



CASE STUDY

**MULTI-CHANNEL.
MAXIMIZED RESULTS.**

GOAL: \$1.25 M IN 125 DAYS

RESULT: \$2.3 M IN 125 DAYS!

\$4.2 M IN 6 MONTHS!

\$11.7 M+ and Climbing, 12 Months Later!



BrewerDirect

RELEASING GENEROSITY



THE CHALLENGE

Wheeler Mission has to turn away over 700 requests every month from desperate women & children seeking shelter, food and care.

THE GOAL

Celebrate and leverage Wheeler's 125th Anniversary, coming alongside their capital campaign for the expansion of the Women and Children's Center.



SOUTH ELEVATION E MICHIGAN

BUILDING FOR CHANGE.

THE EXPONENTIAL POWER OF SYNERGY



It was a unique opportunity: raise \$1.25 M in 125 days to commemorate the 125th anniversary of the Mission and to help fund a Women & Children's Center Expansion Project.

The tried-and-true direct response fundraising methods of direct mail and digital, while critical, would simply not be enough. The Brewer Direct team proposed a bold plan.

Together with Wheeler Mission, we would launch a multi-channel strategy that would capture the imagination of an entire city.

✓ **Risky? Yes.**

✓ **Improbable? Perhaps.**

✓ **Successful? Most definitely.**

The Wheeler125 campaign broke new ground. It proved that a multi-channel, integrated strategy, coupled with stirring creative, would touch the hearts of not only existing donors... but engage new donors and generate new major and corporate gifts.

Most importantly, it would forever change hearts across Central Indiana.

Our campaign slogan, *Building for Change*, certainly branded the campaign. The overarching innovation and strategy working together also shook the foundations of how Missions and nonprofits can expand and explode their donor base.

Here's how we did it...

CORPORATE REBRANDING

Challenge:

The imagery was outdated and the logo was tired. Using “Ministries” in the name was unintentionally exclusive of potential key stakeholders.

We needed to create an amended name and new logo that captured the expanded plans of the Mission and established a brand foundation for future growth.



Key Outcomes:

The new logo was updated and now has a fresh, “cleaner” design. It evokes the Mission’s historical past and engages younger markets and donors. The mark also works in all media.



MEDIA BLITZ:

MULTI-DIMENSIONAL CAMPAIGN MADE QUITE THE IMPRESSION(S).



Campaign Objectives

- Raise \$1.25 million via a 125-day integrated campaign
- Celebrate the organization's 125th anniversary
- Expand target markets and grow Wheeler's support base
- Build heightened brand awareness throughout Indianapolis
- Celebrate women and fund women's shelter programs
- Leverage current and expanded media channels
- Develop new communication touchpoints
- Further underscore stellar positioning within the community
- Create a forward-focused launch to multiply future growth

What's in a name?

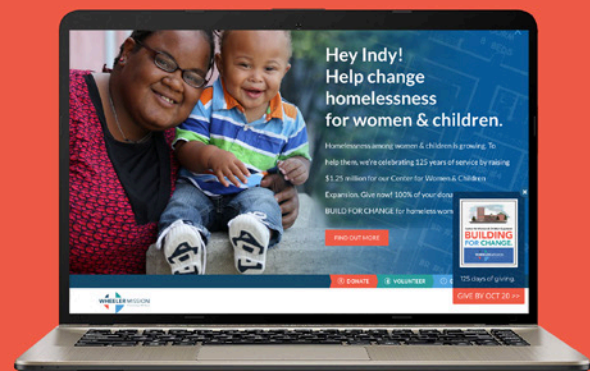
Building for Change was rolled out in print, digital, direct response, outdoor, guerrilla, event marketing, broadcast media, and video in which endorsers embraced the personal call to action, affirming: "I'm building for change!"

Campaign Branding

We created an inspiring campaign brand and logo that...

- leveraged the Wheeler 125-day Media Blitz
- acknowledged the anniversary milestone
- included the main Mission logo
- incorporated the end goal of expanding the Women & Children's Center

These objectives culminated in the dynamic slogan and imagery: *Building for Change*. The design utilized the architectural rendering and was created in both still and animated versions for use across media. This unique logo will also continue on beyond the anniversary year.



OUTDOOR & TRANSIT ADVERTISING



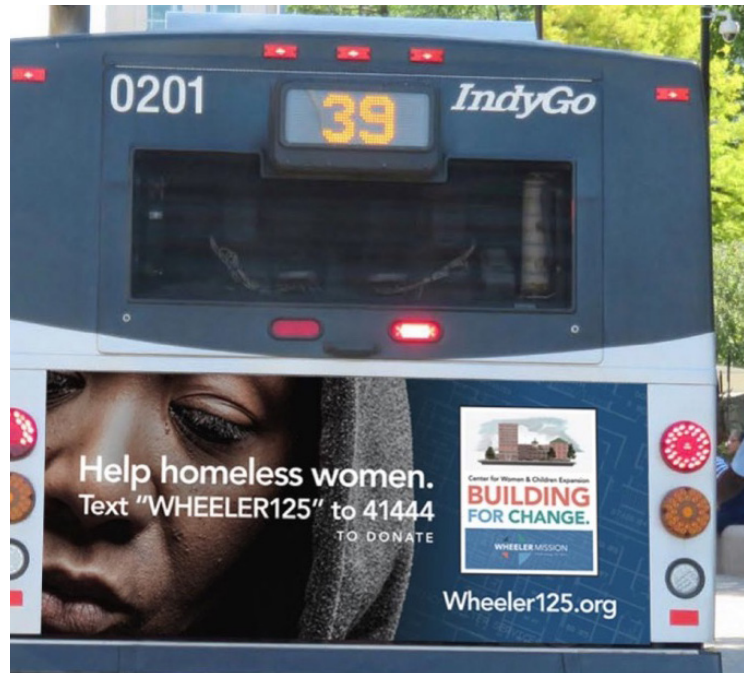
BUS WRAP IN TRANSIT

To help get people off the streets, we took our messaging to the streets.



BILLBOARDS

BLANKETING
THE CITY
WITH OVER
68
MILLION
IMPRESSIONS.



BUS TAILS



OUTDOOR TRADITIONAL AND DIGITAL BILLBOARDS



WINDOW CLINGS

GUERRILLA MARKETING



SIDEWALK CLINGS

Guerrilla marketing is all about the element of the unexpected! We aimed to make an unforgettable impression on our audience and create a lot of buzz on social media.



WINDOW CLINGS



RESULTS: SIDEWALK CLINGS

8-10 MILLION IMPRESSIONS.

*Picked up by NPR,
all local news stations,
the Twitter-sphere
and IndyStar.*

These life-sized, high-impact images, with provocative, text-to-give calls-to-action, blew up on social media and the Twitter-sphere. They also became a news sensation, covered by NPR, all local news stations and the IndyStar. Even the mayor's office got in on the conversation. The campaign didn't just raise interest from local foot traffic as volunteers canvassed the streets with promotional flyers. These arresting images had residual "legs" across a wide variety of media.



SIDEWALK CLINGS

DIGITAL MEDIA

Leveraging effective messaging via a series of digital channels created a robust online experience that drew in new donors and motivated current donors to give extraordinarily.

Targeted display ads working in concert with geofencing strategies; AdWords; social media advertising and engaging, organic content drove traffic to a powerful microsite and unique donation page.

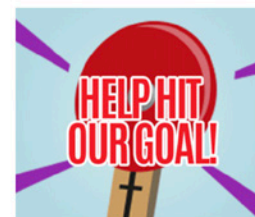


DIGITAL DISPLAY ADS

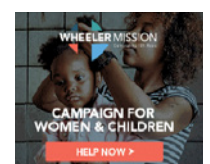
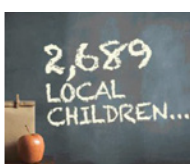
Geofencing technology and IP appends delivered creatively targeted, animated digital display ads to Indiana State Fair visitors, Indy 500 aficionados, Brickyard 400 NASCAR attendees and Colts' fans.



SOCIAL MEDIA POSTS



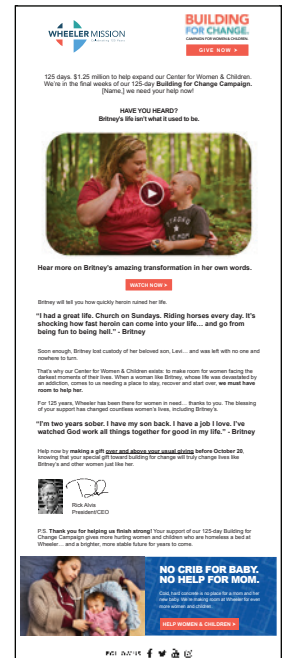
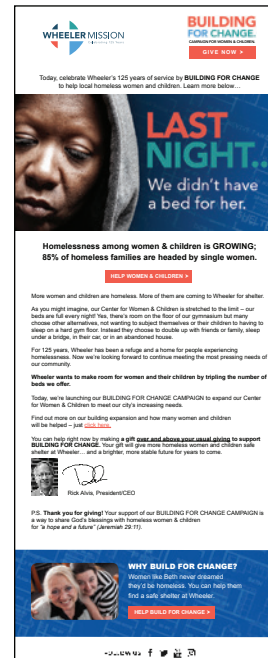
GEOFENCING



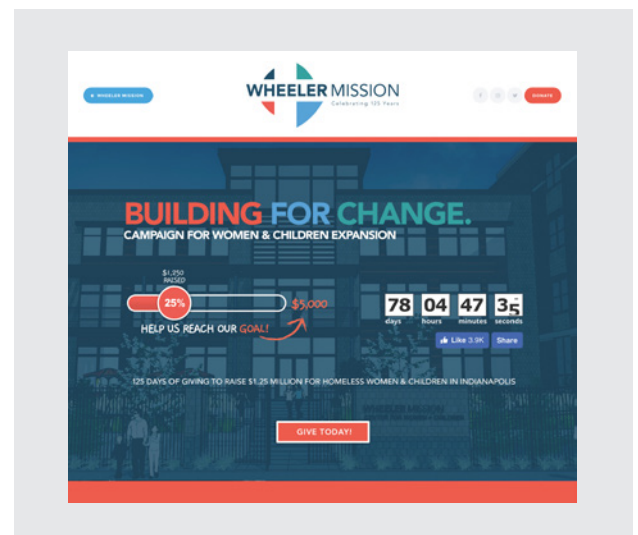
ANIMATED DIGITAL DISPLAY ADS



FACEBOOK ADS



E-APPEALS



MICROSITE

DIGITAL MEDIA IMPRESSIONS 8 MILLION

MOBILE SITE VISITS UP 50%

FACEBOOK ADS ROI: 3.09

RADIO



Based on our target market, we leveraged two of the most listened to radio stations in the Indianapolis area (Classic Rock and Country).



JIM, DEB AND KEVIN IN THE MORNING - WFMS



#1

COUNTRY MUSIC AND CLASSIC ROCK STATIONS IN INDIANAPOLIS

The stations ran 30-second ads during the entire 125-day campaign. They also featured on-air interviews, drive-time, live reads and both weather and traffic sponsorships across the Designated Market Area. We secured social media and digital media packages with the stations and were able to reach an even broader listenership.



Luck is snubbed for Pro Bowl
(From left) Eric Eppig Wayne and Robert Mathis were selected for the Jan. 27 game, but quarterback Andrew Luck was passed over by voters, voters, as

THE INDIANAPOLIS STAR
THURSDAY, DECEMBER 28, 2012
\$1.00

IOSHA reduces fine for Sensient
As part of deal, flooring maker agrees to limit workers' exposure to harmful chemical

AREA RECOVERS AFTER CRAZY DAY
AFTER SNOW BRINGS THINGS TO A STANDSTILL, WE'LL START TO GET BACK TO NORMAL

Blizzard of '78 is still the champ

Building for Change
Center for Women & Children Expansion

350,000 meals provided annually
220,000 nights of shelter annually
48,000 volunteer hours
8,800 individuals helped

DONATE TODAY:
Text "WHEELER125" to 41444 to donate or visit Wheeler125.org

ADVERTORIALS

WHEELER MISSION
Celebrating 125 Years

BUILDING FOR CHANGE.
Center for Women & Children Expansion

Help Us. Help Them. 125 days to give

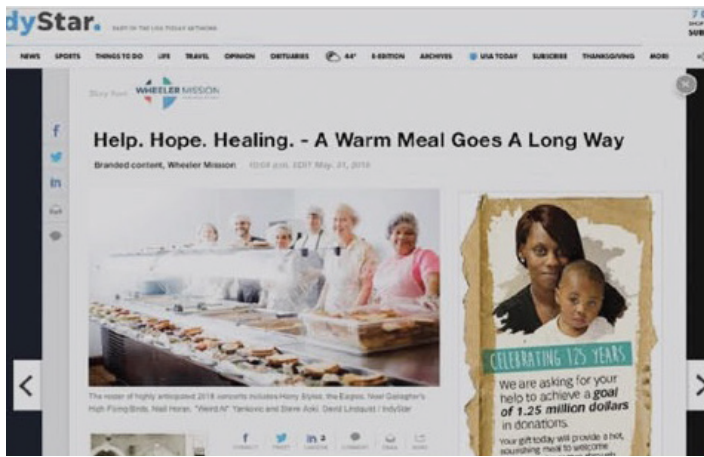
CELEBRATING 125 YEARS
As Wheeler approaches a new milestone, will you help us expand our work to support our neighbors in need?

Please donate now! Give today to our Building for Change Campaign and make room for even more homeless women and children at Wheeler Mission!

DONATE TODAY!
Text "WHEELER125" to 41444 to donate or visit Wheeler125.org

Through full-page advertorials and 1/8-page print advertisements, a digital homepage takeover on IndyStar.com and digital display ads, Wheeler's *Building for Change* story was told through the city's #1 daily paper... the IndyStar.

NEWSPAPER ADS



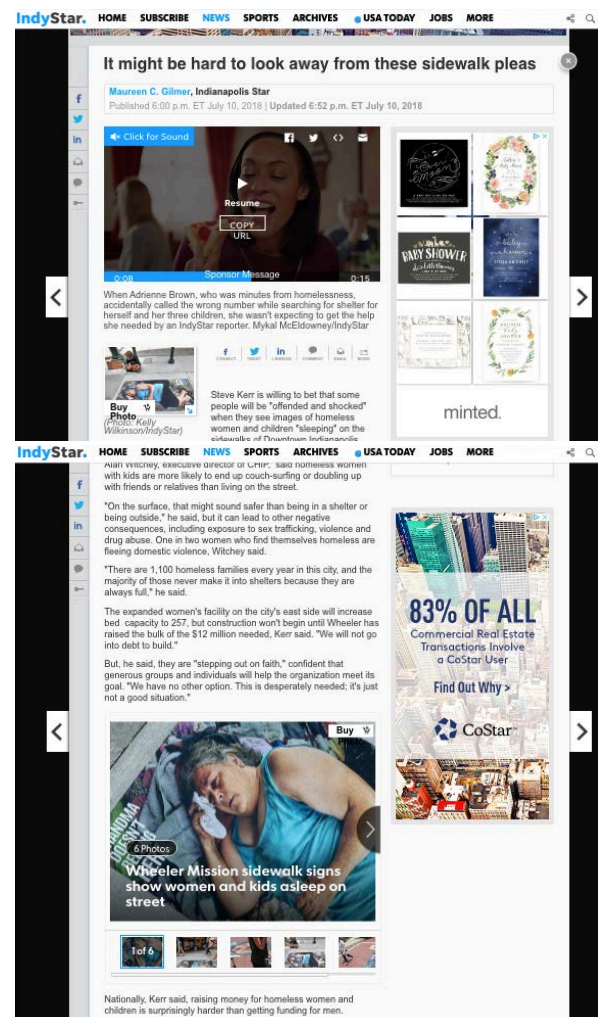
INDYSTAR HOMEPAGE TAKEOVER



While IndyStar's print advertorials spoke to more traditional readers, their digital ads reached out to the younger, online market. Both raised awareness and communicated the heartfelt plight of hurting women and children throughout the city.



INDYSTAR DIGITAL ADS



PR & NEWS COVERAGE

DIRECT MAIL DONOR CULTIVATION

Throughout the campaign, direct response donors were challenged to increase their normal gifts to celebrate Wheeler's 125th with a stretch ask in appeals and newsletters.



WHEELER MISSION
Celebrating 125 Years

205 East New York Street
Indianapolis, IN 46204-2114



**SHARE YOUR
SUNSHINE!**
97-DAY SUMMER CAMPAIGN



NONPROFIT
U.S. POSTAGE
PAID
RESCUE MISSION
52641

AUGUST

I'll Share My Sunshine in AUGUST

Dear Rick,

I've enclosed my gift for August. Please use it to empower men and women to build stable and independent lives.

☐ \$AA ☐ \$BB ☐ \$CC ☐ \$DD ☐ \$_____

☐ PLUS an extra gift of \$125 for women & children to celebrate Wheeler's 125 years of service.

☐ **Make my gift monthly! (see back of form)**

☐ CHECK ENCLOSED ☐ BILL MY CREDIT CARD

☐ VISA ☐ MC ☐ AMEX ☐ DISC

CREDIT CARD # _____

EXP. DATE _____

PHONE # _____

Donate online now! WheelerMission.org

Sample A. Sample
1234 Main Street
P.O. Box 12345
Anytown, ST 12345
XXXXXXXXXX(SCAN LINE)XXXXXXXXXX

Wheeler Mission
P.O. Box 3085
Indianapolis, IN 46206-3085
XXXXXXXXXX(SCAN LINE)XXXXXXXXXX



NONPROFIT
U.S. POSTAGE
PAID
RESCUE MISSION
52641

Sample A. Sample
1234 Main Street
P.O. Box 12345
Anytown, ST 12345
XXXXXXXXXX(SCAN LINE)XXXXXXXXXX

**SPECIAL
Summer
EDITION**

NEWSLETTER ENCLOSED

WHEELER MISSION
Celebrating 125 Years

205 East New York Street
Indianapolis, IN 46204-2114



I'LL RISE TO THE CHALLENGE

Rick, here's my gift to provide meals, care & hope this summer for people in need.

☐ SAA.AA to feed and care for AA people

☐ SBB.BB to feed and care for BB people

☐ SCC.CC to feed and care for CC people

☐ SDD.DD to feed and care for DD people

☐ \$_____ to help as much as possible

☐ PLUS an extra gift of \$125 for women & children to celebrate Wheeler's 125 years of service.

☐ CHECK ENCLOSED ☐ BILL MY CREDIT CARD

☐ VISA ☐ MC ☐ AMEX ☐ DISC

CREDIT CARD # _____

EXP. DATE _____

PHONE # _____

Donate online now! WheelerMission.org

Sample A. Sample
1234 Main Street
P.O. Box 12345
Anytown, ST 12345
XXXXXXXXXX(SCAN LINE)XXXXXXXXXX

Wheeler Mission
P.O. Box 3085
Indianapolis, IN 46206-3085
XXXXXXXXXX(SCAN LINE)XXXXXXXXXX

MAJOR & CORPORATE DONORS

Our creative team developed unique tools for reaching and motivating major and corporate donors and prospects. These powerful promotions effectively told the Wheeler 125 story and engaged donors in creative, even “interactive” ways... including a blueprint tube mailer and a nostalgic, customized View-Master.

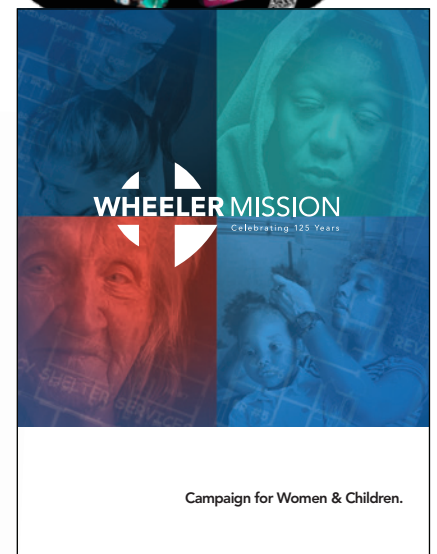
INCREASED IMPACT THROUGH CAMPAIGN INTEGRATION



VIEW-MASTER MAILER



BLUEPRINT TUBE MAILER



MAJOR DONOR BROCHURE

EVENT SUPPORT



Special event support to
MAXIMIZE & CELEBRATE
 THE BUILDING FOR
 CHANGE CAMPAIGN

GALA EVENT



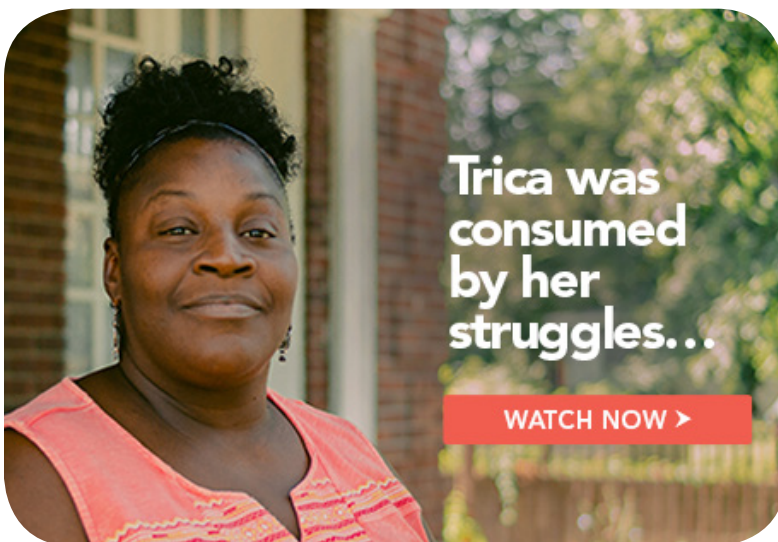
We came alongside Wheeler Mission to strategize for the culminating 125th gala event. Support included the development of creative collateral materials that brought all the elements and spirit of the 125-day campaign into the room: table response cards, campaign brochures, etc. We also created a mock-up, full-size newspaper that "newsies" hand-delivered to attendees with each of the IndyStar articles inside.

"NEWSIES" AT EVENT

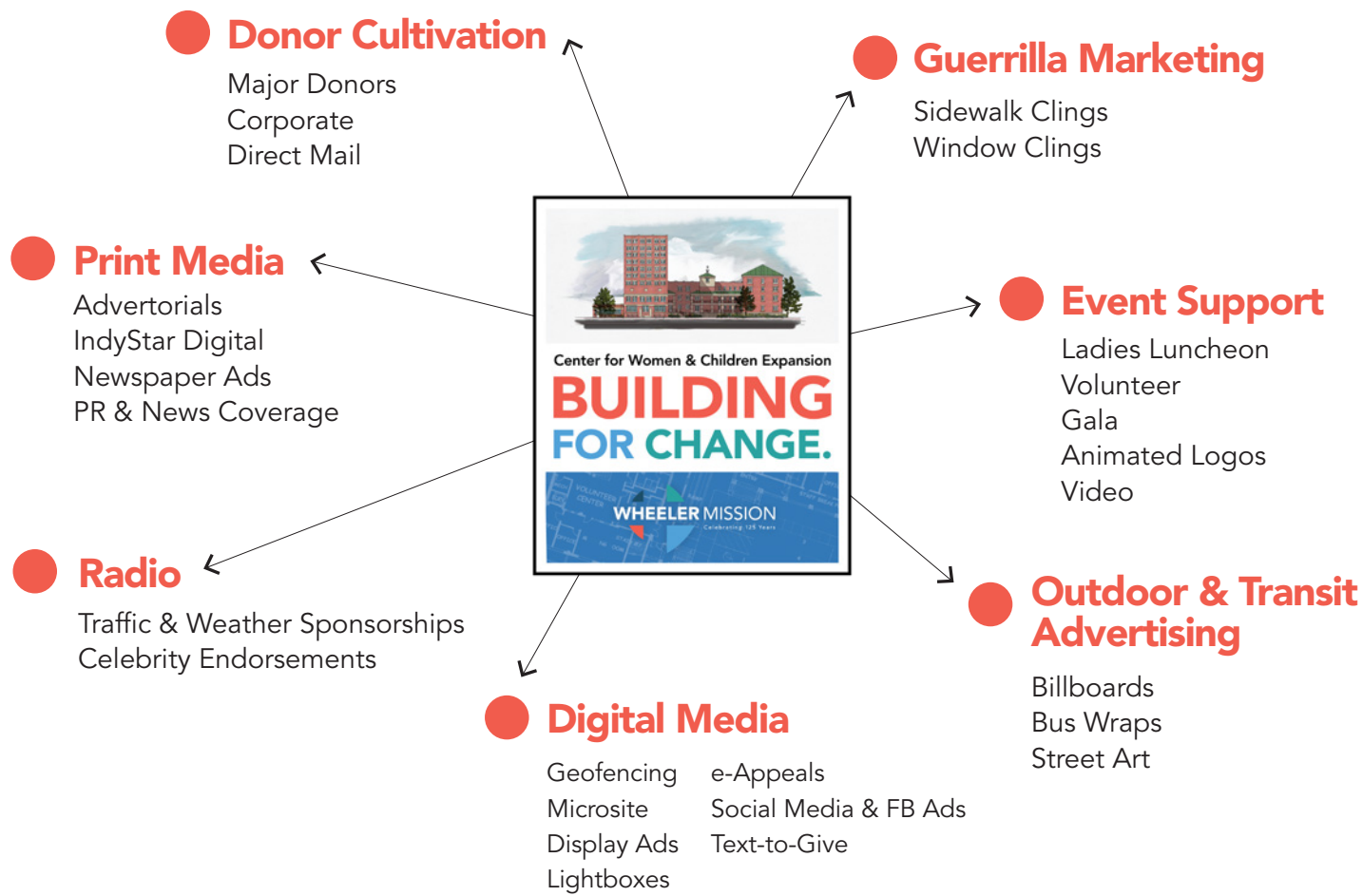
VIDEO PRODUCTION



Video can tell a story in a way other media channels simply cannot. Our production team went out to gather stories of life-change at Wheeler Mission. Powerful 2-minute formats were leveraged throughout the campaign and served up to donors and prospects via social media, digital media and the website. A 7-minute video was presented at the gala event and featured not only stories of the Mission's impact but also "celebrity endorsements" from key community figures and deeply loved Hoosiers.



**DRAMATIC
VIDEO
THAT
ATTRACTS
MAJOR
ENDORSEMENTS**



MULTIPLE
IMPRESSIONS
LEAD TO
MULTIPLIED
RESULTS.



\$11.7 M+
RAISED
AND CLIMBING,
12 MONTHS
LATER!



WHAT'S YOUR UNIQUE CHALLENGE?

Every nonprofit is different and has their own unique vision, mission, community, stakeholders, donor base, target communities, media outlets, budgets and, certainly, a unique set of goals.

Brewer Direct can help you define these challenges and put together an integrated plan that is custom fit for you. Let's work together and optimize every touchpoint to maximize results.

brewerdirect.com

