CASE STUDY
Strategic Renewal and Sustainability

Recommendations
The key to attracting supporters to an organization is communicating a clear mission that addresses a compelling cause. At CORP, this means marketing the value each program delivers effectively to supporters, and these supporters contribute resources in time, money, and ideas. Although a compelling mission attracts supporters in a general sense, marketing should be targeting each supporter segment based on their unique needs.

Fox MC recommended that investment in staff to sell the value of CORP offers to supporters will increase the resources available to the organization to achieve its mission and lead to a renewed sustainability.

Fox MC provided a new sales and marketing strategy focused on the connection between supporters and value created by the programs. In addition, the team provided substantial financial analysis supporting investment in part-time development staff which could grow donations while improving operational efficiency.