

CASE STUDY

Future Foundation

READY TO STEP UP

HOW DOES A NON-PROFIT—OR ANY SMALL OR MIDSIZE BUSINESS—GROW THEIR BRAND AWARENESS AND THEIR REVENUE WHEN THEY DON'T HAVE A MARKETING TEAM?

For Atlanta-based non-profit Future Foundation, the key was forming a long-term partnership with brandiD.



“We didn’t have the funding to hire an in-house marketing team or a marketing executive at the C-suite level. Thankfully, we get that C-suite acumen and support with brandiD. They’ve become our marketing team, and they’ve been a big contributing factor to the Future Foundation’s growth.”

Qaadirah Abdur-Rahim
CEO, Future Foundation



Future Foundation is an Atlanta-based nonprofit that provides educational, health, and life skills programming to more than 1,500 at-risk youth and their parents annually. The foundation was founded by former NBA player Shareef Abdur-Rahim and his wife, Delicia, and was established in 2001.

HIGHLIGHTS



CHALLENGES

- Needed to brand and position Future Foundation as thought leaders in their field as well as a “second family” to their student participants
- Needed to expand their brand awareness and increase their revenue
- Needed an off-site branding and marketing team who could complete a wide range of projects and deliver consistent, exceptional work
- Needed to create consistent messaging across all mediums as well as have speeches and keynote presentations developed for many special events
- Needed strategy and marketing for virtual fundraising events to help in the COVID crisis

SOLUTIONS

- A rebranding for the foundation as well as strategic personal branding for CEO Qaadirah Abdur-Rahim
- A branding and marketing team with a refined process that could execute on any type of key project that expands the Foundation’s visibility, creates consistent and strategic messaging and attracts new donors and opportunities

RESULTS

- Increased visibility and brand awareness of the foundation as thought leaders and a “second family” to students that’s helped fundraising efforts and led to revenue growth year after year
- Increased visibility for CEO Abdur-Rahim that’s attracted keynote speeches, sponsorship opportunities and deeper connections
- Hugely successful virtual fundraising events—one that raised over \$250,000 and another that engaged 100+ of the foundation’s students and members of the Atlanta business community
- Ability to have continual access to branding and marketing experts without needing an in-house team



CHALLENGES

FINDING TOP-QUALITY MARKETING EXPERTISE WITHOUT A FULL-TIME COMMITMENT



When the Future Foundation, a nonprofit organization serving Atlanta’s at-risk youth, began their hunt for an off-site marketing team, they were about to launch a new strategic plan.

One of the plan’s major goals focused on marketing—specifically, positioning the Future Foundation as thought leaders in their space, as well as a “second family” to the students they served.

They knew that thought leadership and their inclusive family framework would help the foundation attract the attention of new audiences, expand the awareness of their brand, and increase their chances of acquiring new funders and additional sources of revenue.

The only problem was their marketing budget.

Like many nonprofits and small to midsize businesses, Future Foundation didn’t have extra funds to bring highly skilled branding and marketing strategists onto their staff, and they certainly couldn’t afford to hire a C-suite marketing executive.

Yet that didn’t make their needs any less important—or pressing.

Future Foundation needed a workaround that would allow them to procure the expertise necessary to rebrand and position the foundation effectively, while avoiding the full-time commitment—and expenditure—of salaried employees.

They needed a team of branding and marketing experts who were as versatile and flexible as they were skilled, and an off-site partner who could work with them on a project-by-project basis.

SOLUTION

A DEDICATED BRANDING AND MARKETING TEAM THAT CAN DELIVER ON A WIDE RANGE OF PROJECTS, AGAIN AND AGAIN

After an initial try with a marketing team that was not a great fit, Future Foundation CEO Qadirah Abdur-Rahim went on an extensive online search for just the right firm.

In the process she came across brandiD. After digging in to learn more, she spoke with brandiD founder Rachel Gogos and quickly felt confident this was the firm who could meet the foundation's needs.

“I could tell that Rachel ‘got’ it,” Abdur-Rahim said. “She understood that the Future Foundation’s position as a thought leader would naturally come through the way I personally branded myself. That was a huge part of her strategy.”

So, the Future Foundation hired brandiD to not only rebrand Future Foundation but to brand Abdur-Rahim, too. After their work began, Abdur-Rahim said she found a number of things that impressed her—the first of which was the firm’s approach.

“brandiD has a really great and well-refined process,” Abdur-Rahim said. “They do a great job of information gathering to help them thoroughly understand what the need is. Their approach is very structured and helps keep you on track.”

Abdur-Rahim said brandiD’s established process was crucial for the Future Foundation, and can be an extremely attractive feature for any small to midsize business trying to establish processes of their own.

They needed a team of branding and marketing experts who were as versatile and flexible as they were skilled, and an off-site partner who could work with them on a project-by-project basis.





“We work with a lot of small to midsize vendors and I can tell they’re in a similar state to us,” Abdur-Rahim said. “They’re growing, they’re trying to stabilize, and they’re a little chaotic—they’re always in a state of reaction. The process that brandiD brings to the table was unlike any of those other vendors. brandiD’s process is great because it helps us achieve the consistency and stability we need. It provides the guidance and the structure to make sure we’re able to execute on the project and get the job done. Most non profits desperately need the structure that brandiD’s process provides.”

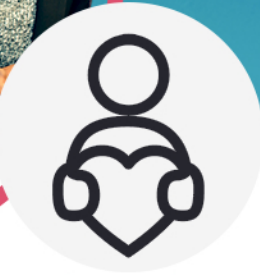
Abdur-Rahim said this approach delivered for Future Foundation on their first project together and then again and again as they engaged brandiD for more and more projects. “We’ve been working with brandiD for five years and counting,” she said.

“Their process works every time and it turns out a really great result, whether we’re developing keynote speeches, redoing our website, developing the marketing and social media for a large fundraising campaign, or promoting our first virtual job and career event for high school students,” Abdur-Rahim said. “We’ve outsourced a lot through the foundation and very few companies have the level of process and delivery that brandiD does.”

She noted she also appreciates the talent of brandiD’s team, from the brand strategists and copywriters to the website designers and developers.

Abdur-Rahim said the talent of the team has not only helped them create the content they needed to position themselves as thought leaders and promote their second family framework, but also implement the technical features to engage more effectively with their online audience and ultimately improve the longevity of the organization.

“I’ve vetted a lot of marketing firms over my 17 years at the Future Foundation and can say the brandiD team is just really talented,” Abdur-Rahim said. “They’re all very good at what they do and they produce high-quality work every time. Every project brandiD does for us continues to build on the one before and each one helps us increase the capacity and long-term sustainability of the Future Foundation.”



RESULTS

A TOP-LEVEL BRAND + MARKETING STRATEGY THAT HAS INCREASED BRAND EXPOSURE, EXPANDED BRAND AWARENESS, AND BOOSTED REVENUE

The Future Foundation's partnership with brandiD has now spanned several years, and the results have been impressive.

To start, the work that was done to enhance and position Abdur-Rahim's personal brand began to pay off immediately.



As soon as my new LinkedIn profile went up, I started getting keynote requests," Abdur-Rahim said.

Likewise, the rebranding of the foundation through strategic content creation and re-positioning efforts has led to significant growth too, both in awareness and in donor dollars.

“It didn’t take long after we began working with brandiD to see our visibility increasing and then our revenue,” Abdur-Rahim. “All of that has to do with our messaging and the experiences we were creating through our projects with brandiD.”



Abdur-Rahim said she is thrilled with the reaction they’ve received from their audience and event participants in regards to their marketing and branding efforts, which is contributing to the future health of the organization.

“The registration page brandiD created for our virtual career event received such great feedback,” Abdur-Rahim said. “People loved the user-friendliness and how inspiring the content was, so much so that we recruited 5-6 of those people to be a part of future events with us.”

Abdur-Rahim said the now long history of high-quality work together— as well as their desire to continue growing and expanding the Future Foundation’s mission—means their partnership with brandiD is here to stay.

“I can always count on brandiD to produce exceptional work and that’s why I come back again and again,” Abdur-Rahim said. “They’ve become our marketing team, and we trust them and their quality. That trust will keep us together for a long time.”

With this solid partnership in place—and only growing deeper by the project—the future for Future Foundation has never looked more bright.





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