



**CASE STUDY**

**Strategic Renewal and Sustainability**



*"Indeed, we all owe you our thanks for your willingness to listen, to learn and to offer us a new way of thinking about that which inspires us."*

*-John Randolph,  
Board Convener*

**Client Profile**

Community Outreach Partnership (CORP) began its history more than 25 years ago as the community outreach arm of the Trinity Memorial Church in Center City, Philadelphia. CORP serves the homeless, elderly, and members of the Center City West community through three main service programs.

**The Project**

Community Outreach Partnership engaged Fox Management Consulting (Fox MC) regarding the sustainability of the organization. Members of the board are facing environmental challenges from reduced funding opportunities in the nonprofit sector and internal challenges articulating a compelling organizational identity. With a board passionate about community service and dedicated to the organization, the time is right to chart a new direction toward the next generation of impact at Community Outreach Partnership.

**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.