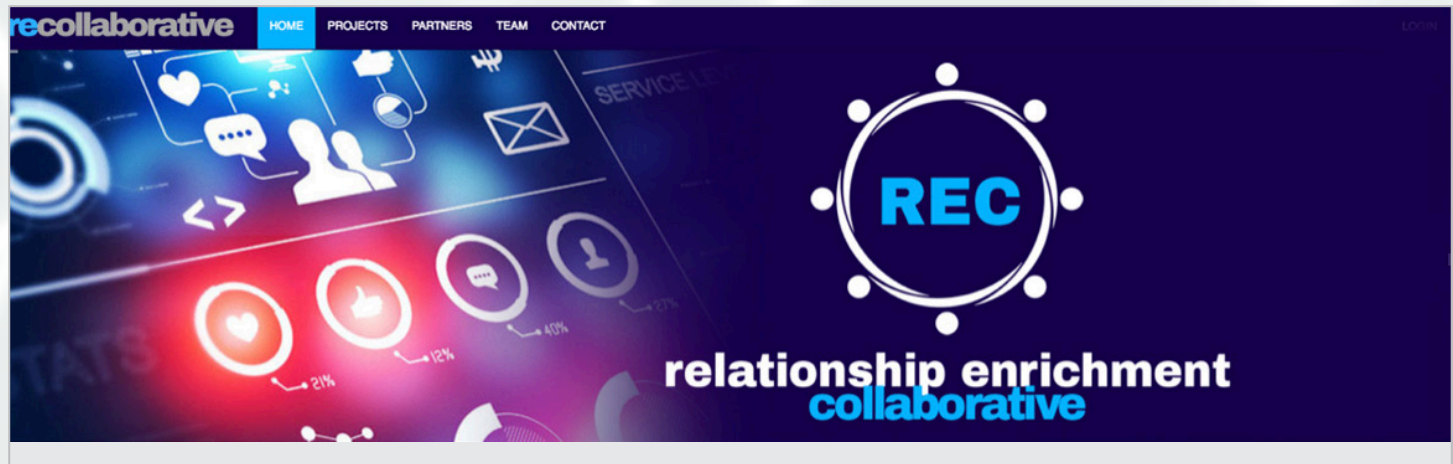


CLIENT SUCCESS
STORY:

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How Effective Communications Consulting Turbocharged a National Relationship-Enrichment Campaign



Who They Are

The Relationship Enrichment Collaborative (REC) is a nonprofit dedicated to using the most innovative analytics and micro-targeting capacities to help enrich the lives of families across the United States.

What They Needed

REC contracted with us to assist with a range of communications consulting matters—from social media campaigns to website copy to fundraising to a rebrand of the organization itself. We ultimately contributed to a \$4 million major national media campaign designed to encourage marriage and family formation for Millennials. Our involvement led to significant and rapid gains for REC in the markets in which it serves families.

SOCIAL MEDIA ENGAGEMENT

CLIENT SUCCESS STORY:

Social media was a major way to reach Millennials through the relationship-enrichment campaign. We envisioned, planned, and executed a national Facebook marketing campaign on behalf of key nonprofit partner organizations, including developing copy and visuals, setting targeting parameters, analyzing results, and tweaking content for best impact.



RELATIONSHIP ENRICHMENT COLLABORATIVE



Results:

The campaign drew 30,066 clickthroughs and 344,769 exposures. We achieved a cost-per-click of \$0.42, well below industry standards.

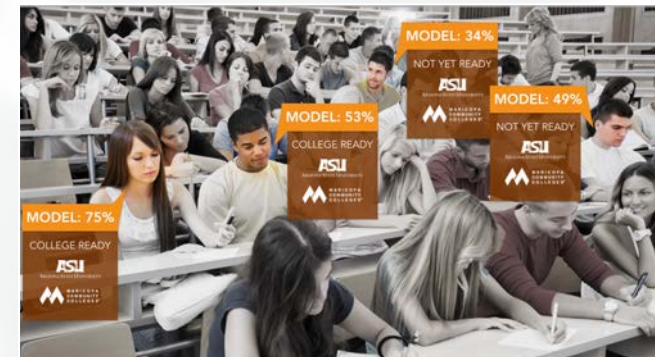
FUNDRAISING COMMUNICATIONS

CLIENT SUCCESS STORY:

Donations were the lifeblood of REC's campaign, so we took point on producing multi-million-dollar grant proposals and recommendations, developing keynote sales and marketing pitches, and producing grant proposals on behalf of REC's network of allied nonprofit organizations.



RELATIONSHIP ENRICHMENT COLLABORATIVE



Results:

REC secured multi-million-dollar ongoing funding to finance the national project, including commitments from existing donors and pledges from new donors.

CLIENT SUCCESS STORY:



RELATIONSHIP ENRICHMENT COLLABORATIVE



CLIENT REBRANDING

When we came on board, REC had minimal branding—and what existed was ineffective at communicating a professional, upbeat vibe to donors, influencers, and partners. We kicked REC’s branding into high gear and served as creative directors for a wholesale rebrand, including a new logo, marketing promotional materials, and social media pages.



Results:

REC’s brand recognition and authority among nonprofit partners improved dramatically.



RELATIONSHIP ENRICHMENT COLLABORATIVE

How REC Helps You Reach Millennials

At the Relationship Enrichment Collaborative (REC), our mission is simple—leverage our powerful digital capabilities to help you reach Millennials, save marriages, and increase weekly church attendance. We’re dedicated to partnering with nonprofits and churches to help people experience healthy relationships, personal wellness, and spiritual care.



Our value proposition

Not sure where to begin reaching the 75 million Millennials in North America? It’s an expensive goal. Often, churches and nonprofits struggle with the bandwidth and financial resources to engage with young adults, particularly in the digital ecosystem where Millennials live and thrive.

That’s where REC steps in. We put your programs and events in front of Millennials and help you connect with young people through robust digital media services, including:

Reach your audience

To successfully reach Millennials, you need to identify the right people and communicate the most leveraged message to them at the right time. Partnering with REC enables you to do it.

REC has collected a database of 4.3 million Millennials between the ages of 18 and 34. We connect you—our champion partners—with these people in order to help them grow in an ongoing journey of healthy relationships and faith development.

We engage this demographic in a digital continuum of care. We know and track Millennials at a variety of touch points along the path—for example, clicking on a digital ad, subscribing to an email list, or attending an in-person event—so that we can see, in real time, where individuals stand in their journey to better relationships and a renewed faith walk.

- Digital marketing and engagement
- Geo-targeting data collection and retention
- Market research
- Marketing asset creation
- Cutting-edge distribution tactics

REC offers both quantity and quality. We help you:

- Bring Millennials to Christ
- Increase church membership
- Create great marriages

We’re following a simple four-step process for accomplishing this goal:

- 1 We create quality platforms for you: We support you with building and implementing your digital infrastructure and strategy.
- 2 We focus on research and development: We fund the adoption of advanced digital technology for your online ecosystems.
- 3 We leverage content conversion: We handle the conversion of your content into a scalable digital experience format.
- 4 We help you with implementation: We create the “go-to-market” assets that help you implement your digital engagement strategy.

Who we are



Tim Halbert



Linda Bork



Matt Engel

Begin the conversation

Contact Matt Engel at matt@recollaborative.org or 480-652-1075.

CLIENT SUCCESS STORY:



WEBSITE COPY

Anchoring REC's overall efforts was a major national public service campaign called "Think Marriage." We took point on developing compelling copy for the Think Marriage website, including wordsmithing content for infographics, quizzes, and landing pages.

