

IMPACT PROFILE

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Bob’s business acumen and experience not only saved CONTACT money but it has also helped us to better reach other financial contributors.

BENAYE ROGERS
President of CONTACT

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Develop a marketing strategy to increase program service awareness.

MEETING EVERY CRISIS

To continue and expand their invaluable work in the community, CONTACT Crisis Line knew they had to extend their reach and increase fundraising. They also knew the best way to do that was to improve visibility and awareness. That’s why they turned to Executives in Action (EIA). EIA connected CONTACT with transitioning executive Bob Munro, who spent more than 20 years in management at JCPenney, and also had experience launching his own entrepreneurial venture. This made him the perfect match for helping CONTACT achieve their objectives.

Working directly with the organization’s leadership team and board, Bob developed a comprehensive marketing strategy and an implementation plan. He then leveraged his considerable talents and experience to add new events to CONTACT’s agenda, and secured valuable media attention that attracted more donors and more clients. Bob’s efforts directly resulted in over \$27,200 in new funds raised for CONTACT. In fact, by connecting Bob’s expertise to CONTACT’s urgent needs, EIA was able to deliver a five-times return on its initial investment in the community.

\$5,500

EIA INVESTMENT

5-to-1

INITIAL ROI

\$27,200

DIRECT INITIAL FINANCIAL IMPACT OF PROJECT