

Client Example - Social Services Nonprofit

Challenge

The Sophia Way is continuously trying to build awareness around the fact that adult women in East King County are the fastest growing population experiencing homelessness.

Solution

Create an emotional video to showcase at the Seattle Storm Game and 4th of July in the Park. Create community giving campaign to give people from all walks of life the ability to help the cause, one cup of coffee at a time. Create visual storytelling tools (destination postcards) to share progress and the vision with community leaders.

Results

- Heightened awareness resulted in increased donations and attendance at fundraising events
- Increase community engagement



Organization



One for Sophia



Destination Postcards



Homeless Women -- The Sophia Way Cares
Video: <http://youtu.be/5NiIWqUAB-8>