

# Race & Equity at The White House

— CASE STUDY —



# The Strategy



## OBJECTIVES

- Increase brand awareness of Baltimore Corps through event programming
- Create a selective outreach strategy to communicate the event's programming and intent
- Establish credibility as a catalyst for change in Baltimore for increased fiscal support

It can be hard to break into the nonprofit space when you're the new kid on the block. In year three, Baltimore Corps contracted Jasmine Gibson (Miocoa Strategies) to host a game-changing awareness event at The White House during President Obama's Administration. The event would highlight the effects of social justice in Baltimore.

Working alongside other change agents, we were able to bring together civil rights leaders, nonprofit stakeholders, community activists, elected officials and philanthropists to discuss equitable solutions for Baltimore.

# — Deliverables —

## IN-KIND PARTNERSHIPS

30

Built partnerships with local shops for in-kind donations.

## EVENT ATTENDEES

220+

Planned & executed event to increase brand awareness of Baltimore Corps' mission.

## TIMEFRAME

6 mo.

With only 6 months before the event ceremony, Jasmine planned, implemented, and executed the



# — What We Tried —

## **PHASE 1 | BRIDGING THE GAP BETWEEN COMMUNITY & ORGANIZATION**

We leveraged partnerships with the Annie E. Casey Foundation and other local partners to create an event experience that created curiosity around Baltimore Corps as a reputable catalyst for change. We leveraged the event programming and guest list.

Baltimore Corps has seen an increase in program applicants and interests, donors, and local partnerships.

## **PHASE 2 | FROM BALTIMORE TO BALTIMORE**

As a credible liaison between advocacy groups and Baltimoreans, Jasmine was able to create an invite list based on people who were truly passionate about change in Baltimore—something challenging for an outsider or new non-profit such as client, Baltimore Corps.

This exclusive invite list with strict instructions was our ONLY event marketing outreach plan. The final attendee list of 220+ individuals consisted of civil rights leaders, change-makers, social entrepreneurs, community activists, race and equity strategists, and political leaders.

# Our Findings



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Jasmine's talents and skills are only matched by her dedication and commitment to Baltimore City. Jasmine was an absolute pleasure to work with while at Baltimore Corps. Her creativity, attention to details and management skills brought her much success as she planned, managed, and executed a White House event for Baltimore Corps' CEO.

LEANDRA PAULEY  
Program Manager of Baltimore Corps

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## THE CHALLENGE

One of the biggest challenges was executing this secretive event in just 30 days. Jasmine was contracted 41 days before the event date with nothing completed. From contacting local partnerships for in-kind donations to taste-testing caterers, from designing the invites and creating the list, the timeline was tight. Our biggest hurdle in this timeline was demanding RSVP from attendees to ensure clearance of White House security measures which takes about 14-21 business days.

## OUR SOLUTIONS

- Used personal graphic design skills for invites to limit turnaround time
- Created an automated invite list input form
- Streamlined communications to 3 parties only