

CASE STUDY

HopeWorks Breakfast Fundraiser

Creating a “Morning of Hope” for HopeWorks

Problem

We were thrilled when nonprofit client HopeWorks came to us with the news that their second annual breakfast benefit would feature speaker Sean Tuohy, a local entrepreneur, NBA broadcaster and subject of “The Blind Side”. We knew acclaim from the best-selling book and blockbuster film would create a stir, but the challenge was to connect the rags-to-riches football story with that of HopeWorks, and ultimately draw people to the fund-raising event.

Solution

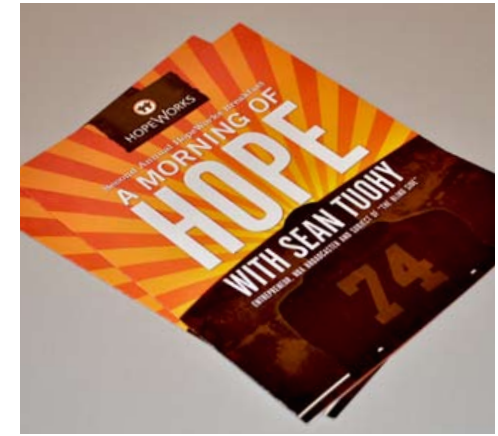
Partnering with public relations firm Obsidian, we fashioned the event as “A Morning of Hope with Sean Tuohy” and drew parallels between the Tuohy family’s relationship with football player Michael Oher and the way HopeWorks shows compassion, provides opportunity and helps people realize their potential in life. Yellow and orange rays evoked a warm sunrise and created a silhouette to connote the football player central to the Tuohy story.

Results

Upon seeing the creative, the digital billboard donor expanded the space they had intended to donate, calling the ad “solid outdoor”. The venue, Woodland Hills Event Center, was filled to capacity with a sold-out crowd of more than 800. Both attendance and proceeds were more than double that of the previous year’s breakfast benefit.



DIGITAL BILLBOARD



BROCHURE/INVITATION



EVENT TICKETS



DONOR CARDS/TABLE DECORATIONS