



SOCIAL IMPACT & PUBLIC EDUCATION CAMPAIGN CASE STUDY

CHALLENGE

United Way of New York City (UWNYC) received \$10 million to pilot an initiative designed to pave the way for the implementation of a citywide K-12 Black studies curriculum in the nation's largest school system. UWNYC sought an agency partner to develop a new brand identity for the initiative, to generate awareness and engagement within the community, and to conduct stakeholder outreach to drum up support for the initiative.



STRATEGY

- Create a groundswell of support for the initiative among likely supporters in NYC with a focus on the initiative's purpose and transformative societal impact. Target Black education advocates, parents, teachers, and administrators by showing up in spaces these audiences exist with a message of trust, accountability and social good.
- Create meaningful partnerships and collaborations that evoke excitement and foster champions for the initiative.





EXECUTION

01

BRAND IDENTITY

Created a brand identity that appeals to the Black diaspora with aspirational messaging that resonated.

02

COMMUNICATIONS STRATEGY

Developed an integrated communications campaign that engaged audiences across multiple platforms.

03

COMMUNITY ENGAGEMENT

Managed a coalition of Black education experts for thought leadership opportunities. Hosted several in-person community events, including town halls, a summit, and a rally; to drive reach, engagement, and interest.

04

INFLUENCER PARTNERSHIP

Partnered with influencers and education advocates like Bakari Sellers and Doug E. Fresh to maximize awareness, generate media buzz, and grow the brand's digital presence.

OUTCOME

6.2M IMPRESSIONS

garnered from positive media placements with local broadcast and Black online media.

20K REACHED

on social media with dynamic assets and messages of purpose, social good

900 COMMUNITY MEMBERS

engaged at 10+ community events within 90 days

100 CBOs

engaged to build trust among audiences through partnerships with creditable influencers and NYC-based businesses



BLACK WOMEN'S
HEALTH IMPERATIVE

SOCIAL IMPACT & PUBLIC EDUCATION CAMPAIGN CASE STUDY

CHALLENGE

Utilize the development of the BWHI Fair Work Initiative - a national, multi-year strategy to eliminate the discrimination and barriers to the health of Black women in the workplace- to raise awareness about the plight of Black women in the workforce and increase corporate participation in the robust FWI solutions which include an index, training, and toolkit.



STRATEGY

- Bring to light racial disparities and inequalities impacting Black women in the workplace through a bold, research-based, digital purpose campaign that calls on workplace leaders to create more equitable environments for Black women.
- Engage in relationship building with allies and ambassadors to carry the message to a wider audience.
- Empower black women with resources and tools that support their current state of being while promoting the FWI as a solution.





EXECUTION

01

DIGITAL MEDIA CAMPAIGN

Launched a robust #PayBlackWomen digital media campaign that generated awareness and a call to action about the disparity in Black women's salaries.

02

GRASSROOTS PARTNERSHIP

Created a toolkit for supporters and organized a digital grassroots activation that saw engagement from individuals, corporations and nonprofits.

03

EVENT ACTIVATION

Led the planning, branding, and execution of a Congressional Black Caucus Foundation Annual Legislative Conference sponsorship via a live panel session featuring CEOs and policy advocates.

04

COMMUNICATIONS STRATEGY

Developed messaging, a webpage, social media cards, and reels to engage audiences for all executed campaigns.

05

THOUGHT LEADERSHIP

Led the development, recruitment, and facilitation of "ally briefing meetings" with corporate DEI leaders to increase BWHI FWI awareness.



#PayBlackWomen

blkwomenshealth · Original audio
September 21 · Duration 1:11

15727 89 1 33 5

Reel Insights

Instagram and Facebook plays 15,727
Instagram and Facebook likes 89

Instagram

15,707

Accounts reached

OUTCOME

250K+ REACHED

across Instagram, Facebook and Twitter through the Equal Pay Day campaign

60+ COMMUNITY PARTNERS

engaged to build trust among audiences through collaboration; 20+ committed to partnership engagement for Black Women's Equal Pay Day

50+ POLICY ADVOCATES

and community leaders reached at the Congressional Black Caucus Foundation's Annual Legislative Conference



DIVERSITY, EQUITY, & INCLUSION INTEGRATED STRATEGY CASE STUDY

CHALLENGE

Lead IES in becoming a diverse, equitable, and inclusive employer of choice by addressing biases through establishing a robust – and first-of-its-kind– diversity, equity, and inclusion program highlighted by ongoing training, support, and employee resources.

STRATEGY

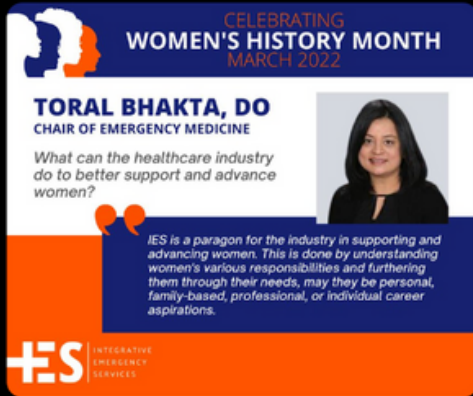
- Assess current DEI efforts and culture with listening sessions and a company-wide DEI survey
- Curate IES' DEI identity and leverage it with internal and external stakeholders via DEI statements and executive communications
- Establish accountability around DEI by creating an internal DEI Committee
- Encourage a culture of continuous learning with an annual DEI training and internal programming calendar
- Use IES' social media to demonstrate their actionable and ongoing commitment to DEI and its people-centered approach to patient care
- Establish relationships with potential local and national third-party partners





Chair of Emergency Medicine, Toral Bhakta, DO, expresses that IES has been an example of how other companies can embrace and advance women.

[#IESHealthcare](#) [#WHM2022](#)



Happy Hispanic Heritage Month! Everyday, but especially from September 15th - October 15th, we celebrate the culture of Latino people everywhere. At IES, we are proud to recognize the incredible diversity among our company, the populations we serve, & the communities around us.



Denise Morgan, IES Lead Credentialing Coordinator, recognizes the strength of her heritage and the unwavering perseverance it took to build a better future for the next generation.

[#IESHealthcare](#) [#BHM2022](#)



EXECUTION

01

ASSESSMENT

Conducted an organization-wide employee assessment of the organization's policies and practices.

02

STRATEGIC PLANNING

Oversaw the strategic planning and goal setting for the implementation of a comprehensive DE&I program, including training and recruitment plans.

03

LEADERSHIP DEVELOPMENT

Facilitated the formation of a company DE&I advisory committee.

04

PARTNERSHIP DEVELOPMENT

Worked to develop strategic partnerships with aligned organizations.

05

ROBUST TRAINING

Facilitated a robust and comprehensive DE&I training series to address assessment findings.

OUTCOME

250 EMPLOYEES

engaged through IES's first ever company-wide DE&I assessment.

1 ADVISORY COMMITTEE

stood up, made up of 15 employees from diverse backgrounds

6 PARTNERSHIPS

cultivated with local and national organizations committed to IES's DEI success

EMPLOYEE-FOCUSED CAMPAIGNS

executed to increase cultural awareness among employees

NATIONAL RACIAL EQUITY INITIATIVE FOR SOCIAL JUSTICE

CASE STUDY

CHALLENGE

In light of the killing of George Floyd and the nationwide racial reckoning in 2020, the Congressional Black Caucus Foundation (CBCF) wanted to create a vehicle that aligned its mission with social justice. In late 2020, the CBCF launched The National Racial Equality Initiative (NREI) which hosts social justice policy fellows, empowers a Task Force of Social Justice Ambassadors, and grants scholarships to HBCU students, fostering impactful social justice reform. It also serves as a vital repository of research, data, and public policy for the benefit of Black communities.

STRATEGY

- Created and led the execution of the launch and growth strategy
- Led mission and messaging development which drove the social justice initiative
- Built a repository of research, data, and public policy related to social justice reform
- Identify and establish relationships between NREI team and potential donors
- Support stakeholder engagement including the development of strategic partnerships

RESULTS

- Raised \$9M in the first year
- Placed 7 John R. Lewis Social Justice Fellows in positions on Capitol Hill
- Awarded \$450K in social justice scholarships to students

