

One Op-Ed Garnered Corporate Partnerships And \$20,000 For A Camden, NJ Non-Profit

CASE STUDY: Hopeworks

COURIER-POST
PART OF THE USA TODAY NETWORK

**PHILADELPHIA
BUSINESS JOURNAL**

Business Goals

Thought Leadership
Brand Awareness
Community Relations

Services Provided

Communications Strategy
Messaging and Positioning
Press Material Development
Media Outreach

Results

50,000 impressions
Received a \$20,000 grant
Media Placements
- The Courier Post
- The Philadelphia Business Journal

Challenge

Hopeworks 'N Camden, a nonprofit organization that uses education, technology, and entrepreneurship to create a sustainable future for the youth of Camden, New Jersey, wanted to take a stand on an important local issue. Large corporations began to build offices in Camden to take advantage of very appealing tax incentives. Hopeworks felt it imperative to encourage these companies, specifically their executives, to become immersed and involved in the community of Camden.

Insight

Slice immediately recognized the opportunity to engage these companies in a conversation about a partnership with Hopeworks. We combined our brain power with Hopeworks Executive Director's perspective and personal invitation, and composed an op-ed entitled Developing, Retaining Talent Key to Camden's Revitalization. The story urged these new neighbors to contribute to the growth of Camden beyond commuting to and from the new office park.

Success

The Courier Post and *The Philadelphia Business Journal* ran the op-ed in print and online, a combined circulation of over 50,000 readers. The Philadelphia Chamber of Commerce retweeted the article, which grabbed the attention of an executive at the AT&T Global Brand. AT&T contacted Hopeworks right away and arranged a visit and meeting with Dan Rhoton, the Executive Director and author of the op-ed. AT&T leadership was so impressed by the incredible impact Hopeworks has on the futures of Camden's youth, they awarded the organization a \$20,000 grant. Hopeworks wanted to encourage corporations to get involved with the Camden community, and Slice's PR efforts exceeded that goal. In addition to what is now an ongoing relationship with AT&T, Hopeworks has fostered new partnerships with several other new corporate neighbors.