



# CONSULTING SERVICES

## CASE STUDY: Renovación Conyugal

### SITUATION

For 10 years, Renovación Conyugal had worked with minimal staff and financial resources to provide services for Latino couples and families across the metro Atlanta area. Renovación Conyugal succeeded in reaching the Latino community at a grassroots level, and they functioned highly at a donor and foundation level as well. Despite their successes, recent years of economic difficulty reduced the level of contributions and donations and yielded more in-kind relationships, leaving them in need of additional funds.

### GCN APPROACH

GCN network consultant Sherry Treco-Jones of Treco-Jones Public Relations, Inc. recommended that Renovación Conyugal take a strategic, highly targeted approach to marketing for maximum efficiency. She advised them to prioritize fund development first and recruiting Latino participants second. Together, they reviewed the organization's marketing position and messages to more fully reflect their distinctive qualities, and they reviewed existing communication vehicles for consistency in donor messaging and graphic look. GCN's consultant pointed out missing details that were critical to Renovación Conyugal's marketing effectiveness and gave concrete ideas for moving forward.

### RESULTS

1. A donor presentation package was created in order to recruit large corporate donors.
2. Soon after the engagement, Renovación Conyugal gained 2 new large corporate sponsors, with future sponsors highly likely.
3. Renovación Conyugal applied new insights to more effectively use social media outlets such as Facebook.

### VALUE-ADD

- Renovación Conyugal used the consultant's ideas to create an advisory council to convey and monitor brand consistency, as well as to strengthen its board of directors.



“This work is making a huge difference; it has opened a new door for the organization by giving us the confidence to give presentations to corporate sponsors. We feel more organized and more empowered.”

—Belisa Urbina, President

