



# Breaking The Cycle of Poverty

San Francisco Bay Area Non-Profit, All Stars Helping Kids was created in 1989 when NFL Hall of Famer Ronnie Lott gathered his friends for dinner to benefit the local community. Astounded that he had raised \$100,000 in one night, Ronnie and his wife, Karen, invested the money in several nonprofits fighting poverty in the South Bay.

Since then, All Stars Helping Kids set out on a mission to disrupt the cycle of poverty and encourage innovation by seed funding start-up nonprofits (grantees) in the Bay Area.

## Encouraging Innovation

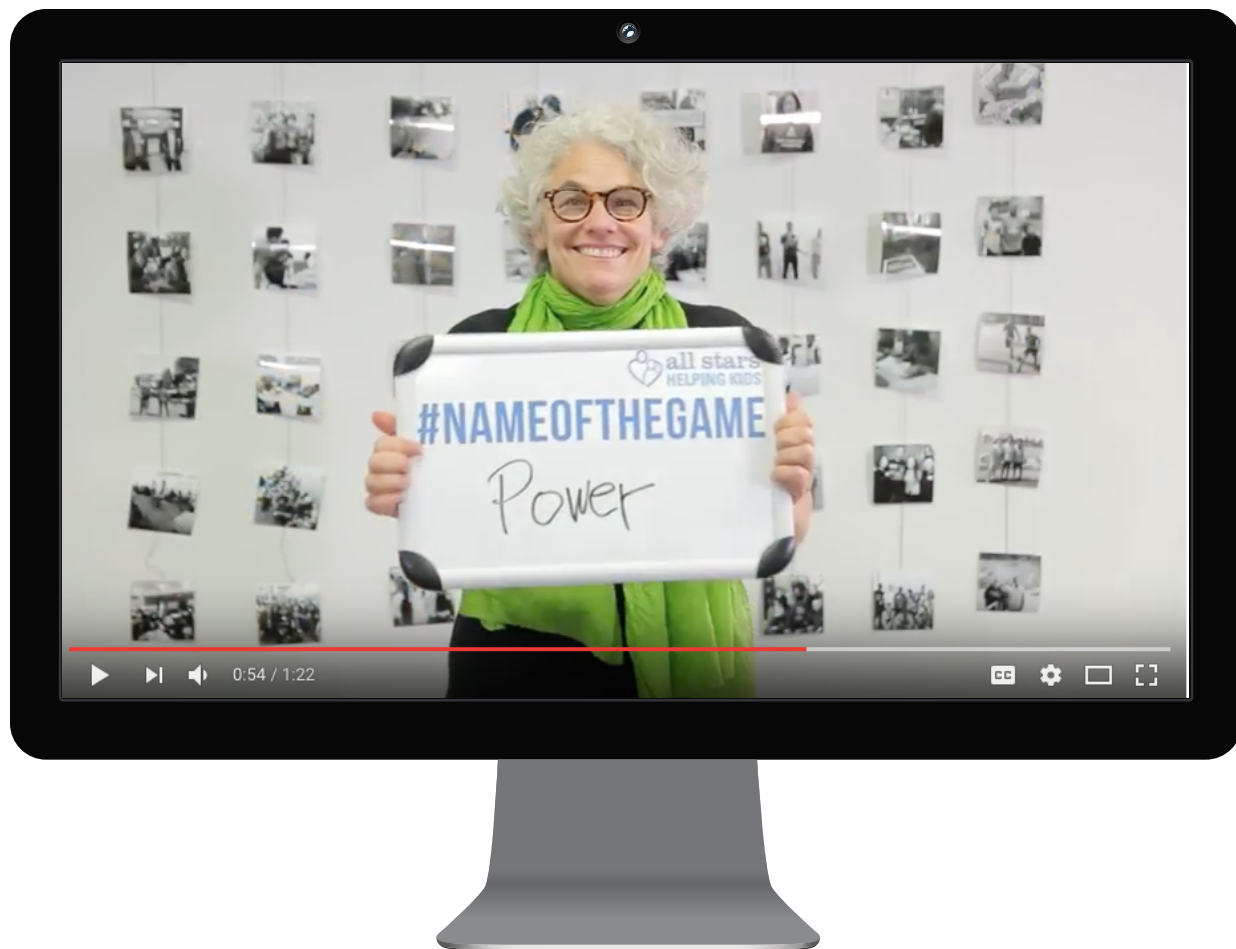
### SERVICES

- Website Structure
- Content Creation
- Social Media Management
- Grantee Relations
- All Stars Blog
- Public Relations
- Branding

All Stars Helping Kids wanted to implement digital marketing strategies to increase brand awareness and engagement on social media platforms. As they host many successful events throughout the year, they also wanted to find a way to connect with millennials and step into mobile fundraising.

More than a project based relationship, the organization wanted a marketing team to embrace their office culture and assist in adding these digital strategies to their events, grantee support, and everyday communications.





# Content Creation

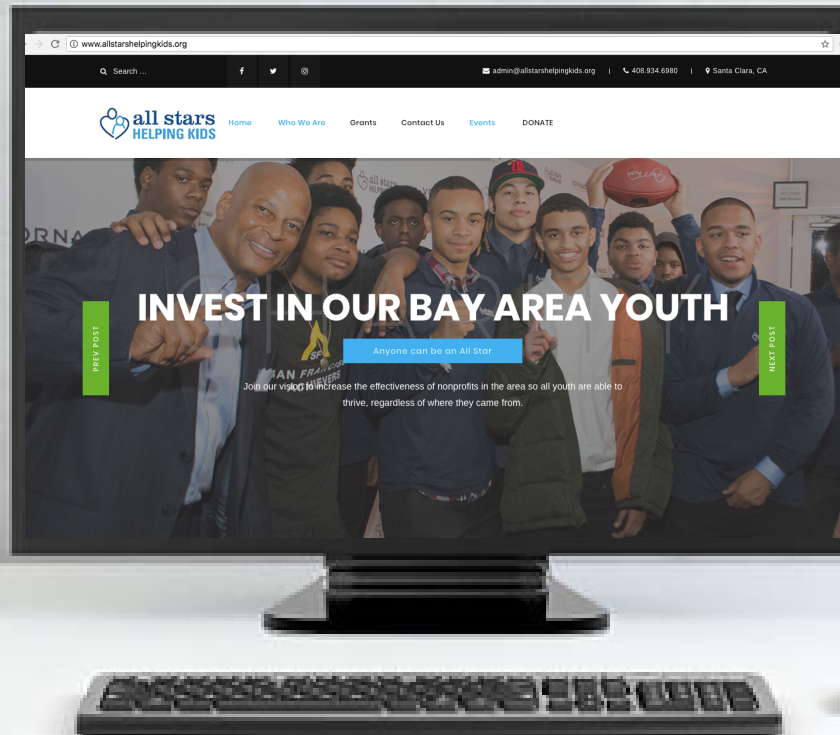
“The Name Of The Game” campaign was designed to showcase the mission of each grantee in one word that would disrupt the cycle of poverty and encourage innovation. We partnered with 2020 Studios to create a captivating storyline and marketing rollout plan that would increase their end of year fundraising.

This campaign was a marketing mix of social media campaigns, website redesign, email campaigns, mobile fundraisings and collaboration with partner non-profits.

## Everyone Has A Story

In one of our first meetings with the founder, he shared that everyone has a story and learning from those stories or sharing will help someone else. This mantra became what sparked the All Star Grantee Blog,

where we featured their stories and what impact they are making in their community. In addition to creating a private Facebook page where grantees can ask questions, share news, or support their fellow nonprofits.



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## Fostering Grantee Relationships

Grantees are a great channel to spread the All Stars Helping Kids mission. We wanted a way to work collaboratively, especially during fundraising periods.

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## Responsive Website Structure

A complete redesign of the website. Create a more interactive experience through video and animation.

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## Partnerships Through Events

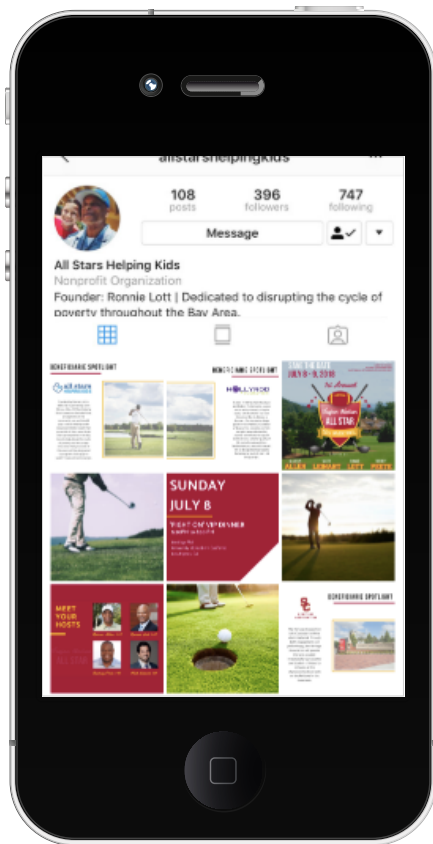
Partner with multiple organizations across California to foster partnerships for campaigns and reach donation goals.

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## Creating Engagement

Frequent posts and updates on social media platforms that tell their story, mission and share upcoming events. Actively engage with followers to increase website traffic. Introduce Instagram stories to give a glimpse of what the grantees and All Star team are doing in the community.





## Fight On!

A favorite event for All Stars Helping Kids needed a re-brand and update. Four alumni formed a partnership with the University of Southern California to host an unforgettable VIP experience. The event would feature some of the top celebrities in both sports and entertainment and raised funds for multiple nonprofits in Los Angeles.

We were tasked with creating the new brand guidelines, logo and print collateral. A new landing page and social media outreach plan were planned and executed. In addition to a press release distribution, outreach, and event experiences.



A SPECIAL THANKS TO

**THE STEVE & AGATHA LUCZO  
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BENEFITING



HERITAGE  
ASSOCIATION

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For Help and Hope

**all stars**  
HELPING KIDS