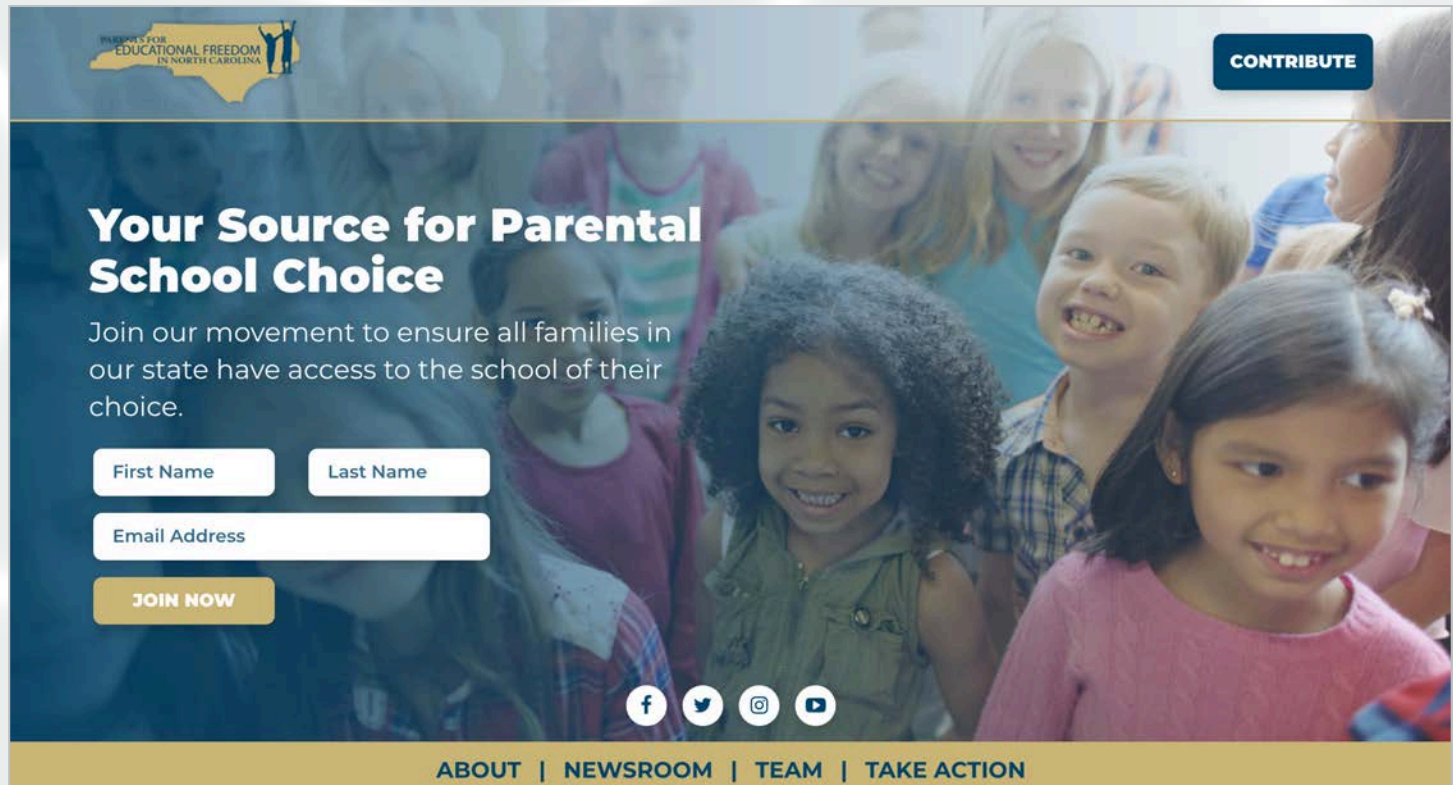


CLIENT SUCCESS
STORY:

CONTENTS

[Email Marketing](#)[Fundraising
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Content](#)[Major Media
Placements](#)

How Strategic Communication Helped an Education Nonprofit Go to the Next Level



Who They Are

Parents for Educational Freedom in North Carolina (PEFNC) is a nonprofit local advocacy organization dedicated to expanding educational choices for all families, regardless of income, race, or zip code.

What They Needed

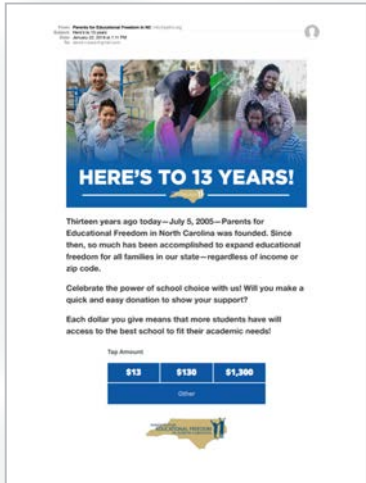
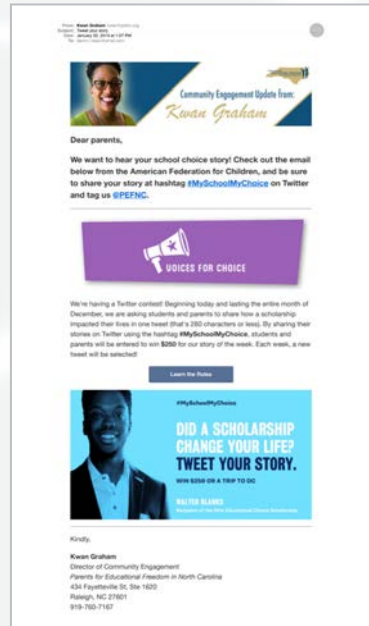
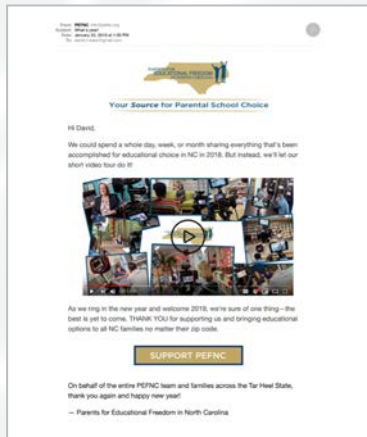
PEFNC contracted with us to provide full-scale marketing communications support. What began as regular social media and email content quickly grew into multiple touchpoints with the public, the media, lawmakers, donors, and educational leaders, including fundraising communications, email newsletters, blog content, ghost-written op-eds, website copy, and print collateral.

CLIENT SUCCESS STORY:



EMAIL MARKETING

Before we arrived, regular communication with PEFNC's target audiences was sporadic. Working in collaboration with PEFNC's outreach, development, and grassroots departments, we kickstarted email communication by creating an editorial calendar for each target audience (parents, teachers, donors, lawmakers, and the media). The capstone of this increased effort was high-quality and visually appealing newsletters.



Results:

We achieved an impressive open rate of 32% and 18% clickthrough rate, well above industry standards for nonprofit communications.

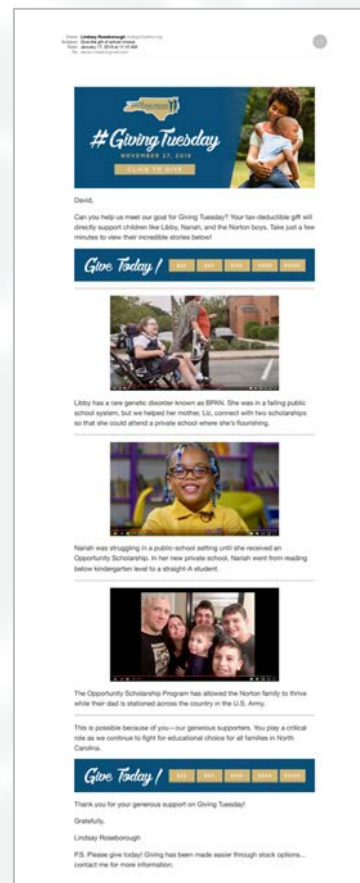


CLIENT SUCCESS STORY:



FUNDRAISING COMMUNICATIONS

One of PEFNC's topline priorities was to establish a broader, deeper donor base. We played a crucial role in ramping up donor communications through email, social media, and snail mail, including copywriting fundraising letters, developing eye-catching infographics, and creating and disseminating "ask" emails focused on key events throughout the year (such as Giving Tuesday).



We successfully helped PEFNC grow its donor base from a few major funders to a broader base of support, including individual donors.

CLIENT SUCCESS STORY:




Parents for Educational Freedom in North Carolina Like Page

Published by David N. Bass [?] · December 27, 2018 at 9:30 AM

We could spend a whole day, week, or month sharing everything that's been accomplished for educational choice in NC in 2018. But instead, we'll let our short video tour do it!

And as we ring in the new year and welcome 2019, we're sure of one thing—the best is yet to come. THANK YOU for supporting us and bringing educational options to all NC families no matter their zip code.



PEFNC 2018 Year in Review
04:10

Parents for Educational Freedom in North Carolina Like Page

Published by David N. Bass [?] · December 7, 2018

Show your love for #SchoolChoice in the month of December! If a scholarship to a private school changed your life, tweet your story to hashtag #MySchoolMyChoice. Every Friday this month American Federation for Children will pick a new tweet to win \$250. Here are the rules: <https://bit.ly/2Ruyr1p> Don't forget to tag us @PEFNC too!



#MySchoolMyChoice
DID A SCHOLARSHIP CHANGE YOUR LIFE? TWEET YOUR STORY.
WIN \$250 OR A TRIP TO DC
SAMANTHA JONES
Recipient of the Individual School Tuition Organization Tax Credit

SOCIAL MEDIA CONTENT

Knowing the importance of social media for connecting with PEFNC's audiences and driving action, we created compelling social content—text, photos, and video—and regularly posted them at strategic times throughout the week. We also took point on promoting a series of videos from PEFNC productions throughout the year.

PEFNC @PEFNC · 3 Dec 2018

"We've created a climate in North Carolina where there are more choices," said Brian Jodice of Parents For Educational Freedom in North Carolina. "Many times parents feel they can provide the best education for their children at home."



Secular home-schooling grows in NC as more identify as non-religio...
Religious schools still make up the majority of home-schoolers in North Carolina, but their percentage is dropping. The number of secular home...

[newsobserver.com/news/local/art...](https://www.newsobserver.com/news/local/art...) #ednc #schoolchoice

PEFNC @PEFNC · 7 Nov 2018

In a single click, see where your child's school ranks academically with NC Schools Around Me! [ncschoolsaroundme.com](https://www.ncschoolsaroundme.com) #ednc #schoolchoice



CLIENT SUCCESS
STORY:

MAJOR MEDIA PLACEMENTS

Media placements are a central plank of PEFNC's mission to reach North Carolinians with its message. We worked with PEFNC staff to brainstorm, draft, and successfully place key quotes and content in major media outlets. We also spearheaded efforts to disseminate timely press releases to the media.

The News & Observer



"Simply put, school choice and educational reform is the civil rights issue of our time and has the ability to reach across the aisle," Long said in a statement Wednesday. "Couple that with innovative steps forward to support families with students with special needs, we truly believe that North Carolina is a national leader on educational reform."

"Those who would advocate for reverting back to an antiquated status quo that doesn't work for all families are prioritizing systems over children."

The Charlotte Observer

Public money for private school scholarships is working, and will soon expand dramatically

BY BRIAN JODICE - SPECIAL TO THE OBSERVER EDITORIAL BOARD
JULY 25, 2018 01:20 PM, UPDATED JULY 25, 2018 12:20 PM



Nariah Hunter, Janet Nunn's granddaughter, shown two years ago at age 7. She is a straight-A student at Victory Christian Center School in Charlotte, the beneficiary of an Opportunity Scholarship.

JOHN D. SIMMONS /JSIMMONS@CHARLOTTEOBSERVER.COM

