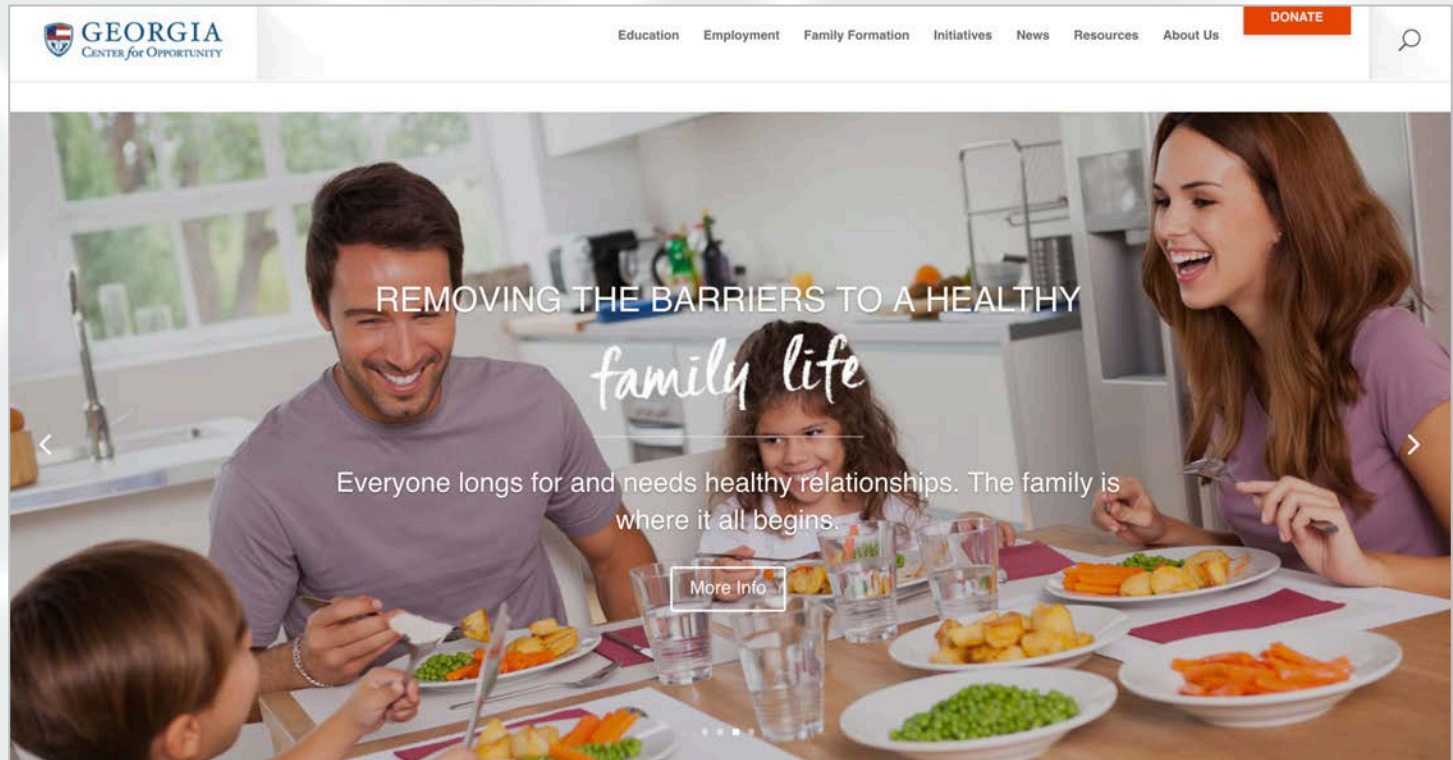


CLIENT SUCCESS
STORY:

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How Communications and Fundraising Support Helped a State-Level Nonprofit Flourish



Who They Are

Georgia Center for Opportunity (GCO) is a non-partisan, solutions-focused nonprofit dedicated to creating opportunities for a quality education, fulfilling work, and a healthy family life for all Georgians.

What They Needed

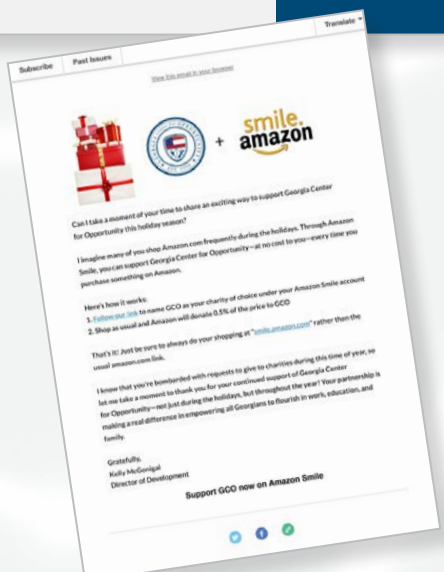
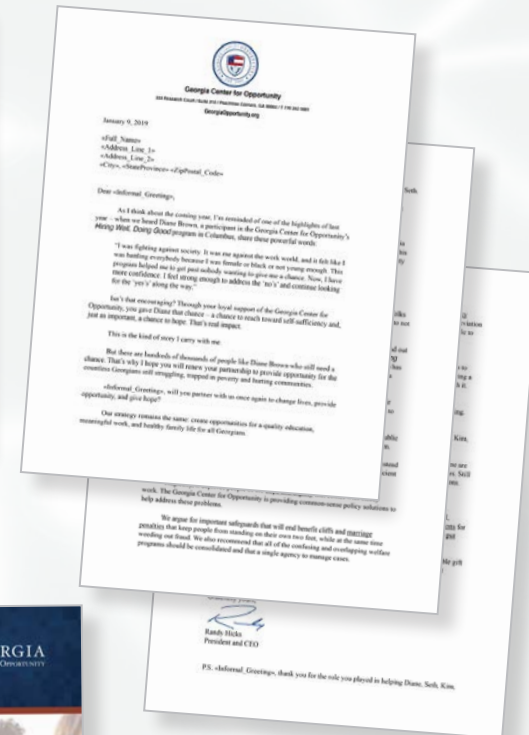
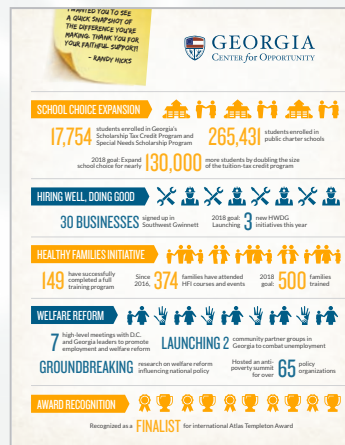
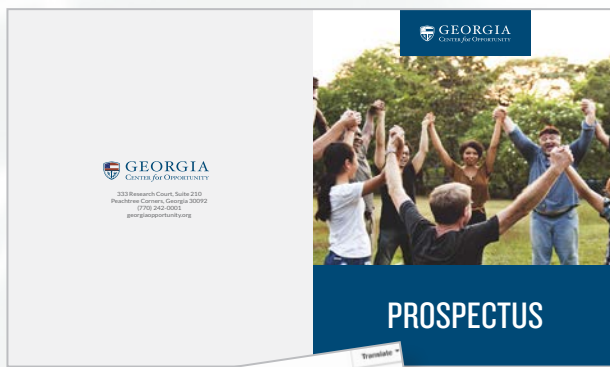
GCO initially contacted us for editing assistance with a handful of major projects. But our value to the organization grew from there to encompass comprehensive fundraising communications, ghost-written content placed in major media outlets, playing point on the launch of a major new initiative, and ongoing content through GCO's blog and social media. In the end, we helped to kickstart and grow GCO's communications department, significantly contributing to the organization's overall growth from 2016 to 2019.

CLIENT SUCCESS STORY:



FUNDRAISING COMMUNICATIONS

We served as content-creator-in-chief for GCO's fundraising campaigns. We authored dozens of pieces of content—everything from long-form fundraising letters to quick-scan infographics to email pitches to a prospectus for relationship-building with new and existing donors.



Results:

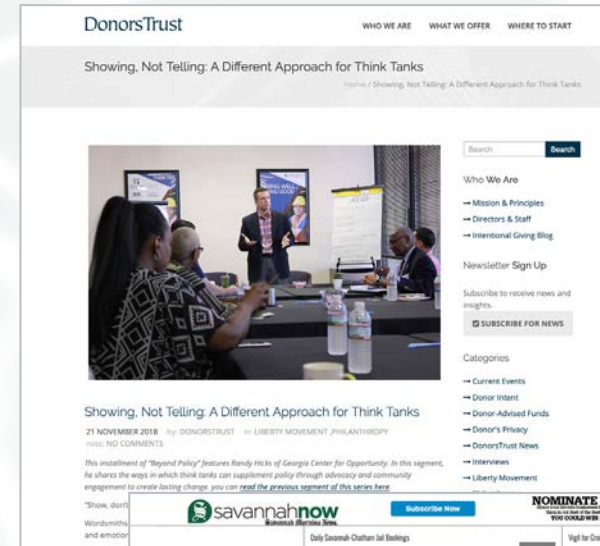
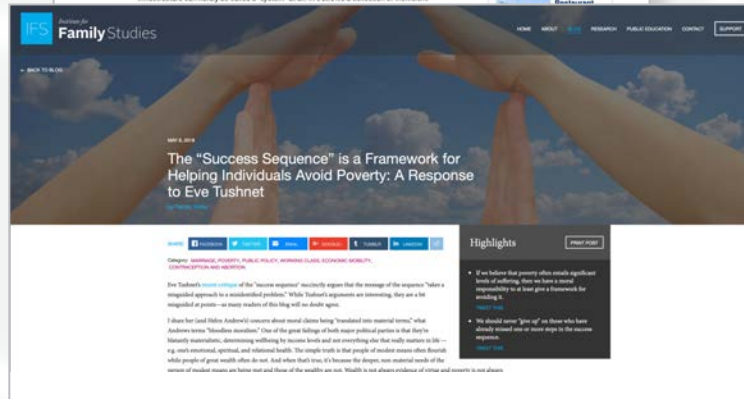
GCO saw a 73% jump in fundraising from individual donors, from \$558,775 in 2017 to \$969,819 in 2018.

CLIENT SUCCESS STORY:



MAJOR MEDIA PLACEMENTS

Exposure in major state- and national-level media outlets is a high priority for GCO. So, we envisioned and executed op-eds and blog posts to further GCO's agenda.



We achieved significant placements at the national level, including an op-ed from GCO's president, Randy Hicks, on FoxNews.com. The placement was a major win for the organization, helping to solidify GCO's national reputation and attract new donors.

CLIENT SUCCESS STORY:



MAJOR PROJECT LAUNCH

GCO's Hiring Well, Doing Good (HWDG) initiative anchors the organization's workforce-training focus area. We helped to launch HWDG as a major statewide force (and a national example for other organizations) by creating copy and visual collateral, including a tri-fold brochure, infographic, and more.



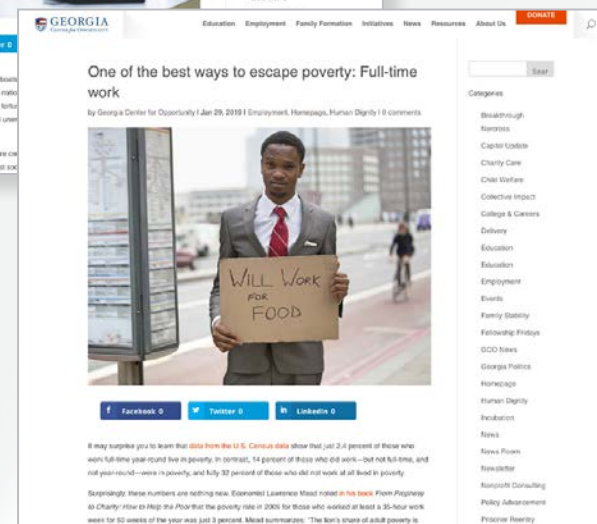
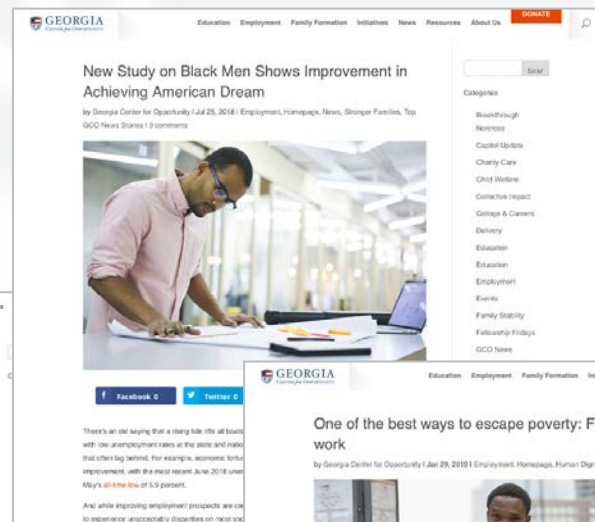
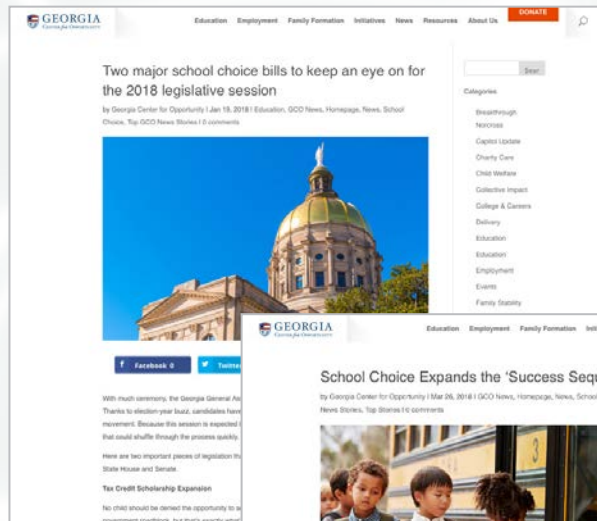
Results: →

HWDG quickly became an essential component of GCO's programs. It has attracted widespread donor interest and garnered attention from major national organizations as a reliable model for other states to follow. Moreover, we contributed to the project during a key time when it expanded from an Atlanta-focused initiative to other regions of Georgia.

BLOG CONTENT

CLIENT SUCCESS STORY:

GCO's blog is one of its key communication channels. When we arrived, the blog was stagnant and lacked a consistent stream of new content. We created an editorial calendar and began developing timely, relevant blog content on key issues for GCO's agenda.



Results:

The blog content we created significantly outperformed similar posts from the past few years. In addition, the new blog content forged GCO's reputation as a nonprofit that makes timely commentary on current issues.

CLIENT SUCCESS STORY:



EDITORS-IN-CHIEF

That brings us back to the original reason GCO hired us—to serve as copyeditors. While jumping on board with all of these other priorities, we also made editing and proofing content a prominent agenda item. We thoroughly reviewed all of the content on the GCO website and made recommendations to improve readability and user-friendliness. We also reviewed countless pieces of content, including a series of key welfare-reform reports that have become another plank of GCO’s agenda.

