

CLIENT SUCCESS
STORY:

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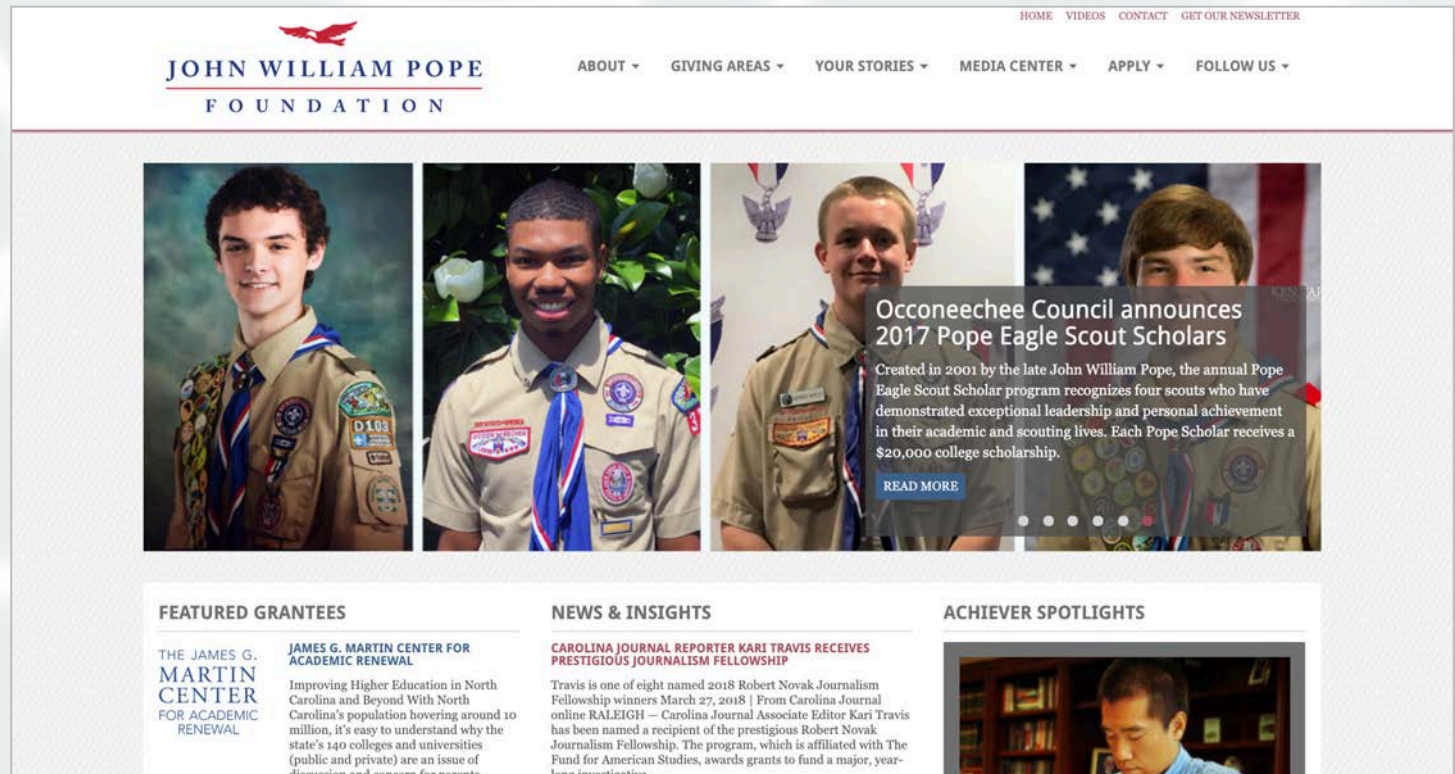
Website Redesign
and Rebranding

Stories

Website Copy

Social Media and
Email CommunicationsMajor Media
Placements

How Communications Consulting Helped a Nonprofit Foundation Revolutionize its Online Footprint



Who They Are

The John William Pope Foundation is a major grantmaker in North Carolina that makes over \$10 million in gifts annually in the focus areas of public policy, education, human services, and the arts.

What They Needed

Although the Pope Foundation was generously contributing to the local community when we arrived, there was little publicity behind these acts of charity. A new approach was needed. We helped to redesign the Pope Foundation's website with the idea of "stories" at the forefront, showing the practical ways the foundation's gifts were bettering the community. The result: A visually pleasing, dynamic website that continues to powerfully tell the foundation's story to this day.

CLIENT SUCCESS STORY:



WEBSITE REDESIGN AND REBRANDING

The revamp of the Pope Foundation's website truly brought the organization's online footprint into the 21st century. Once the new site was completed, we managed the ongoing infrastructure, provided all written content, took and edited photos, and wrote hundreds of pieces of content marketing collateral.

POPE FOUNDATION VIDEOS

The John William Pope Foundation has been bettering the lives of North Carolinians for over 25 years. Click the videos below to hear testimonials from business and community leaders who have been able to help others through the Pope Foundation's generosity.

ABOUT JOHN WILLIAM POPE

To the day he passed away, John William Pope believed that hard work was the key to success.

PUBLIC POLICY SUPPORT

The Pope Foundation supports dozens of public-policy groups that defend America's free-enterprise system.

HUMANITARIAN SUPPORT

With the right tools, the disadvantaged can become productive members of society. Watch the video to learn more about the Pope Foundation's support for humanitarian charities.

ARTS SUPPORT

Creative expression is the hallmark of civil society. That's why the Pope Foundation supports our vibrant arts community.

EDUCATION SUPPORT

The Pope Foundation believes that Americans have a duty to teach the next generation about the blessings of liberty.

PHILOSOPHY

Our mission is to improve the lives of North Carolinians through the advancement of freedom and personal responsibility.

25TH ANNIVERSARY DINNER

The Pope Foundation celebrated its 25th anniversary — and over \$100 million in giving — in December 2011.



FEATURED GRANTEES

UNC ATHLETICS: TRACK & FIELD

As the first publicly chartered university in America, UNC-Chapel Hill has become a nationally recognized institution for its excellence in teaching, research, and public service. But as Carolina has grown as an academic heavyweight, athletics at the school became a formidable program in their own right. They hold an impressive 43 NCAA Division I titles, tied ...

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ALLIANCE MEDICAL MINISTRY

One of the most controversial political issues in modern America is health care. Alliance Medical Ministry, a faith-led nonprofit in Wake County, North Carolina, is providing solutions to the health care crisis without the intervention of the federal government.

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NEWS & INSIGHTS

CAROLINA JOURNAL REPORTER KARI TRAVIS RECEIVES PRESTIGIOUS JOURNALISM FELLOWSHIP

Travis is one of eight named 2018 Robert Novak Journalism Fellowship winners March 27, 2018 | From Carolina Journal online RALEIGH — Carolina Journal Associate Editor Kari Travis has been named a recipient of the prestigious Robert Novak Journalism Fellowship. The program, which is affiliated with The Fund for American Studies, awards grants to fund a major, year-long investigative ...

WHY WE'RE GIVING \$10 MILLION TO UNC-CHAPEL HILL

By Art Pope | April 23, 2018 | News & Observer Opinion Editorial The people of North Carolina invested early in public education. In 1796, University of North Carolina was the country's first public chartered university (now, Virginia). Our state constitution further states that the benefits of higher education should "so far as practicable, be ...

POPE FOUNDATION MAKES \$10 MILLION COMMITMENT TO UNC-CHAPEL HILL

Gift will support academic, research and athletic RALEIGH, N.C. — During a presentation today at the University of North Carolina-Chapel Hill, the John William Pope Foundation announced a \$10 million commitment to the "Campaign for Carolina." The gift will be split among four programs: \$5 million for UNC Lineberger Comprehensive Cancer Center to fund post-doctoral ...

VISIT OUR MEDIA CENTER FOR STORIES AND RESOURCES

ACHIEVER SPOTLIGHTS

Dr. Thomas Shea Uses His Career to Fight Cancer

In 2014, the John William Pope Foundation was honored to give \$1.5 million to UNC Lineberger Comprehensive Cancer Center, one of the leading cancer centers in the United States. \$1 million of the gift went to fund a distinguished professorship in cancer research in honor of Dr. Thomas Shea, who was John W. Pope's physician ...

SEE MORE ACHIEVER SPOTLIGHTS

CLIENT SUCCESS STORY:




STORIES

A primary goal of the Pope Foundation’s revamped communications strategy was to show how its grants impacted normal people in the community. To achieve this end, we developed a series of three website features—Liberty Leaders, Grantee Profiles, and Achiever Spotlights—to showcase actual impact from the foundation’s generosity.


LIBERTY LEADERS

Individual generosity is foundational to free society. Read stories of donors who are helping to preserve freedom for future generations.



BAKER MITCHELL DEVOTES HIS RETIREMENT TO EDUCATING KIDS
A tale of two schools. That's what prompted Baker Mitchell to embark on a journey to bring more...

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JIM ANTHONY PUTS F INTO PRACTICE THROUGH GIVING
For Jim Anthony, it all started in 1983. An MBA grad from Duke University had spent the last...

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GRANTEE PROFILES

The Pope Foundation has a rich history of 25 years of grant-making. We're honored to have the resources to support so many worthy nonprofits and causes that enrich individuals and their communities. Check back soon for new grantee profiles.




ALLIANCE MEDICAL MINISTRY
One of the most controversial political issues in modern America is health care. Alliance Medical...

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ASHEVILLE SCHOOL
To appreciate the good that Western civilization has brought to the world, students must first...

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CAROLINA BALLET
Strengthening North Carolina's reputation as a growing focal point for fine arts in the South...

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CASA (COMMUNITY ALTERNATIVES FOR SUPPORTIVE ABODES)
Community Alternatives for Supportive Abodes (CASA) was established in 1992 to provide stable...

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ACHIEVER SPOTLIGHTS

John William Pope believed that through determination and hard work, anybody can succeed. The Pope Foundation is honored to highlight the lives of individuals who have achieved much, thanks in large part to the generosity of nonprofits and organizations supported by the Foundation. Check back soon for new achiever spotlights.




A NATIVE OF CHINA SEES THE BENEFITS OF FREE-MARKET CAPITALISM
Ziyi Mai's favorite economist is Milton Friedman. So when the native of Mainland China moved to...

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BORN UNDER COMMUNISM, SIMON BILO NOW TEACHES OTHERS ABOUT FREE ECONOMIES
"For the first six years of my life, I was under a communist regime..."

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CATHY HEATH WAGES DECADE-LONG BATTLE TO PROTECT PROPERTY RIGHTS
Raising a flag on a hill — that's the word picture Cathy Heath uses to describe her decade-long...

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DR. CHARLES MANN HELPS BUILD A LIFE FOR THE UNSURED
Walk into Dr. Charles Mann's office and your attention is immediately drawn to the walls, covered...

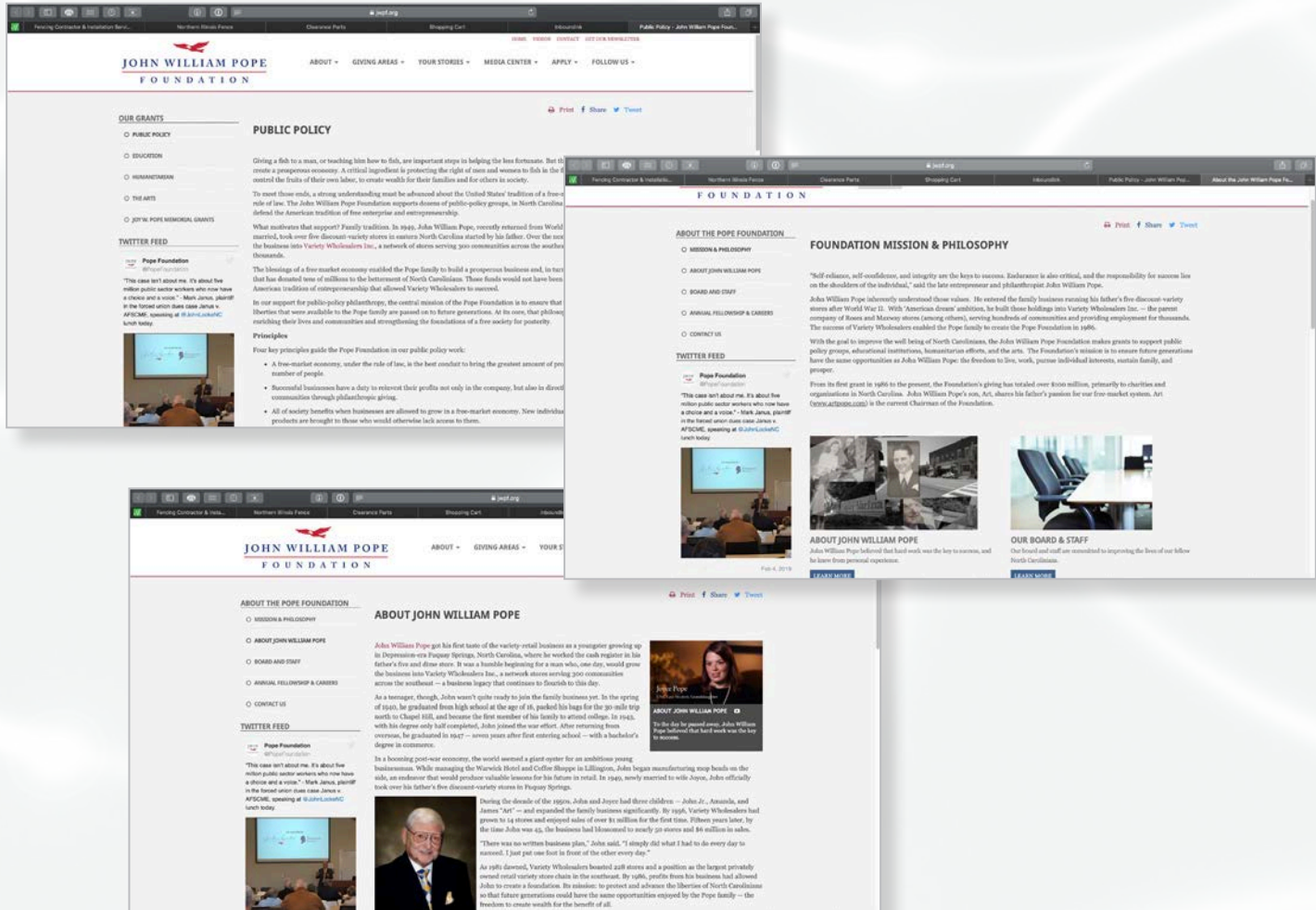
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CLIENT SUCCESS STORY:



WEBSITE COPY

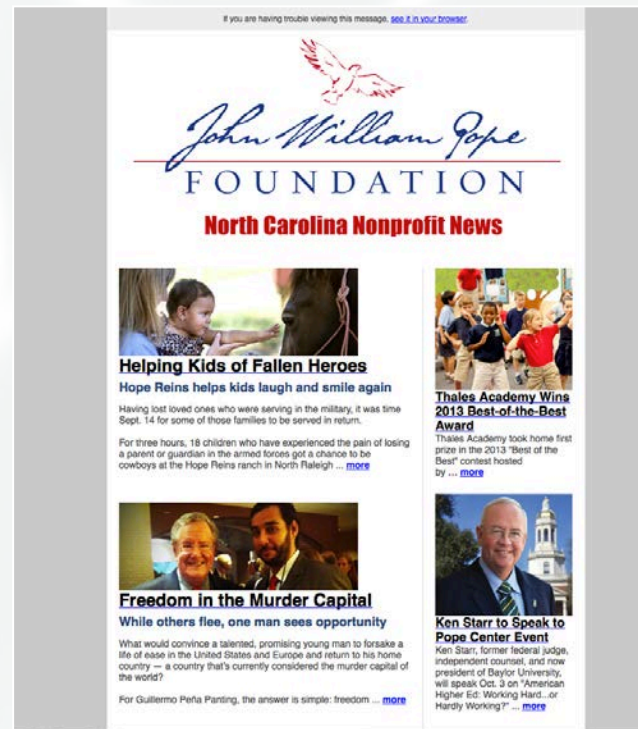
The new website needed to tell the Pope family's story in an engaging way. Equally, the site needed to clearly define the "why" behind the Popes' generosity. We crafted compelling copy surrounding the family's history and built out pages describing in detail the foundation's four focus areas.



SOCIAL MEDIA AND EMAIL COMMUNICATIONS

CLIENT SUCCESS STORY:

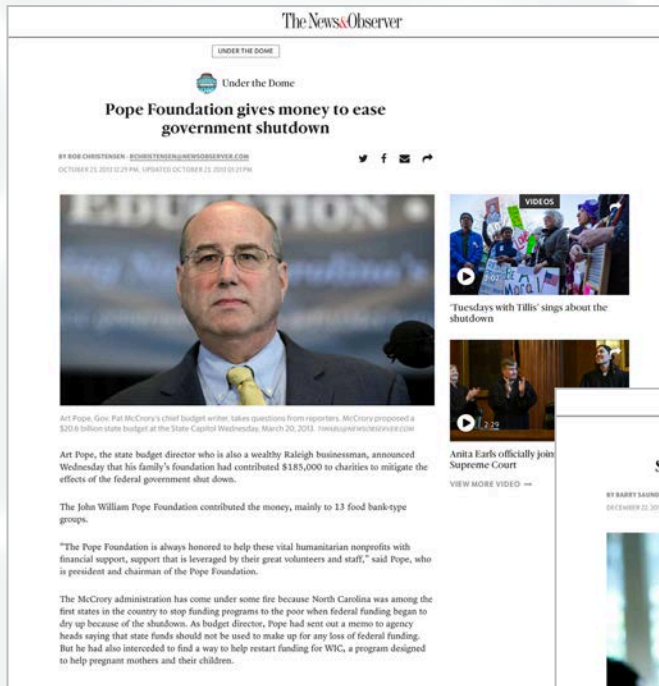
Before we arrived, the Pope Foundation lacked any email or social media communication. We planned and executed weekly newsletters and regular social media content to engage with key audiences.



MAJOR MEDIA PLACEMENTS

Our communication efforts culminated in major positive mentions of the Pope Foundation in North Carolina and national media.

CLIENT SUCCESS STORY:

The News Observer
Under the Dome
Pope Foundation gives money to ease government shutdown
BY ROB CHRISTENSEN
OCTOBER 21, 2013 12:29 PM, UPDATED OCTOBER 21, 2013 01:27 PM

Art Pope, Gov. Pat McCrory's chief budget writer, takes questions from reporters. McCrory proposed a \$20.6 billion state budget at the State Capitol Wednesday, March 20, 2013.

Art Pope, the state budget director who is also a wealthy Raleigh businessman, announced Wednesday that his family's foundation had contributed \$185,000 to charities to mitigate the effects of the federal government shut down.

The John William Pope Foundation contributed the money, mainly to 13 food bank-type groups.

"The Pope Foundation is always honored to help these vital humanitarian nonprofits with financial support, support that is leveraged by their great volunteers and staff," said Pope, who is president and chairman of the Pope Foundation.

The McCrory administration has come under some fire because North Carolina was among the first states in the country to stop funding programs to the poor when federal funding began to dry up because of the shutdown. As budget director, Pope had sent out a memo to agency heads saying that state funds should not be used to make up for any loss of federal funding. But he had also interceded to find a way to help restart funding for WIC, a program designed to help pregnant mothers and their children.



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MISSION & PHILOSOPHY
ABOUT JOHN WILLIAM POPE
BOARD AND STAFF
ANNUAL FELLOWSHIP & CAREERS
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Pope Foundation Makes \$185,000 in Humanitarian Grants to Counter Effects of Government Shutdown
October 21, 2013
RALEIGH, N.C. (OCT. 21, 2013) - To mitigate the effects of the federal government shutdown that spanned the first half of October, the John William Pope Foundation has announced \$185,000 in grants to humanitarian charities in central, eastern, and western North Carolina.

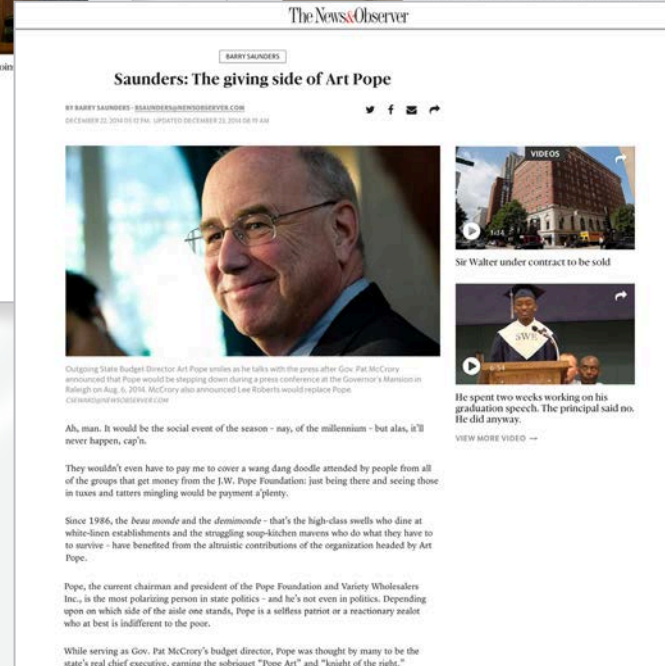
"The Pope Foundation is always honored to help these vital humanitarian nonprofits with financial support, support that is leveraged by their great volunteers and staff," said Art Pope, President and Chairman of the Pope Foundation.

"With the added uncertainty and potential increase in need due to a partial federal government shutdown, the Pope Foundation decided to give earlier and more to help these private and volunteer charitable institutions fill the gap and offer a hand up to those most in need," Pope said.

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Thirteen organizations will benefit from the accelerated grants. These organizations meet the immediate needs of children, women, and men by providing food, shelter, clothing, and medical care.

"With these extra funds, we'll be able to go and buy meat, baby formula, and diapers," said Dorothy Hunt, Executive Director of Lifeline Outreach Inc., a nonprofit based in Vance County that advocates homelessness and assists women and children in crisis.



The News Observer
BARRY SAUNDERS
Saunders: The giving side of Art Pope
BY BARRY SAUNDERS
DECEMBER 22, 2014 05:02 AM, UPDATED DECEMBER 22, 2014 08:19 AM

Outgoing State Budget Director Art Pope smiles as he talks with the press after Gov. Pat McCrory announced that Pope would be stepping down during a press conference at the Governor's Mansion in Raleigh on Aug. 6, 2014. McCrory also announced Lee Roberts would replace Pope.

Ah, man. It would be the social event of the season - nay, of the millennium - but alas, it'll never happen, cap'n.

They wouldn't even have to pay me to cover a wang dang doodle attended by people from all of the groups that get money from the JWP. Pope Foundation: just being there and seeing those in tuxes and tatters mingling would be payment a'plenty.

Since 1986, the *Feau monde* and the *dominonde* - that's the high-class swells who dine at white-linen establishments and the struggling soup-kitchen mavers who do what they have to to survive - have benefited from the altruistic contributions of the organization headed by Art Pope.

Pope, the current chairman and president of the Pope Foundation and Variety Wholesalers Inc., is the most polarizing person in state politics - and he's not even in politics. Depending upon on which side of the aisle one stands, Pope is a selfless patriot or a reactionary zealot who at best is indifferent to the poor.

While serving as Gov. Pat McCrory's budget director, Pope was thought by many to be the state's real chief executive, earning the sobriquet "Pope Art" and "knight of the right."