



COMPANY CASE STUDY

NON-PROFIT ORGANIZATION



Objectives

Smart Start of Mecklenburg County (SSMC) hosts an annual fundraising event to **raise awareness of their organization and mission**. Smart Start strives to ensure that all children of Mecklenburg County turn 5 ready to thrive. BG was hired to help with the **marketing and event planning** aspects of this campaign.



Challenges

As a result of the ongoing pandemic, people are tired of digesting information virtually through their screens. Our biggest challenge was to create an engaging campaign that **draws donors and funders in** to create awareness of the SSMC mission and organization. It was their **first time hosting a digital event**, so their team didn't know where to begin in the planning.



BG Solutions

- **Work closely with SSMC Board members** to create customized fundraising pages to appeal to their individual networks.
- **Create a unique fundraising event** that was "live" in the Smart Start studio featuring members of the Smart Start admin team and board members.

BG'S DIRECT IMPACT



Secured over 175 registrants for the "live" event



Increased awareness of the organization and its community impact



Raised over \$40,000 to help with SSMC programming



"I can't thank you enough for all of the work you put into our OFI event, both leading up to the event and yesterday. I am SO happy with the results and the overall turnout. You all stepped in from day one and took on any and every task that needed to be done in order to make the event a success. You worked with my team, our board, our partners, and donors so thoroughly and professionally."

– MIKE BLACKWELDER, EXECUTIVE DIRECTOR
SMART START OF MECKLENBURG COUNTY