



# Los Angeles Urban Funders

**BACKGROUND** Los Angeles Urban Funders (LAUF) began as a task force of funders, corporate leaders, public policymakers, and community leaders who sought to equitably rebuild Los Angeles following the 1992 Uprisings. Cause Communications first became involved with LAUF before the organization had a name, identity, or positioning messages. We were engaged to develop and implement a comprehensive communications strategy for this first-of-its-kind, place-based initiative.

**STRATEGY** Our discovery phase included a comprehensive audit to understand communications needs and perceptions of LAUF’s audiences and key stakeholders. We then created a branding system that communicated the organization’s identity in addition to a series of tailored materials and messages that resonated with targeted L.A. audiences from venture capitalists and members of the media to community leaders and grantees.

**OUTCOME** Our communications strategies and positioning expertise helped establish the concepts of both place-based initiatives and funder collaborative as “best practice” among social change efforts. LAUF specifically benefited from increased awareness of and, crucially, increased funding for the organization to continue its important work. In addition, this work led to the groundbreaking book, *Collaborative Philanthropies: What Groups of Foundations Can Do That Individual Funders Cannot*.

## TACTICS

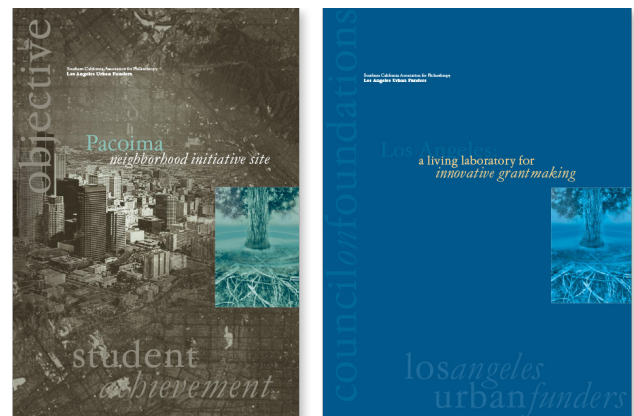
- Communications strategy
- Branding and organizational identity
- Materials design and development
- Communications consulting
- Media relations
- Positioning and message development

“Few organizations can balance both the technical and strategic skills required for communications with the interpersonal skills essential to partnering with others. But Cause Communications excels at both.”

Elwood Hopkins, Consultant Director



Visual Identity



Brochures