

## Guiding Light

### Background

Guiding Light is a non-profit organization that helps men struggling with homelessness and addiction to reintegrate them into the community through faith-based programming.

### Objective

The objective was to increase brand awareness of Guiding Light's services and increase donations during the end-of-year giving season.

### Strategy

With messaging focused on the holiday season and the faith-focused mission, the campaign focused on a large out of home campaign along with TV and radio advertising.

### Plan Details

Market: Grand Rapids, MI

Flight Dates: September 2020 - December 2020

OOH Formats: Static Bulletins, Static Posters, Digital Bulletins

Budget: \$10,000 and over



### Results

By the end of the campaign, Guiding Light had reactivated 1,200 lapsed donors, garnered 2,800 new donations, and achieved their total annual fundraising budget only six months into their fiscal year.