

# A Fresh Face for a Centennial-celebrating Community Agency

## Rosalie Manor Community & Family Services

### THE CHALLENGE

Founded in 1908 as a refuge for unwed pregnant women, Rosalie Manor today is recognized as a local leader in the fields of pregnancy prevention and positive parenting. In celebration of its Centennial anniversary, Rosalie Manor asked Johnson Direct to give its image a face-lift, help raise awareness of its 100-year milestone and accomplishments, promote its services, and ultimately improve its year-end donor appeal.

### THE SOLUTIONS

Johnson Direct applied its Direct Branding™ approach to this significant initiative, beginning with a comprehensive marketing plan, secondary research, donor profiling, and creative brief.

After doing the appropriate ground work, Johnson Direct created a new identity system for the agency. It features a new logo and refreshing style. Client, staff and community testimonials served as important fodder for creative deliverables, including a multimedia presentation, an agency information kit, and a new website. Public relations and direct mail promoted key messages to targeted audiences.

### THE RESULTS

Among the measurable results for this year-long campaign: print and broadcast publicity placements; increased website visibility, traffic and content usage; and increased donations from lapsed donors and larger contributions from current donors.

### THE TACTICS

- Brand Development
- Marketing and Sales Collateral Design & Development
- Consulting, Research & Strategic Planning
- Direct Mail Strategy, Design & Production
- List Research, Acquisition & Database Management
- Public Relations & Event Planning
- Website & Microsite Strategy & Design
- Multimedia Presentation Creation



“In our 100th anniversary year, we celebrated our donors and community partners. None of our programs would be possible if not for these entities. Year after year, Johnson Direct is a partner we’ve been able to count on for proactive marketing counsel, responsive account service and creative that is meaningful to us and the teens, parents and families we serve. Our expectations are always exceeded!”

– Dawn Groshek  
 Director of Development  
 Rosalie Manor Community & Family Services



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