THE CLIENT
The Philadelphia Opportunities Industrialization Center, Inc. (P-OIC) provides job training and career development services to unemployed and disadvantaged youth and adults. Through education, training, job placement, housing and economic development they open opportunities for Philadelphians to get the skills they need to advance in their careers.

THE PROJECT
P-OIC tasked Fox MC with developing a marketing plan that would create sustainable revenue growth through increasing individual and corporate giving.

RESEARCH
Through primary and secondary research, the team identified several obstacles to P-OIC’s revenue growth goals. Their report targeted one revenue stream, events-based marketing, as a primary focus for increasing individual and corporate giving.

RECOMMENDATIONS
The Fox team’s events-based marketing plan called for P-OIC to:

1. Pursue three distinct donor segments: high net worth households, medium net worth households and corporate donors.

2. Follow an encompassing calendar of events, created by the Fox MC team, to gradually increase revenues and the size of the donor base.

3. Grow the number of events held annually from one yearly luncheon to events multiple times per quarter within a seven year period.

4. Hold two kinds of events: fundraising events focused on generating revenue and “friendraising” events focused on donor engagement and expansion.

RESULTS
Following the project, P-OIC incorporated the team’s recommendations to implement an aggressive funding strategy to support their workforce development programs.