

IMPACT PROFILE

Tom and Gayle provided the hard work and insight needed to help stabilize, direct and align our organization's resources.



Develop a three-year roadmap including a vision, strategy, brand audit and marketing plan for Family Outreach Dallas.



FAMILY FINANCES

Family Outreach Dallas works with at-risk parents to provide education and mentoring services to build the foundation for a healthy family relationship. When the organization lost funding due to state budget cuts, they found themselves thrust into the unfamiliar world of fund-raising. Family Outreach's board and staff recognized the need for a new strategy for achieving their mission and expanding their services—as well as a marketing strategy that would help raise awareness of the organization and assist in fund raising. At that point, they turned to Executives In Action (EIA) for help.

EIA provided two executives who worked collaboratively with Family Outreach leaders and volunteers on a solution. Tom Schafer, an organizational development and strategy executive, helped create a three-year organization vision, as well as a strategic plan for achieving this target. Gayle Goodman, a marketing and communications executive, developed a marketing and development plan incorporating Tom's strategy work. As a result, Family Outreach Dallas has streamlined its development efforts, implemented ongoing communications through web-based tools, and enhanced its board by adding a member with marketing expertise.

\$4,250

EIA INVESTMENT

12-to-1

INITIAL ROI

300 hours

EXECUTIVE TIME CONTRIBUTED

\$50,000

MARKET VALUE OF EIA CONSULTING