

Sojourner Center

BACKGROUND Sojourner Center, located in Phoenix, AZ, is one of the largest domestic violence organizations in the U.S., providing a continuum of services for people impacted by domestic violence. Sojourner Center engaged Hershey Cause Communications to help them gain recognition as a national center of excellence and a leader in providing services that go beyond shelter, such as prevention, research, education, advocacy, and field leadership.

STRATEGY Hershey Cause Communications led Sojourner Center through a strategic planning and rebranding process, including a new visual identity, collateral, and website, in order to more effectively communicate their work. We evolved Sojourner Center’s messaging and positioning, developing an expanded mission, vision, values, and a strategic communications plan. We also co-conceived, planned, and executed a very successful, first-of-its-kind national symposium moving the conversation by reframing domestic violence as a public health issue and positioning the client as a national leader in the field.

OUTCOME The new brand and strategic direction were celebrated by the board, funders, and partners for effectively capturing both the history and future of the organization. The symposium attracted nearly 200 researchers, practitioners, and policymakers from across sectors and helped to begin a dialogue about deeper, less siloed solutions to the domestic violence epidemic. As their ongoing media partner, Hershey Cause secured dozens of news stories for the organization, including an op-ed in the Los Angeles Times and an ongoing Huffington Post blog post for the CEO. Overall, our more than two-year engagement helped position the organization for tremendous fundraising and programs success well into the future.

TACTICS

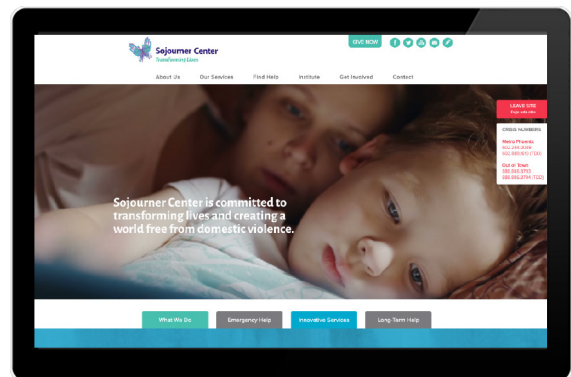
- Branding and organizational identity
- Logo design and development
- Website design and development
- Positioning and message development
- Event design and execution
- Partnership development
- Influence strategy and activation
- Print collateral
- Communications strategy and media relations
- Strategic counsel

“Hershey Cause took us from a small, local nonprofit to a high profile national presence in a very crowded space. They exceeded all expectations, and have helped us emerge as the thought leaders in our space.”

María E. Garay-Serratos, Former CEO



Organizational Identity



Website

