

Insight2 Case Studies: Not-For-Profit Strategy

We get excited about opportunities to innovate products and services, but we also actively look for work that has a tangible, human impact.

In 2009, Jerry discovered that one of his business contacts happened to sit on the board of a small not-for-profit called Haitian Christian Ministries (HCM) that was doing some incredible work for orphans and larger communities in Northwest Haiti. The organization's work was so successful that their presence was growing by leaps and bounds every year. However, HCM's American board was having difficulty successfully communicating this to partners and potential donors in the States.

We realized immediately that this was a group that we could help. Our video capabilities and strengths in strategy development could both be used to meet this not-for-profit's needs.

The first action we took was meeting with the organization's board, getting a firm understanding of the mission and what they do (and just as importantly: what they don't do). We discovered that HCM had not successfully developed a way to communicate effectively with potential donors or volunteers. Once we had the American board members' perspectives, we packed our bags and sent a team down to Haiti to discover and experience the efforts being undertaken.



Poverty was no longer just a term, but had a face.

Looking out the window of the plane, even before we landed, we realized what it really meant to be the poorest country in the Western Hemisphere. Yet inside of this bubble of poverty, we found an oasis of hope and



HCM's founder, Mano and his wife, Prisca

optimism led by a charismatic visionary named Mano. Mano was the founder and active leader of Haitian Christian Ministries. We followed him throughout the week as he showed us the various projects they were undertaking, from orphanages to medical clinics to churches to radio stations. The experience was heart-wrenching, yet encouraging at the same time, and we knew we needed to bring these intense emotions back with us.

Once we returned, we found ourselves as passionate for this organization's mission as the board! We worked alongside the board to develop a strategy designed to help prospective donors and volunteers to connect emotionally before driving them to action. Our strategy defined specific tactics to be used: web, print, video and more.

Our experience yielded video that we turned into short and long-form films showing the wonderful things that were being done in Haiti. Each video educated viewers about the organization, but also highlighted the need for support. We also advised in the creation of marketing material and a website, ensuring that their message was unified and accurately reflected the compelling nature of Mano and his mission.



The winter after we completed the project, the January 12, 2010 a 7.0 magnitude earthquake struck in Port-au-Prince and the world's eyes were opened to see the destitution that exists in Haiti. In the following days, weeks, and months, unprecedented generosity flowed into the country. After our collaboration, Haitian Christian Ministries was well positioned to benefit from this giving. The organization has continued to grow and thrive since.

Are you involved with a not-for-profit that is doing incredible work but is under-supported? Often times, not-for-profit organizations can have difficulty communicating their story or developing an infrastructure to attract prospective donors and volunteers. Insight2 has helped multiple not-for-profits build a strategy and marketing tools by using the remarkable story that exists within. If you are involved in a remarkable organization that should have a bigger donor base, email us your situation (name, organization, and your mission) at contact@insight2.net.