

CASE STUDY



Launching a New DC-Based Nonprofit

TRUE Center is a Washington DC-based non-profit offering trauma-based intervention and prevention services for children and families regardless of the ability to pay. TRUE brought in Avid Core to develop the new non-profit's first communications strategy and to serve as media trainers and strategic advisors throughout their launch.

Avid Core conducted an assessment to understand TRUE's place in the existing landscape and to evaluate communications strategies that have successfully reached low-income children and families in need of similar types of services. This included internal and external interviews and background research. After gathering and analyzing assessment data, Avid Core created a comprehensive strategy designed to promote the launch of the organization and construct a roadmap for its first year.

Avid Core kicked off implementation of the strategy by supporting TRUE's official fundraising launch, leading media outreach, crafting a social media strategy and corresponding design templates, and drafting content for an email campaign. Avid Core also hosted a media training that walked through best practices, offered examples of the messaging in action, and provided an opportunity to practice while giving live feedback on delivery and presentation.

Avid Core's communications strategy set up the non-profit for success, resulting in coverage of the launch in local media including Washington Parent and HOT 99.5, and helping raise more than \$17,000 in the two weeks following their launch.



CAPABILITIES



Strategy Development



Market Research



Audience Identification



Media Training



Media Outreach



Social Media Management