plans in motion, we look forward to continuing our partnership with The Residency and helping them reach even higher heights of success.



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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