

211 LA County

BACKGROUND 211 LA County, a 501(c)3 organization, is one of the largest and most effective telephonic resource lines in the nation, directly screening and connecting clients with services such as shelters, meals, veterans’ services, substance abuse programs, employment assistance, and health and mental health services including autism screening. 211 LA County engaged Cause Communications to help solve two important challenges: increasing demand for its services and addressing significant underfunding of its work.

STRATEGY We worked with 211 LA County to develop a strategic communications plan to attract funding by raising the visibility of the organization’s pioneering programs. After assessing 211’s materials and messages, the competitive landscape, media coverage, and audience perceptions, we developed collateral materials for the organization and organized its annual “211 Day” event, designed to attract new supporters among targeted demographics.

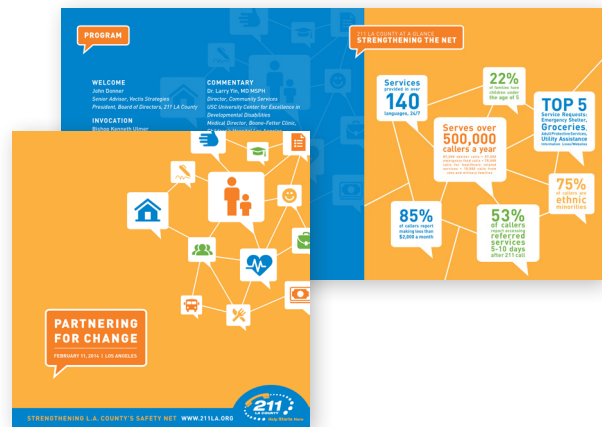
OUTCOME More than 300 people attended the “211 Day” event. To raise the visibility of the 211 LA County developmental screening program, we wrote and placed an op-ed in the LA Daily News promoting 211 LA’s Autism Speaks Event, which garnered media coverage on CBS2 and KCAL9.

TACTICS

- Communications strategy
- Events
- Infographics
- Positioning and message development
- Print collateral
- Public relations

“Cause Communications helped us sharpen our brand identity and position us more effectively with key funding partners.”

Maribel Marin, CEO



Brochure



Banners