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Positive Results Case Study

KCCF: Strategic Plan Yields 40% Increase in Assets and Recognition from USA Today

Problem

The Kosciusko County Community Foundation had served its community since 1968, yet much of the public was not familiar with the organization. KCCF had struggled with conveying its message and mission. "Community foundations are difficult organizations to try and explain in a clear, concise manner," said Suzie Light, Executive Director of KCCF. "The community foundation had reached a point where we really needed to strategically plan our future and prepare for how we would be sustainable."

Solution

KCCF was impressed with the foundation of knowledge possessed by MillerWhite. "When getting ready to hire a marketing firm to help us, our marketing and P.R. committee actually interviewed four organizations," said Light. "The piece that MillerWhite brought to the table was an evaluation so they could measure how effective our marketing was, and that was the piece that no one else brought to the table. The fact that MillerWhite understood what we as a community foundation do, that was very important." MillerWhite developed a polished, professional image for KCCF that is conveyed in all marketing tools and communications pieces. A new logo, tagline and web site (www.kcfoundation.org) are among the items MillerWhite created for KCCF. MillerWhite helps the foundation present its message in a consistent manner each and every time. "We have message and identity guidelines so that everything coming out of our office should look the same, no matter if it's coming from the Executive Director's office, or the Development Office or the Marketing Office," said Light. The tagline – "Where Donor Dreams Shine" – accompanies a pleasing yellow and blue logo, which is sure to inspire the audience. "We have such a diverse message and they (MillerWhite) helped us really focus in on what we do," said Light.

Results

The foundation's image and bottom line have flourished since MillerWhite implemented the new KCCF campaign. "When we first started with this strategic plan, our assets were at \$30 million," said Light. "Today, they're at \$34 million." The new web site paid dividends immediately. "We launched it on a Friday, and the next Tuesday we received a phone call from USA Today, asking about a new initiative that Warren Buffett had announced," said Light. "And when I asked the reporter how he contacted us, he said 'I visited your web site'... That new web site and logo really have a polished, professional, great image for our community that helped him choose to call us." Thanks to the campaign, donor dreams aren't the only things shining – so is the KCCF image.