

returned and the entire LGA staff gathered for a presentation of what was created overnight. Sandi Bush of Carolina Waterfowl Rescue joined the group. "There were some scruffy-looking beards there," she said, laughing, but admitted that the LGA teams looked put-together despite their exhaustion. "They were very excited," she said, "very pumped and very much looking forward to telling us the things that they had done for us."

On the whole, LGA unfolded materials from social media strategies, to new logos, to fresh ways for presenting stories to potential donors and the communities the nonprofits serve. Each product was customized to mesh with each nonprofit's mission. An entire children's book was even written during the night for KinderMourn as a counseling resource for bereaved kids.

"It is incredible and it will just make you cry," said Kelly Hamilton, Executive Director of KinderMourn. "And it's so positive as far as when a child has a loss how they go on and they incorporate that loss into their life and then into their heart."

But marketing materials and the rest were not overshadowed. "I was absolutely shocked," said Chelsea Cote, Development Manager of Junior Achievement. "They gave us everything that we talked about and I felt like I have really high standards as far as how I want marketing documents to look and how I want things to be presented to a potential donor or a current donor. And they exceeded all of them. It was like Christmas morning." ■

Photos courtesy of Goodstock, Luquire George Andrews



Missy Banks and Chef Ron Ahlert from Community Culinary School of Charlotte and Corrine Spain



Goodstock participants



Jane Duncan presents work for Junior Achievement

Carolina Waterfowl Rescue

The mission: To rescue and rehabilitate animals that are in need and to prevent the suffering of wildlife.

The reason: The nonprofit, run solely by volunteers, applied because it had no one in the past to help with advertising or publicity.

The makeover: "They redid our Facebook page," Sandi Bush said, "which is one of our primary ways to communicate with our followers." LGA also redesigned the website, which is still undergoing implementation, and designed a new logo that has garnered attention from supporters.

Community Culinary School of Charlotte

The mission: CCSC battles unemployment in the food-service industry by training and providing life-skills assistance to adults who want to be successful in the culinary arts.

The reason: "We could be helping so many more if we were more visible," Ron Ahlert said.

The makeover: The professionals

presented CCSC with a 2013 marketing plan, a vision plan for moving their mission forward and a strategy for reaching more people. They also designed a sleeker rack cart, a new website approach and a name change from CCSC and Encore Catering to Encore Culinary School and Catering. They instilled in the nonprofit "a new level of excitement," Ahlert said.

KinderMourn

The mission: The organization brings hope to bereaved parents, children and teens through counseling programs and by raising awareness of bereavement issues.

The reason: With its 35th anniversary approaching and most of its budget focused on client services, the small grassroots nonprofit hoped for marketing and PR highlights.

The makeover: LGA created an anniversary logo and highlights of specific programs for the occasion. The ninth year of the Hope Floats Duck Race fundraiser was also coming up, so the team developed digital and outdoor media, banner advertising and yard signs

to create a new look. Finally, "our LGA creative team actually in that 24 hours wrote a children's book," Kelly Hamilton said. "You're Ready" will be published with illustrations in 2013.

Junior Achievement

The mission: "Ultimately our mission is to inspire and prepare young people to succeed in a global economy," Chelsea Cote said.

The reason: When they heard about LGA's application process, JA had out-of-date marketing documents and a small staff that was spread too thin with development, communication and programming responsibilities. Their primary events – Bowl-A-Thons – that encouraged support from groups and companies for JA were declining on the fundraising front as well.

The makeover: LGA rebranded the Bowl-A-Thon, provided a new and strategic social media plan for enhancing connections, suggested op-ed ideas, and created marketing pieces with statistics about financial literacy and workforce readiness. "We can use those to really sell what JA does and really market

the need for JA and the need for our programming," Cote said.

A Child's Place

The mission: ACP seeks to eliminate the negative effects of homelessness on children and their educational capabilities.

The reason: The need for the nonprofit's program services rose with the recession, but ACP was unable to spend money on marketing resources to tell its story so they applied for professional support.

The makeover: The group received a new brochure, which was launched in January during a national convention in Charlotte that brought exposure on the air and through materials to 3,000 visitors. "Our image is hope and resilience in our children," Annabelle Suddreth said. LGA made sure that the logo still represented that image, revised media connections and created a timeline of how to present the nonprofit's information in a strategic way "so that not one thing is wasted."

YMCA Charlotte

Inspire! supports cancer fight

About 300 bidders moved through the silent auction in Ballantyne Hotel on December 6 for the fifth annual **Inspire! Ballantyne! Gala**. Hosted by YMCA Charlotte with Levine Cancer Institute as presenting sponsor, the event centered on a silent auction, music and refreshments. Guests raised more than \$25,000.

Gala guests cast bids on trips, spa and boutique gift baskets, sports memorabilia and more amidst an atmosphere set with a Celebrate Life theme and corresponding colorful decorations. The tone was enhanced by the title "Inspire!" which was chosen to infuse the community with enthusiasm for the multi-dimensional programs and diversity of the YMCA's events in Ballantyne.

For the first time, proceeds from the gala benefited the YMCA's Cancer Wellness Program. The eight-week program was created through a partnership that linked the YMCA to Carolinas Medical Center Sports Medicine and 24 Hours of Booty. It is headed by a CHS registered nurse and a YMCA exercise physiologist. The YMCA Annual Community Support Campaign maintains the wellness program, which allows any cancer survivor to take part for free.

For this wellness-centric event, Michelle Miller, Associate Executive Director for Ballantyne Village and Morrison Family YMCA, said: "We were promoting those who have or are currently fighting cancer, those who have beat it and celebrating optimism about the future." ■

get involved

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