

Success Stories



Event Planning

- ◆ Now in its seventh year, we plan all aspects of an Annual Gala, which brings together 300 members and incorporates an awards ceremony, dinner and dancing, is the cornerstone of the conference.
- ◆ Manage all conference planning activities for a 400+ person family conference and its budget of nearly \$300,000. We also research event sites and conduct site visits to select venues for future conferences.

Fundraising & Improving Financial Processes

- ◆ Under our tenure of less than two years, a patient advocacy organization's budget increased from 500,000 to \$1.9M. Improved internal financial processes so that expenses are streamlined and an increased amount is dedicated to research.
- ◆ Re-vamp an organization's sponsorship program which led to an increase from \$30K to more than \$100K in revenue.
- ◆ Grant writing skills and proven grant success; recently securing \$8,000 for a client.

Leading Board Development & Training

- ◆ Lead strategic planning sessions for nonprofit organizations; have focused on conflict resolution and understanding board roles & responsibilities.
- ◆ Facilitated hundreds of media training sessions with organizational spokespeople, board of directors, national leaders, volunteers, and staff.

Membership Recruitment & Engagement

- ◆ Created a regional structure for an organization in order to increase member engagement and raise awareness at a local level. Within six months, more than ten regional events have been held, fundraising dollars have come in and more volunteers have come forward.
- ◆ Directed and produced recruitment videos.
- ◆ Hired by multiple organizations to evaluate and reverse their decreasing membership numbers.
- ◆ Redesigned an organization's membership newsletter, including format, logo, and content, to address decreasing readership. That year, they won an APEX award for most improved newsletter and readership increased by 65%. Produce e-newsletters for other clients and communications to keep members active on a regular basis.

Raising Awareness

- ◆ Launched the PharmFree Campaign, a national effort to promote ethical interaction between the physicians and the pharmaceutical industry. The campaign has had millions of media impressions including CNN, ABC News, NPR, Fox News, *USA Today*, *New York Times*, *Time*, *Newsweek* and the *Wall Street Journal*. The campaign has won various awards and been instrumental in moving the medical community toward resisting pharmaceutical industry marketing. We even helped draft a piece of federal legislation, the Physician Payments Sunshine Act, which was included as part of the Affordable Care Act.

Ready to get started? Contact us today:

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