

IMPACT PROFILE

Andrew's work provided Refugee Writers with a critical strategy. Normally, this would cost a company tens of thousands of dollars.

JUSTIN BANTA
Co-Executive Director
Refugee Writers



Create an overarching marketing, branding and strategic communications strategy.

POWER OF WORDS

A start-up nonprofit, Refugee Writers is a place where those who have escaped persecution can find a way to participate in a living testament, archive, and creative forum that enables others in similar situations to find hope. The organization is introducing a new creative forum spotlighting personal stories of triumph and success that offer hope. They have branded this unique opportunity The Persevering Story. The only problem was, they are not branding experts. So they came to Executives in Action (EIA) for help.

After meeting with Refugee Writers leadership, the EIA staff determined that the best opportunity would be to execute a brand development and market analysis, followed by developing the organization's business strategy, helping bring their story to life, and launching the new brand. EIA then connected the organization with Andrew Fortunato, a senior executive with expertise in world class branding and operations, to lead the project. Over a five-month period, Andrew worked with the Refugee Writers' leadership to develop a strategic communications strategy that successfully captured the essence of the Refugee Writers brand, and enabled clear identification of their organizational identity.

\$3,000

EIA INVESTMENT

8-to-1

INITIAL ROI

\$24,000

PROJECTED SAVINGS