



Inspire Up™ Foundation and Powerhouse Planning—Inspiring Powerful Impact

The Inspire Up™ Foundation (Inspire Up) was founded by military spouses Maria Reed, Samantha Gomolka, Stacy Bilodeau, and Jessica Manfre as way to serve the military and first responder community. With a mission to “serve America’s first responders, military service members, veterans and their families while creating measurable social impact for communities in need across the world,” Inspire Up works tirelessly to unite the world using kindness, empathy, and a shared commitment to “be the good.” Inspire Up provides education, empowerment, and community-building opportunities designed to unite military and civilian communities—creating the ripple effect that can become a tidal wave of positive impact.



Challenge

The client needed graphics, ads, and one-pagers created and designed for a targeted advertising and fundraising campaign. Through the use of Powerhouse Planning’s total remote team solution, the client had access to a team of marketing experts who could not only design the necessary marketing collateral but could also offer project management, content creation, and quality assurance as well.

Solution

In February 2023, Powerhouse Planning partnered with Inspire Up to provide project-based services designed to create marketing collateral for advertising in a specific periodical and one-pagers for their sponsors.

Case Study



Business Name: Inspire Up™ Foundation

Website(s): inspireupfoundation.org

Industry or Business Type: Nonprofit

Powerhouse Services:

- Project Management
- Content Creation
- Graphic Design
- Quality Assurance

Benefits: A small nonprofit organization needed marketing expertise to help grow its mission impact. Powerhouse Planning’s total remote team solution allowed for the creation of marketing strategy and collateral for a fraction of the cost of hiring individual contractors, thus allowing a small nonprofit to focus its energy, talent, and budget on its mission.



Powerhouse

In addition, Powerhouse Planning created and designed social media graphics, website ads, and a one-pager designed around the client's road tour. Marketing collateral revolved around Inspire Up's Mission: Kindness Giving Tuesday military campaign, benefiting Kindness Ambassadors in 45 states and 5 countries. Further, Powerhouse Planning designed collateral to raise funds for Inspire Up's community project-related grant program, which sponsors changemakers making an impact. Finally, Powerhouse Planning supported The Inspire Up Experience 2023 through the creation of a one-pager highlighting pop-up events that "offer connection opportunities, personal and professional growth, and a whole lot of fun." Popping up in multiple U.S. cities throughout the year, The Inspire Up Experience is designed specifically for military and first responder communities. All deliverables were completed within one month of the beginning of the partnership with Inspire Up.

Powerhouse Planning also donated a one-pager through its Share the Goodness initiative for Inspire Up's cofounder and chief operating officer who was battling ovarian cancer. The one-pager was designed to raise funds to help her family build a bathroom on the first floor of their house, making it easier for her to be at home while she underwent treatment.



Results

The Powerhouse/Inspire Up partnership highlights the benefits of a total remote team solution for nonprofit support. The client needed marketing collateral created for a targeted advertising and fundraising campaign but was able to access a team of professionals who could deliver what it needed with minimal time commitments and for less than hiring individual contractors. This benefit allowed the client to focus on their mission and

build a positive impact in military and civilian communities that creates a culture of intentional kindness. In fact, as part of its Share the Goodness initiative, Powerhouse Planning had the opportunity to be a small ripple of kindness in one of the Inspire Up founder's lives by giving back through a campaign designed to ease her life at a time of great stress and uncertainty.

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

- Giving Tuesday half-page ad
- Impact grant half-page ad
- The Inspire Up Experience one-pager (to promote the road tour)
- 3 social media ads
- 3 website ads

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. Inspire Up initially needed a targeted marketing campaign designed to advertise and fundraise. What the organization got was that and more. Not only did it receive its contracted services quickly, but the nonprofit was also able to obtain additional support designed to help it support one of its own when she most needed it through access to Powerhouse Planning's Share the Goodness initiative.

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. When your mission is to spark kindness and empathy, it makes sense to partner with an organization like Powerhouse Planning that can help you grow that spark while keeping you on mission and on budget.

"The collaborative effort was absolutely amazing. Everything was so organized, well thought out, and perfect. The best part of working with Powerhouse was the people, and I would absolutely recommend Powerhouse Planning!"

- Jessica Manfre, Cofounder & Chief Financial Officer

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.

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