



Life'sWork and Powerhouse Planning: Empowering the Mission

Life'sWork of Western PA has been making lives work better since 1927. Life'sWork is focused on "increasing the quality of life of persons with disabilities and others with barriers to employment, enabling them to gain the self-esteem that comes with having a meaningful job." Since its inception, over 100,000 people have utilized Life'sWork services to achieve independence and self-sufficiency. Serving clients 14 years and older, the Life'sWork commitment to empowering people to live the life they choose has been making an ongoing difference for generations of Western Pennsylvanians.



Challenge

The client initially reached out to Powerhouse Planning looking for help in reviving and revitalizing their social media presence. Through the process of delivering social media support, additional needs were identified, including the need to redesign and develop the client's website. Through the use of Powerhouse Planning's thought partner service, plans were devised to give Life'sWork a vibrant website and social media presence.

Solution

In July 2022, Powerhouse Planning came alongside Life'sWork to identify and create viable solutions to the marketing challenges they faced. As a successful nonprofit approaching its 100th anniversary, Life'sWork was eager to ensure that it remained a viable, relevant solution for Western Pennsylvania's residents. The strategy included revamping their online presence to reflect an easier-to-use experience.

Case Study



Business Name: Life'sWork of Western PA

Website(s): lifesworkwpa.org

Industry or Business Type: Nonprofit

Powerhouse Services:

- Thought Partner/Marketing Consultant/Project Manager
- Social Media Specialist
- Graphic Designer
- Quality Assurance Specialist
- Website Design and Development
- Campaign Creation

Benefits: Over the course of one year through various contracts, Life'sWork of Western PA received nonprofit reach-back support, website design and development services, social media support, and access to graphic design and quality assurance personnel for all contracted work. By utilizing Powerhouse Planning's total remote team solution, Life'sWork was able to receive support where it was needed from Powerhouse Planning's group of highly skilled freelancers.

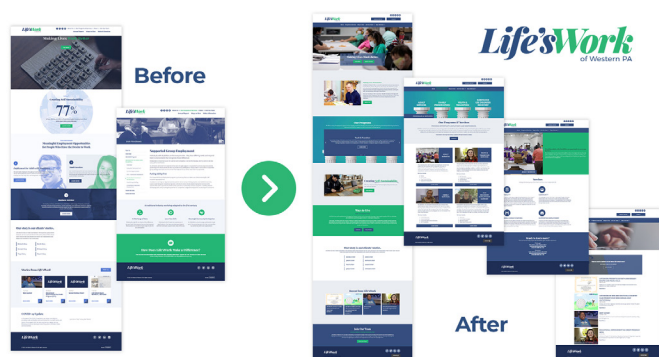


Powerhouse

Through working with Powerhouse Planning's total remote team solution, Life'sWork was able to receive a total website overhaul, with fresh graphic design and review of all items to ensure a quality product. Through Powerhouse Planning's charitable arm, Share the Goodness, additional items were created, including a complete annual campaign package and a Giving Tuesday campaign package as well as two raffle baskets for the Life'sWork annual golf fundraiser. Life'sWork was so impressed with the annual campaign and Giving Tuesday campaign created by Powerhouse Planning that another contract was undertaken for an additional campaign centered around the 96th anniversary of Life'sWork as well as another Giving Tuesday campaign.

Results

The Powerhouse/Life'sWork partnership highlights the benefits of a total remote team solution for nonprofit support. While meeting the client's initially stated need, Powerhouse was able to identify and work with the client to provide additional services, ensuring that Life'sWork can continue its vital mission of helping those with barriers to employment in their community. Besides rejuvenating the Life'sWork online presence and making the nonprofit more accessible to today's clients, Powerhouse Planning has increased the ability of Life'sWork to organize and carry out targeted marketing campaigns, leading to a longer-term goal of continued successful fundraising enterprises.



Over the course of the partnership, Powerhouse Planning has

- Crafted more than 185 social media posts
- Created annual campaign material that helped the client exceed their goal of \$115,000
- Created a Giving Tuesday campaign that generated over \$9,000
- Designed more than 230 social media graphics and banners
- Created 3 strategic marketing plans
- Rebuilt and redesigned the client's website

When a nonprofit client utilizes Powerhouse Planning's total remote team solution, they can count on a true point-of-need solution for a fraction of the cost of hiring individual outside help. Powerhouse Planning specializes in pivoting and flexing to meet a client with whatever they need, from their initial stated requirements to anything that comes up along the way. It's why nonprofit organizations that partner with Powerhouse Planning consistently achieve the next level of their respective organizational goals, sometimes in a fraction of the time they've planned. By trusting Powerhouse Planning with specialized needs, nonprofits can focus on achieving their missions of reaching and helping those in need.

"Powerhouse has been amazing to work with. They are so responsive, very quick, efficient and do amazing work. They listen to you when communicating your needs and desired outcome so they can work with you as a thought partner. Working with the team has been a fantastic experience. The Powerhouse team feels like an extension of the Life'sWork marketing and development team. Powerhouse has been and continues to be an amazing, powerful thought partner making a huge impact for Life'sWork!"

- Babs Seifane, Chief Development Officer, Life'sWork of Western PA

Powerhouse Planning serves as an affordable, scalable, and targeted resource to assist companies of all sizes in achieving their goals. Our talented freelancers become a team within your team, supporting your company as a whole at no overhead cost to you. Founded in 2012, Powerhouse provides our clients with remote team solutions in the areas of business growth, content creation, and event facilitation while providing careers for military spouses and veterans worldwide.

Visit powerhouseplanning.com to learn more.

