



## Client



The Luke Project is an inner city Atlanta Christian charity that focuses on "Leading Urban Kids into Excellence"

## Need

The Luke Project was in need of marketing strategy, planning and event management in order to expand donor revenues.

## Solution

BDStrategies served in the role of Director of Strategic Planning & Projects. In this capacity we implemented the following solutions:

- ❖ Rebranding and repackaging the programs offered to create a more cohesive and defined mission. The Luke Project had approximately 15-20 different programs/initiatives as part of its operating plan, creating a cluttered message to its donor base. We consolidated these offerings into 3 major programs/ environments and branded them as:
  - **LukePrep** – "an urban institute of continuing education"
  - **LukeCamp** – ten-week summer camp program
  - **LukeSports** - sports league for Atlanta middle schools
- ❖ Creation of a business plan to serve as a marketing mechanism to potential donor organizations and corporate strategic partners
- ❖ Creation of strategic partnerships with selected companies and key contributors
- ❖ Creation of new website and marketing collateral
- ❖ Expansion of the Annual Charity Golf Benefit as a fundraising tool. BDStrategies assumes the role of Executive Director of this event.
  - Design and creation of tournament website to market the event
  - Revamped the sponsorship structure to expand donor revenues through corporations and individuals.

**Golf sponsorship revenues tripled, tournament profits nearly doubled, and general donation revenue was up 20% in one year.**

