

# Raise A Child

**BACKGROUND** RaiseAChild is a national nonprofit that promotes family building to a broad spectrum of prospective parents to solve the U.S. foster care crisis by recruiting and educating prospective foster and adoptive parents. Cause Communications was engaged to help frame and position the emerging organization for success in a very competitive field.

**STRATEGY** Cause Communications created the organization's brand identity and assisted in the creation and implementation of campaigns that recruit and support prospective foster parents while putting images of families into public spaces through print media and outdoor ad campaigns. The *Let Love Define Family* banners and bus signage throughout Los Angeles County, Orange County, the San Francisco Bay Area, and New York City featured LGBT families who have fostered and adopted children across the U.S.

**OUTCOME** RaiseAChild has become recognized as a national leader in the LGBTQ foster and adoption movement. The organization has consistently outperformed the national standard by advancing 23% of prospective foster and adoptive parents from inquiry to certification, developing a reputation as a national trailblazer in the recruitment and support of LGBTQ and all prospective parents interested in building families through fostering and adoption.

**TACTICS**

- Start up strategy
- Branding
- Organization identity and tagline
- Communication strategy
- Campaign concept and implementation

“We attribute a good portion of our growth and success to the guidance and direction that Cause Communications provides to us. RaiseAChild is successful in family building because Cause helped us put our actions into words.”

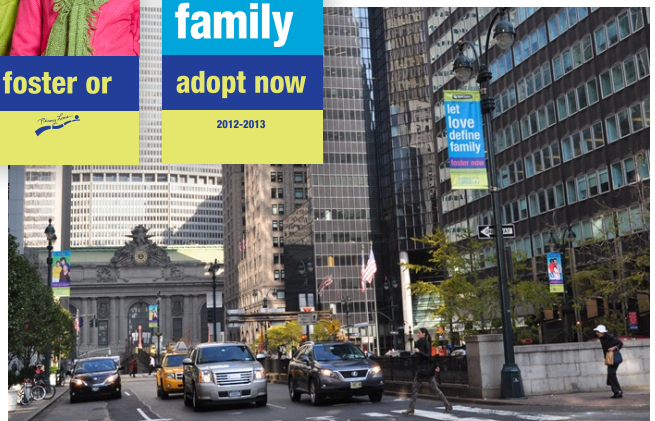
Rich Valenza, *Founder and CEO*



Organizational Identity

let love define family

Tagline



Banners