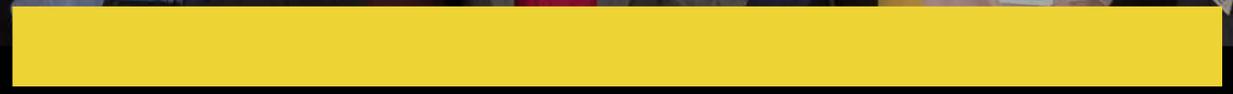


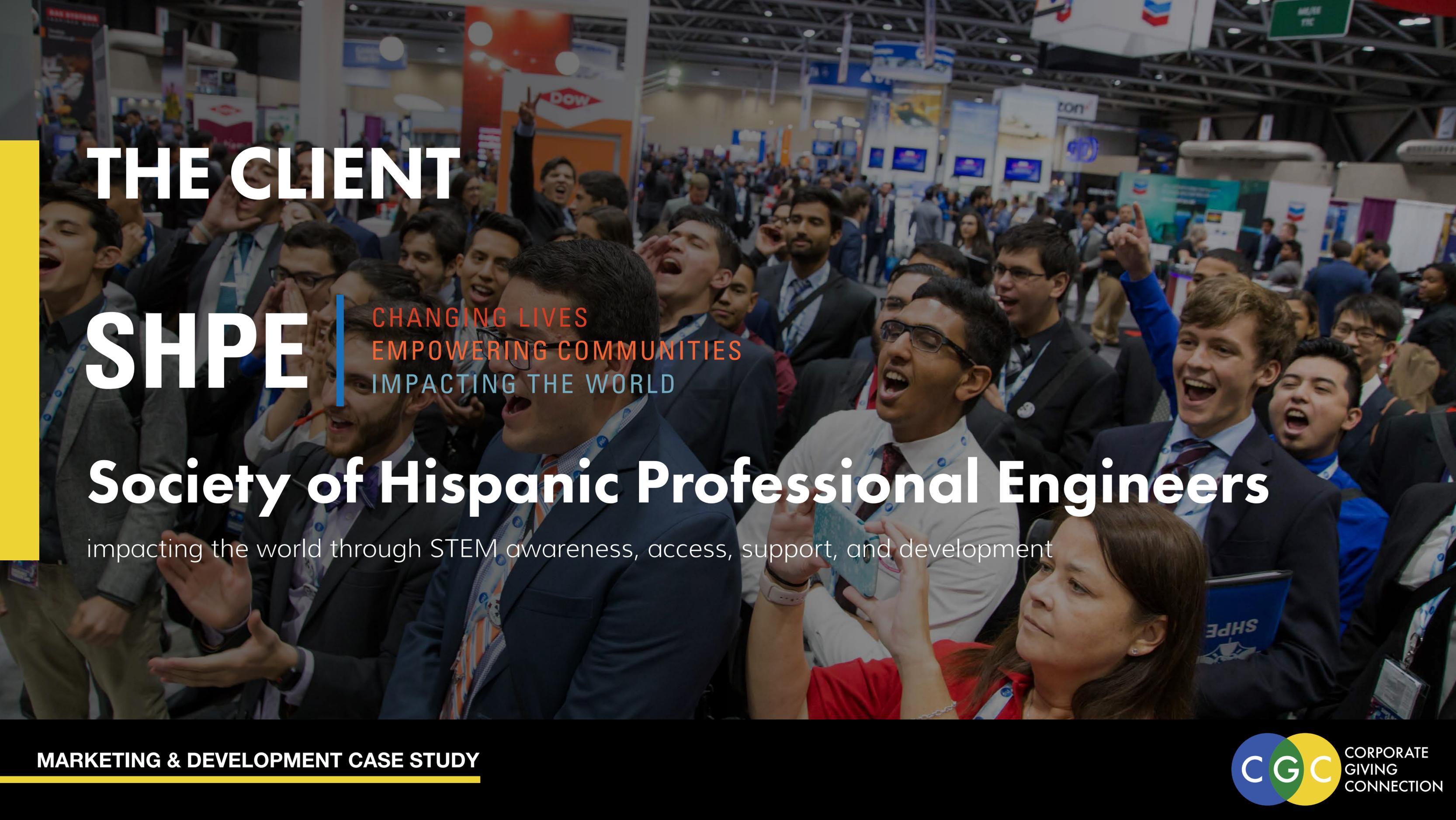


CORPORATE
GIVING
CONNECTION

SHPE

MARKETING & DEVELOPMENT CASE STUDY





THE CLIENT

SHPE

CHANGING LIVES
EMPOWERING COMMUNITIES
IMPACTING THE WORLD

Society of Hispanic Professional Engineers

impacting the world through STEM awareness, access, support, and development

THE CHALLENGE

Become the de-facto marketing and development departments for the 10,000+ member organization, building their identity, voice, outreach, and engagement with members, donors, and sponsors.





OUR INSIGHTS

1

As an organization targeting STEM students and professionals, the marketing has to appeal not just to young people, but also to executives, educators, recruiters, and partners, so the strategy had to be universal in terms of tone and platforms utilized.

2

With limited manpower available internally, but huge growth projections, SHPE needed a full marketing team that could offer creativity, support, structure, and experience to conceptualize projects, prioritize efforts, support fundraising, and become an integral part of the rapidly evolving SHPE team.

3

Having been established in 1974, but without consistent leadership until 2016, SHPE needed modernization of their voice and their brand, as well as, the guidance to use current technology and tools to streamline their efforts.

A PERFECT FIT



CGC has the creativity, project management skills, and breadth of services necessary to support SHPE in their ambitious goal of closing the gap between Hispanics in STEM.



CGC offers the team of experts needed to provide high quality, full-service strategy and execution to SHPE from brand and website development to social media and email marketing, as well as, fundraising and grant writing.



CGC provides the flexibility that SHPE needs as they quickly pivot their organization under new leadership and new direction to prepare the organization for massive growth in membership, programs, and revenue.

THE SOLUTIONS

“

“I can't imagine doing the things I'm responsible for leading without the CGC team. CGC is an integral part of our team and one of the best project managers we've ever worked with. They are just extraordinary!”

– Kathleen DuBois, Senior Director, Development & External Relations, SHPE

”

science ON A SPHERE

BRANDING

Developed and implemented an updated brand look & feel to convey the evolution of SHPE into the 21st century.

Created unique identities for five SHPE conferences and implemented that look & feel across social media, web development, email, and marketing materials.

Created unique logos for six programs.



WEB DEVELOPMENT

Designed, built, and managed microsites for all 10 SHPE conferences to tie in to the conference branding and provide an easy-to-navigate site for attendees and sponsors to engage with the event.

Designed, wrote, and built SHPE's first-ever annual report, as an interactive microsite.

SOCIAL MEDIA

Created and executed a robust 12-month social media strategy to build followers and engagement with members, sponsors, and other stakeholders.

- Facebook, Twitter, LinkedIn, Instagram, YouTube
- Implemented campaigns to support programs like MentorSHPE, ScholarSHPE, latinXfactor, SHPEtinias, End-of-Year Giving, and more.
- Proposed methods for engaging members at the regional and local chapter level to build the national following.
- Provided onsite social media support at conferences including posting videos, pictures, and other content live from the events.



EMAIL MARKETING

Established standardized email templates and best practices for marketing emails to increase open rate and decrease unsubscribe rate.

- Designed a monthly newsletter email, ¡Oye SHPE!, written and sent by CGC every month.
- Designed email templates for each conference to be consistent with the conference branding.
- Strategized and executed email campaigns to build membership, grow latinXfactor webinar attendance, and increase conference registration.

SHPETINA STRONG

THIS IS WHAT AN INNOVATOR LOOKS LIKE



PUBLIC RELATIONS

Created a 4-month public relations strategy to generate attention for the SHPE National Convention in 2017 and 2018 with a professional publicist executing the strategy.

Pre-event and post-event press releases created with targeted follow up and relationship building.

Coverage by Professional Woman, Hispanic News, Al Dia, NBC Cleveland, WKSU Public Radio, CBS 12, Latino Cleveland, and more.

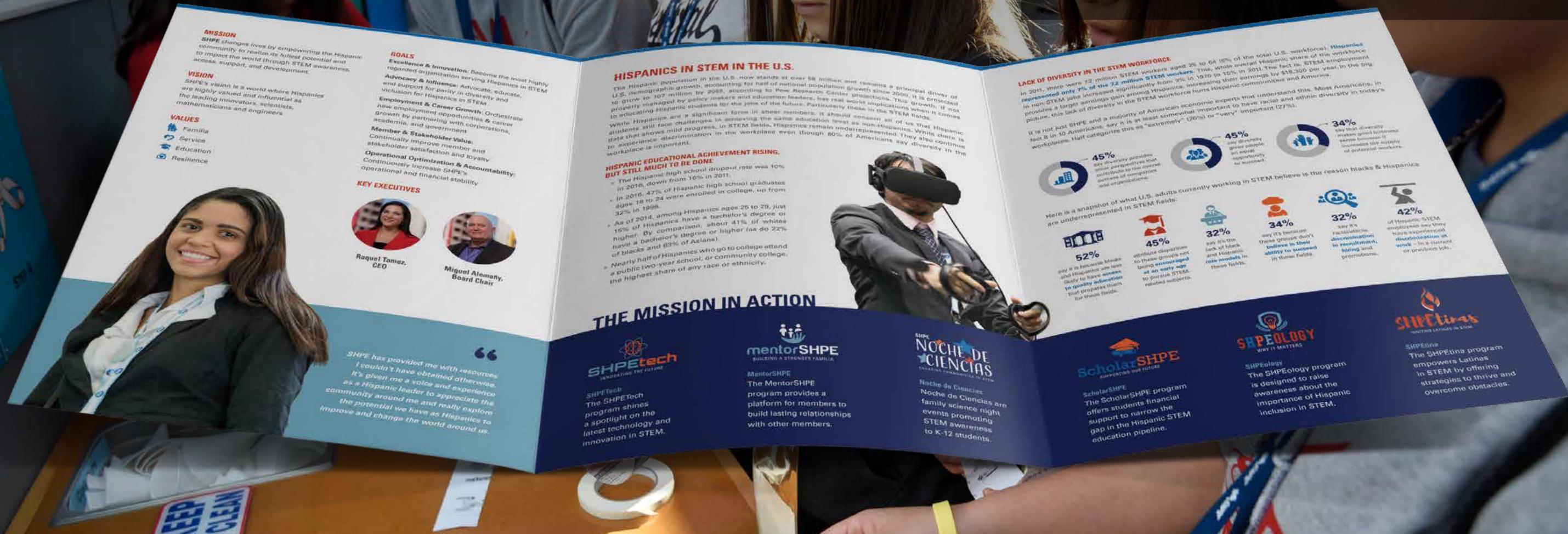
GRAPHIC DESIGN

Managed every design piece needed by the organization from creative brief stage through to publication, including brochures, flyers, ads, stationary, signage, badges, websites, social media graphics, lapel pins, step & repeats, exhibit booths, and more.



COPYWRITING

Wrote compelling and targeted copy for the organization for brochures, websites, ads, signage, social media posts, CEO speeches, and annual report.



DEVELOPMENT

Conducted market analysis to understand SHPE's competitors and their corporate supporters.

Completed extensive corporate prospect research to better understand what companies are not currently funding SHPE.

Created and executed SHPE's first end-of-year individual giving campaign.

Conducted fund development trainings at the National Convention and NILA.

Created fund development resources for the Board of Directors that included email templates, wealth screening, and individual prospect research.

Execution of promised sponsorship marketing benefits, including social posts, dedicated emails, and banner ads.

GRANT WRITING

Refocused SHPE's grant writing efforts from partner-dependent to creating proposals solely focused on SHPE.

Completed extensive grant prospect research to identify available grants as best fits for SHPE.

Developed a 12-month grants calendar.

Managed all aspects of the grant writing process including: developing letters of interest (LOI), compiling proposal content, creating proposal narratives, calls with prospective funders, multiple revisions, and final submission.

Created the proposal language used for NILA, Noches de Ciencias, and Chapter Expansion.

18 MONTH RESULTS

Exceeded
11,000
members for the first time
in SHPE history

Record-setting
16%
increase in National Convention
attendance in 2018

Developed
5
websites & designed
12 brands

Wrote & designed over
300
unique emails & managed
a list of 70,000+ contacts

18 MONTH RESULTS

Grew SHPE followers
on social media by

36%

(up by over 10,000)

Earned SHPE the Guidestar

Platinum

Seal of Approval

Created SHPE's

First-Ever

annual report

Submitted

12

grant proposals
& letters-of-intent



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