

The Eisner Foundation

Elevating the foundation's role as a leading voice in the field

BACKGROUND The Eisner Foundation is a leading family foundation established by Michael Eisner, former CEO of The Walt Disney Company. After nearly 20 years serving different populations across Los Angeles, the foundation realigned its mission to focus exclusively on funding intergenerational programming to unite multiple generations for the betterment of our communities.

STRATEGY Cause Communications developed a communications plan for The Eisner Foundation and implemented tactics to freshen its visual identity and messaging in order to clearly convey the foundation's commitment to intergenerational funding. We updated their logo, tagline, and business papers and created a brand new website that positions The Eisner Foundation as a leading partner within the small but strong intergenerational field. The website includes an original infographic that defines and explains the necessity of intergenerational solutions in a way that no other organization had before. We also crafted the announcement to publicly launch the foundation's new direction to media and partners.

OUTCOME The Eisner Foundation began its next grant cycle with a clear new approach that was explained to all partners simultaneously with the website launch. As a result of our media outreach to philanthropy publications, the news about The Eisner Foundation's shift in grantmaking appeared on the front page of *The Chronicle of Philanthropy*.

TACTICS

- Communications plan
- Branding and organizational identity
- Positioning and message development
- Website design and development
- Print collateral
- Media relations



Website



Infographic



Business Paper System