



## AOII Foundation and Powerhouse: Investing Together in the Leaders of Tomorrow

AOII was founded in January 1897 at Barnard College in New York City by four women from the class of 1898. Today, the organization boasts 137 collegiate chapters and 156 alumni chapters all dedicated to the same stated objective: "to stand at all times for character, dignity, scholarship, and college loyalty." AOII encourages lifelong community involvement and charitable giving, and as such their AOII Foundation exists to further the causes of academic success, strong leaders, and inroads into arthritis research and help.

### Challenge

AOII's staff needed help to develop the nationwide charitable fundraising efforts of the Foundation, and they needed a dedicated team capable of filling the skills gap necessary for creating, developing, and providing the strategy for a successful social media campaign system. The initial marketing campaign was needed in a very short time frame in order to meet fundraising goals for the year. AOII had the necessary staff in place to manage and drive the campaign but lacked the ability to quickly and effectively design both the campaign strategy and the professional graphics necessary to make it successful.

### Solution

In 2019, Powerhouse partnered with AOII to fill the gaps in AOII's team skills and delivered a wholistic marketing campaign that included everything from marketing consulting to development, graphic design services, and social media strategy. The campaign was an overwhelming success and resulted in the "largest [single] day of giving ever." AOII's Interim Executive Director at the time stated, "Jessica Bertsch and the Powerhouse team fully exceeded our expectations by planning our #Giving Tuesday social media campaign within a very short time frame ... laying the groundwork for future campaigns." Additional campaigns in 2020 and 2021 all exceeded the Foundation's goals.

## Case Study



**Business Name:** Alpha Omicron Pi Foundation (AOII)

**Website:** [alphaomicronpi.org/foundation](http://alphaomicronpi.org/foundation)

**Industry or Business Type:** Nonprofit, Philanthropy, Sorority

### Powerhouse Services:

- Project Management
- Marketing Consultation
- Graphic Design
- Social Media Strategist
- Quality Assurance Specialist

**Benefits:** Services allowed AOII to create and maintain successful fundraising and marketing efforts, leading to an increased ability to contribute to the causes they hold most dear. By enlisting the support of Powerhouse Planning, AOII's staff was able to concentrate more effectively on their mission to invest in "innovative leadership, educational, and philanthropic causes."



Powerhouse



Over the course of the partnership, Powerhouse also helped to create and design the Salute to Sisterhood Scholarship, which will be awarded annually to a military-connected AOII sister. The first scholarship will be awarded for the 2021-2022 school year.

## Results

The Powerhouse/AOII partnership has been a strong one, resulting in campaigns that have exceeded the stated goals every time. AOII's willingness to take the tools Powerhouse created and implement them effectively has been crucial to their ongoing success. Powerhouse was able to come in at the point of need and deliver the first campaign in under one month. Subsequent campaigns have produced significant results due in large part to the level of trust that has been established between the two organizations.

Highlights of the partnership include the following:

- Creation of influencer toolkits to help promote organic fundraising efforts from volunteers
- Fundraising campaign successes
  - 2019 Giving Tuesday campaign – **goal of \$15,000; raised \$20,689**
  - 2020 “Pi Day” (March 14th) campaign – **goal of \$15,000; raised \$24,560**
  - 2020 Giving Tuesday campaign – **goal of \$20,000; raised \$42,978**
  - 2021 “Pi Day” campaign – **goal of \$31,400; raised \$42,389**

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- Virtual conference sticker designs to support tiered-giving level incentives
- Development of an annual Strategic Marketing Plan
- Social media strategist services, including nine months' worth of monthly themed graphics and text to help promote Foundation awareness

An initial project need has grown into retainer services support that highlights the strengths of both organizations and has led to measurable gains for AOII.



*“The Powerhouse team helped the AOII Foundation drive donor engagement and increase fundraising during Pi Day (giving day). They created an entire toolkit that equipped our volunteers with everything needed to launch the campaign. The kit clearly outlined expectations and gave volunteers easy-to-use graphics. In addition to exceeding our fundraising goal, the campaign resulted in 73 new donors for the Foundation. Donor acquisition is critical for the long-term viability of our organization. The Powerhouse team helped us knock it out of the ballpark!”*

– Ashley Byrd, Executive Director, Alpha Omicron Pi Foundation



**Powerhouse**