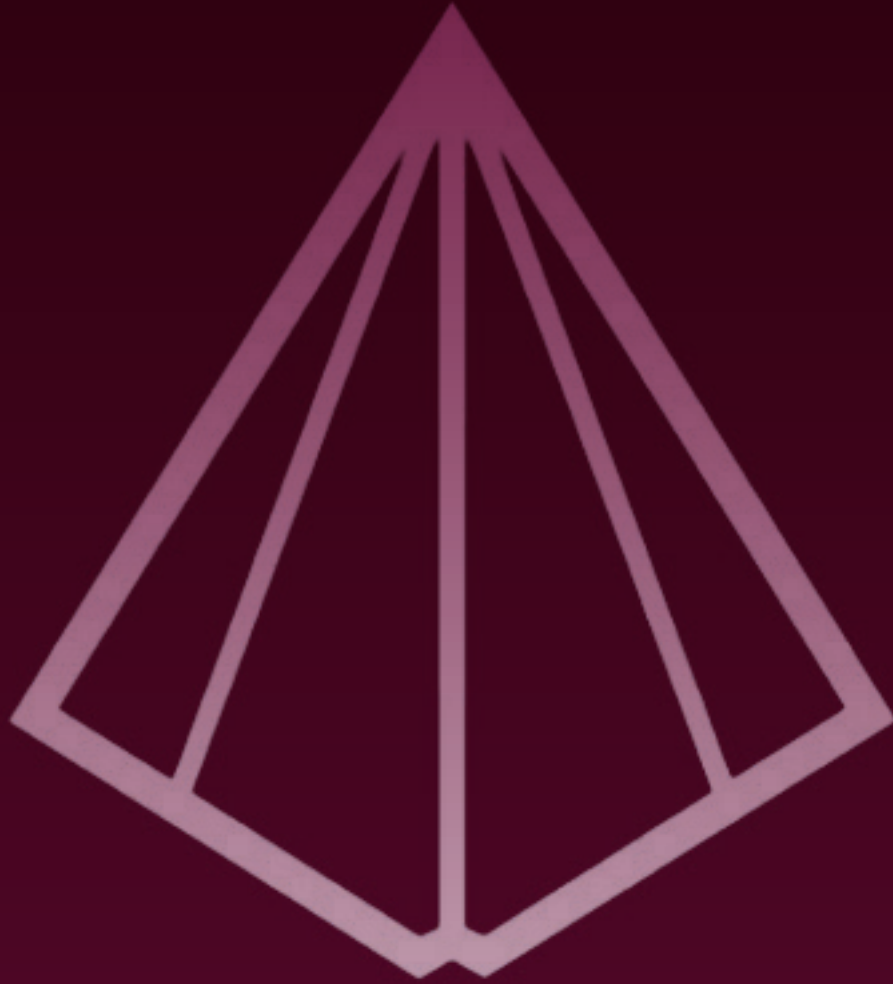


The Elevation Awards

— CASE STUDY —



ELEVATION · AWARDS · 17
ANNUAL SHOWCASE

miocoa
STRATEGIES

The Strategy



OBJECTIVES

- Increase brand awareness of Baltimore Corps and the Elevation Awards through social media, word of mouth, and community events.
- Create a marketing and communications strategy to promote the Elevation Awards.
- Establish credibility as a supporter of Baltimore's social entrepreneurs.
- Maintain position as a catalyst for change in Baltimore.

Following the devastating death of Freddie Gray, our Founder + CEO Jasmine Gibson was invited to take ownership of an idea to support social entrepreneurship for Baltimoreans. In just 4 months, that idea became The Elevation Awards—a planning grant for West Baltimore residents piloting novel approaches to strengthen their community.

Jasmine (Miocoa Strategies) helped create, brand, and market the first-of-its-kind grant in Baltimore City that has sense gained 400+ applicants each year.

— Deliverables —

APPLICANTS

130+

Over 130 applicants applied to the program in Y1 without paid advertising

EVENT ATTENDEES

100+

We were able to gather 100 attendees to celebrate Baltimore's own social entrepreneurs

DONATIONS

\$10k

Supported Baltimore's social scene by giving \$10,000 in planning grants to three social entrepreneurs

TIMEFRAME

5 mo.

In only 5 months, we awarded attendees and executed a ceremony to bridge the gap between Baltimore's community and a catalyst for change



— What We Tried —

PHASE 1 | CREATING THE CHANGE WE NEED

The seed stage of this program could have been like every other program. Instead, we decided to create a unique selling point that acted as a direct solution to issues in Baltimore City post-Freddie Gray. We created a screening process through an equity lens.

So often people of color are disproportionately excluded from grant program awards, and we wanted this to be different. Knowing black businesses are growing popular in Baltimore City, we aimed to be a catalyst for change by offering this grant award.

This proved to be the number one reason this grant award has grown exponentially each year since inception.

PHASE 2 | TIME TO CELEBRATE

As a final recap, we enjoyed a celebration event at Eubie Blake Events Center in Mount Vernon, Baltimore. The goal was to bring everyone together with the end result of being enthused around making change in Baltimore.

With an appearance from then Councilman Nick Mosby (District 7, West Baltimore), attendees shared solutions for how collectively, government, policymakers, nonprofit leaders and community organizations could aid investment into West Baltimore.

Every attendee left pledging to change the narrative of Baltimore post-Freddie Gray.

Our Findings



“

Jasmine's personal connection to Baltimore made the Elevation Awards an experience I'll never forget. She knew exactly how to reach the people of Baltimore and for that I'm forever grateful.

BRITTANY YOUNG
Founder + CEO of B-360

”

THE CHALLENGE

After such a tragic event as Freddie Gray's death, the challenge was creating a hopeful and triumphant event that mobilized Baltimore residents, leaders, and others to act.

OUR SOLUTIONS

- Created a street team of brand ambassadors to increase applicants
- Aligned email and social communications to boost social reach of the Elevation Awards and ceremony
- Host informational sessions about the awards for entrepreneurs and community leaders
- Alleviate the distrust amongst the community and “helpers” by providing a monetary award that includes mentorship and programming