



Women’s Foundation of California

BACKGROUND The Women’s Foundation of California trains and invests in women to become policy advocates and philanthropic leaders who strengthen the economic wellbeing of California’s women and their families. Ready to raise its profile and impact across the state, the Foundation asked Cause Communications to help rebrand its communications materials, messages, and website to lay the foundation for achieving their broader vision.

STRATEGY Cause Communications conducted a comprehensive landscape assessment that included interviews with key internal and external stakeholders, a member survey, analysis of peer organizations, and a review of the Foundation’s own communications materials and brand. Based on these findings, we helped the Foundation streamline its communications and articulate its unique value in a way that more clearly set the organization apart from other community foundations. We crafted a new messaging framework, refreshed the Foundation’s visual identity system, and provided guidance on strengthening the website.

OUTCOME The Women’s Foundation of California adopted the refreshed brand and integrated the new messaging across all communications – from its website and materials to speeches. As a result, the Foundation’s external presence and purpose became clearer and more cohesive. The Foundation has also experienced a substantial bump in its statewide and national visibility, made significant budget and policy achievements, and CEO Surina Khan has become an even more highly sought-after speaker at advocacy and philanthropy sector events.

TACTICS

- Communications plan
- Branding & visual identity
- Message development
- Materials development
- Strategic counsel

“Since our brand and messaging refresh, we were invited to work with the California Budget & Policy Center, we have made our voice heard through numerous op-eds, and we have received more visibility across the nation and at the White House. Cause Communications helped us lay the foundation for these successes, and we took it from there!”

Surina Khan, CEO

the WOMEN’S FOUNDATION of CALIFORNIA

Organizational Identity



Mayor Garcetti and Women’s Foundation CEO Surina Khan