



Client Case Study

Aldea Children and Family Services

Nonprofit Branding and Communications

Client Profile: Aldea Children and Family Services offers professional care to young people with serious mental and behavioral illnesses; foster care placement and support for abused and neglected children; and assisted living services for developmentally disabled adults.

Problem: Despite its outstanding reputation and many years serving the community, Aldea was not well known outside its immediate circle of clients, employees, board members, and supporters. The lack of recognition made it difficult to expand the donor base and increase much needed private giving.

Solution: NewLevel Group performed a thorough assessment of Aldea's perception by the wider community. The assessment included surveys and in-depth interviews with donors, employees, community leaders and clients. Based on our findings, we worked with the organization to identify its audiences and clarify its message to more precisely reach each audience. With a targeted message in hand, we developed and implemented a marketing/PR plan designed to raise awareness and create brand recognition among the identified groups.

Results: The message development process energized the organization and laid the groundwork for a successful public outreach program. Results included an updated website, coverage in local and regional media and standardized presentation materials. With sharper focus and better tools for communication, the organization has been able to attain greater recognition for its work and open doors to new sources of funding.

What the Client Said: *"The survey and message development process helped us understand why we were not getting our message across. The marketing and PR plan helped us change that. The experience has been extremely valuable to our agency."*