



# DISABILITIES FOUNDATION OF CHARLESTON COUNTY PITCH DECK 2023

*The* COMM  
AGENCY



# Campaign Strategy

**Our campaign focuses on a brand refresh for the foundation.**

**Strengthening the foundation's brand identity to support increased brand awareness will help amplify visibility and support throughout the greater Charleston area.**

**This refresh creates:**

- **Consistency**
- **Visibility**
- **Recognition**

# Goal #1 + Objectives

Establish a framework for brand-compliant communication and an enhanced visibility.

## Brand Book

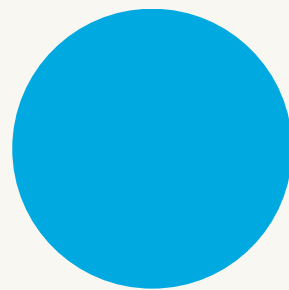
- Brand assets that work together for mission-aligned and message-consistent communication, to be adopted across all owned communication channels

by April 2024

# Preview of Brand Book Elements

Example of elements:

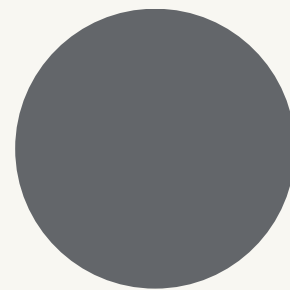
## Color Palette:



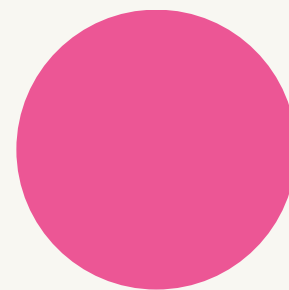
#00A9E0



#78BE20



#63666A



#EC5695

## Font:

knockout Welterweight

## Elements included in a brand book:

- **Foundation Slogan/tagline**
- **Logo**
  - variations
- **Mission statement**
- **Hashtags**
- **Fonts**
- **Color Palette**
- **Values**

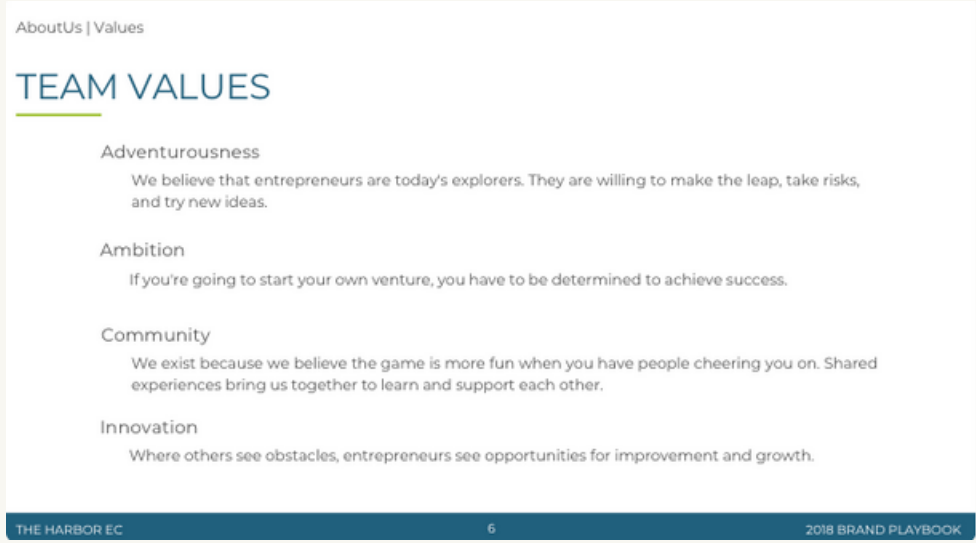
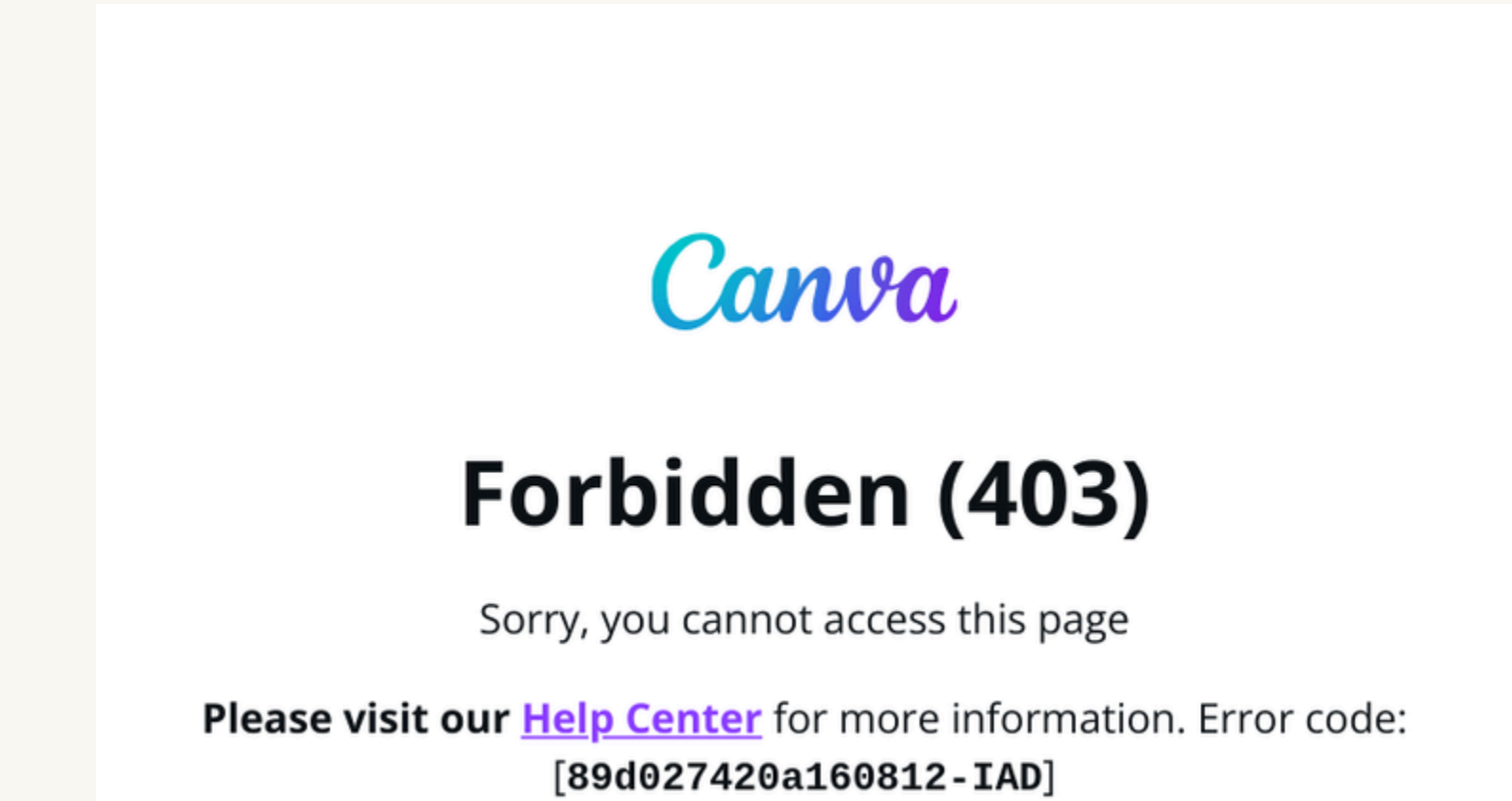


# Brand Book Examples

## Charleston Wine + Food



## The Harbor Entrepreneur Group



# Mission Statement

## **Current statement:**

To provide gap funding to any individual living with disabilities and special needs for services, support and other opportunities through the Disabilities Board of Charleston County.

## **Vision:**

We aspire to redefine abilities by meeting needs, providing a path to pursue dreams, achieving goals, and maximizing independence and contributions to the community.

# Mission Statement

## Potential Mission Statement #1:

The DisABILITIES Foundation, a 501(c) Non-Profit organization, is dedicated to empowering and enhancing the lives of individuals with disabilities in Charleston County.

We are committed to supporting comprehensive services and transformative opportunities by providing crucial funding to the Disabilities Board of Charleston.

With every dollar raised, we are transforming possibilities into realities for those with disabilities, fostering a more inclusive and supportive community.

# Mission Statement

## Potential Mission Statement #2:

The DisABILITIES Foundation, a **501(c) Non-Profit organization**, is dedicated to **empowering and enhancing** the lives of individuals with disabilities in Charleston County.

By providing **crucial funding** to the Disabilities Board of Charleston County, we bridge the financial divide and ensure that necessary resources reach those in need.

We are committed to:

- **Supporting** comprehensive services and transformative opportunities
- **Fostering** a more inclusive and supportive community
- **Transforming** possibilities into realities



# Mission Statement

## Statement with language from video:

We are dedicated to crafting new narratives of inclusion and empowerment for individuals ranging from infants to adults with intellectual and developmental disabilities. The DisABILITIES Foundation supports the Disabilities Board of Charleston County by providing crucial funding for resources to those in need.

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1

The DisABILITIES Foundation provides crucial funding to support programming for the Disabilities Board of Charleston County that changes lives and perspectives by empowering individuals through meaningful jobs, secure homes, and vibrant community connections.

2

Note: won't use



Note: not using this just to show



Note: won't use



Note: This is the one we decided on





# Slogan/Tagline Examples

“Your dreams are within reach“

“Turning challenges into triumphs”

“Helping reach your goals and dreams”

★ “Transforming lives, inspiring futures”

★ “Bridging a future together”

# Goal #2 + Objectives

Increase brand awareness, specifically audience understanding of the programming, services and resulting impact of the foundation.

Facebook and Instagram

- Gain 100 new followers
- Average a 100% increase in engagement for each post

by April 2024.

Impact story in Local Media

- One piece of media coverage in a local print outlet

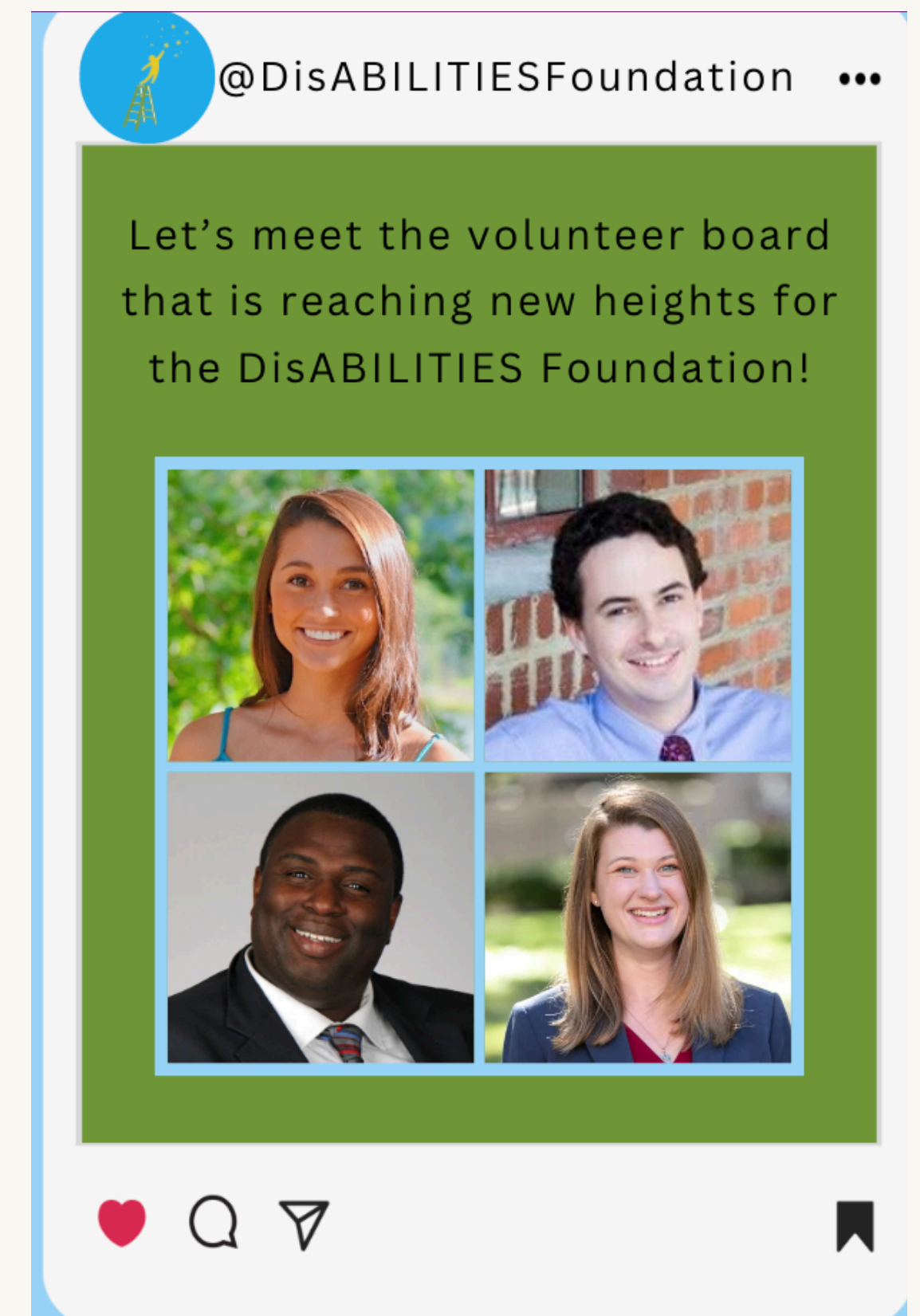
by May 2024.

Website

Double the average monthly website traffic

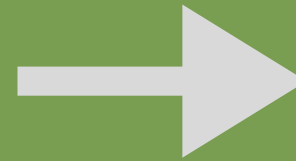
by May 2024

# Social Media Content Idea List - Coming Soon



# Traditional Media Outreach

Example of email outreach



Pitch a story to a smaller local news outlet about the Foundation and what it does.

To: [gphillips@postandcourier.com](mailto:gphillips@postandcourier.com)  
From: The COMM Agency  
Subject: Building Bridges to Awareness- The DisABILITIES Foundation

Dear Autumn,

I hope this email finds you well. I am reaching out on behalf of The DisABILITIES Foundation, a local non-profit organization dedicated to provide funding for those with disabilities and bringing awareness to Charleston County. Disability Awareness Month starts in March, and we are excited to share an inspiring initiative that not only raises awareness but also celebrates the extraordinary stories of individuals with disabilities.

Our brand awareness campaign, titled "Building Bridges", aims to shed light on the lives of those with disabilities who have overcome challenges, showcasing their unique perspectives and personalities. We believe that storytelling is a powerful tool to break down barriers of stereotypes and foster a more inclusive community.

We would be honored to have Post and Courier cover the story of the DisABILITIES Foundation and all the amazing work we do in Charleston County for those with disabilities. Our team can provide newsworthy stories and interviews of our beneficiaries to be shared during Disability Awareness Month. We believe that your readers would find immense value in these stories, and together, we can contribute to a more inclusive and understanding community.

Please let us know if you would be interested in covering our campaign or if you have any further questions. We look forward to the opportunity to share these powerful narratives with your readers.

Best regards,  
Macy Lewis  
[lewismh@g.cofc.edu](mailto:lewismh@g.cofc.edu)  
Media Relations  
The DisABILITES Foundation

## Progress Tracker

Gant Chart

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### TASKS

#### CONTENT LIST

1. Make spreadsheet
2. Post templates
3. Captions ideas
4. Hashtag idea
5. Video ideas
6. Frequency/timing of posts

#### BRAND BOOK

1. slogan/tagline
2. logos
3. font/sizing

#### LOGO DESIGN

#### MISSION STATEMENT

#### MEDIA PARTNERSHIP

1. Reach out to Avondale 5k media relations person and brainstorm ideas for story
2. Send press pitch to Cistern Yard Magazine, Charleston City Paper and West Ashley magazine

JAN

FEB

MAR

APR

MAY

#### EVERYONE

- 1-----
- 2-----
- 3-----
- 4-----
- 5-----
- 6-----

#### Michael/Jackie/Chloe

- 1-----
- 2-----
- 3---

#### JACKIE

#### REBEKAH/JACKIE

- 1-----

#### MACY AND LIZZIE

- 1-----
- 2-----