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# PROJECT PROFILE

## DNAWORKS

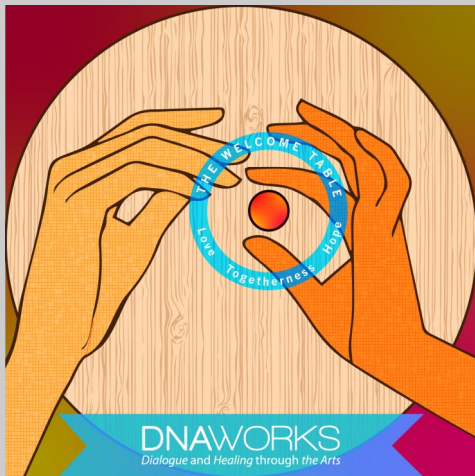
*Dialogue and Healing through the Arts*

### EOY CAMPAIGN CONSULTING AND PROJECT MANAGEMENT '22 DNAWORKS

DNAWORKS engaged Project Partners to lead their year-end giving campaign to close out 2022. The organization, which seeks to create healing and dialogue through the arts, served more than 13,500 people in 2022 and hoped to capitalize on that momentum to raise funds that would propel them into 2023 fully prepared to reach an even larger audience.

To get things started, Project Partners proposed a theme for the campaign: The Welcome Table. Building on a core value of the organization that says, “all are welcome at our table,” donors were invited to help the organization *build a bigger table* – engage more people – in 2023.

Once a theme was selected, we developed a communications plan that included a series of targeted emails and social media posts. We collaborated with the organization’s contracted graphic designer in New York to produce campaign materials that conveyed the theme while also aligning with the organization’s branding. Communications were deployed throughout November and December, using messaging drafted by Project Partners and approved by DNAWORKS. Along the way, we also advised on segmenting donor and mailing lists, managed mailing lists in real time (to avoid sending multiple appeals to donors who had already given), and advised on managing matching funds. To wrap up the campaign (which successfully exceeded the ambitious goal set by DNAWORKS), we also provided a summary report and recommended next steps related to donor stewardship throughout the coming year.



**“It was such a pleasure collaborating with you on this wonderful project. I really appreciate your creativity, patience, and resourcefulness.”**

Troy Lambert, Designer  
Afroblu Design & Media for DNAWORKS