



FPSPI and Powerhouse Planning: Powerfully Driving Mission Success

Headquartered in Melbourne, Florida, [Future Problem Solving Program International](#) was founded in 1974 by Dr. E. Paul Torrance, a pioneer in creativity research and education. He adapted his work to activities that became the foundation of the FPSPI six-step problem-solving process that helps students positively make a difference in their global and local communities now and for the future. With programs for grades 4 to 12, FPSPI is celebrating 50 years of promoting their mission to empower young people to create a better tomorrow through creativity and problem-solving. Under the tenure of the current executive director, [April Michele](#), FPSPI introduced a new program in 2023, the World Solution Challenge, designed to give even more students across the globe access to the problem-solving skills FPSPI is so successful at cultivating.



Challenge

The client needed to launch a brand-new program in a short amount of time and required a marketing campaign as well as all the associated marketing collateral. In addition, the client sought assistance in building sponsorship relationships for both the new program and ongoing sustainability of all programming. As a nonprofit, they needed a solution that provided them with varied expertise and skills that could deliver a high-quality product in a short amount of time and at a fraction of the cost of hiring multiple experts. Enter the Powerhouse Planning total remote team solution.

Case Study



Business Name: Future Problem Solving Program International

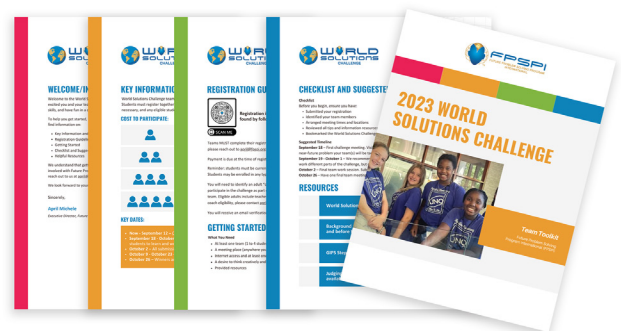
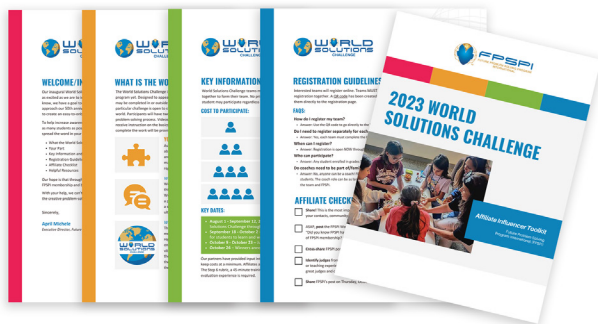
Website(s): fpspi.org

Industry or Business Type: Nonprofit

Powerhouse Services:

- Project Manager/Marketing Strategist
- Thought Partner
- Team Manager
- Research/Subject Matter Expert
- Outreach Specialist
- Graphic Designer
- Content Writer
- Grant Writers
- Quality Assurance Specialist
- Campaign Creation

Benefits: Through the use of Powerhouse Planning's total remote team solution, the client was able to launch a brand-new marketing campaign centered around an inaugural program offering. With several Powerhouse Planning team members and their families participating in the client's programs, a deeper understanding of the client and their product was harnessed to create and launch a marketing campaign in record time, meeting the client's need for a complete campaign in a very tight window. Additional services were identified through the first contract period, resulting in a retainer contract providing grant writing, sponsorship support, and continued marketing strategy planning.



Solution

In June 2023, Powerhouse Planning came alongside FPSPi to provide project-based services designed to create, build, and launch a marketing campaign around their brand-new [World Solutions Challenge](#) program created in part to commemorate the organization's 50th anniversary. Through use of the total remote team solution, Powerhouse Planning was able to create and deliver a full campaign, complete with all necessary marketing collateral. Furthermore, Powerhouse Planning's sponsorship team created materials for the client and began building relationships with organizations that have a vested interest in the FPSPi mission. This work helped spread the word about the new program and opened future sponsorship possibilities to the client.

Results

The Powerhouse/FPSPi partnership highlights the benefits of a total remote team solution for nonprofit support. The client needed a full marketing campaign in a short time frame to showcase a new program designed to broaden their scope. Combined with sponsorship support, the Powerhouse Planning total remote team solution delivered a campaign that exceeded expectations. The client received such a high number of registration requests for the World Solution Challenge program that they ended up closing registration early. The partnership was so successful that the client continued to contract with Powerhouse Planning to provide ongoing grant-writing services and sponsorship support.

Over the course of the project-based partnership, Powerhouse Planning created

- An entire marketing campaign, resulting in maximum program participation
- A program logo
- Two sponsorship flyers
- An affiliate influencer toolkit
- A set of 20 campaign graphics
- A social media plan
- Two one-pagers to promote the new program to teachers and students
- A press release announcing the new program



Powerhouse

When nonprofit clients utilize 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. FPSPI initially needed a team with the skills to build an entire marketing campaign and sponsorship support. Powerhouse Planning specializes in pivoting and flexing to meet clients with whatever they need, from their initial stated requirements to anything that comes up along the way. That ability led to a continued partnership with FPSPI through the addition of grant writing and ongoing sponsorship support. By trusting Powerhouse Planning with their specialized needs, FPSPI launched a successful new program that will further their mission to help more students become tomorrow's problem-solving leaders. Powerhouse Planning consistently shows why they are uniquely qualified to help nonprofits solve their problems quickly, successfully, and for a fraction of the cost of hiring traditional service providers.

"One of the best parts of working with Powerhouse is the team spent time understanding our unique needs and then created content that was fresh, engaging, and of top quality. Their materials supported a new initiative designed to promote our educational offerings. Additionally, they were willing to adapt to our preferred workflow/process, which greatly streamlined efforts and made for a great customer experience. I highly recommend working with Powerhouse Planning."

**- April Michele, Executive Director,
Future Problem Solving Program International (FPSPI)**



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.

