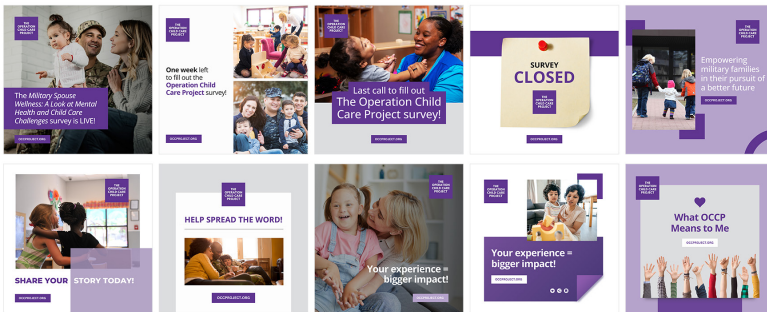




The Operation Child Care and Powerhouse Planning: Nonprofit Marketing Support That Makes a Difference

The Operation Child Care Project (OCCP) is a nonprofit organization created by Army spouse Kayla Corbitt, a subject matter expert in the field of military child care. OCCP's mission is "to ensure that military families have access to affordable, high-quality child care options, empowering them to pursue their career goals and create sustainable environments for their quality of life." OCCP uses data-driven decision making, authentic storytelling, and advocacy to assist and ensure military families have the child care they need. OCCP recently conducted a survey, *Military Spouse Wellness: A Look at Mental Health and Child Care Challenges*, the results of which will help the nonprofit on its "quest to unravel the complexities of military spouse mental health and child care accessibility within the military community."



Challenge

The client initially sought assistance in drafting biographies for their board of directors. Upon further discussion, Powerhouse Planning learned they would be releasing their *Military Spouse Wellness: A Look at Mental Health and Child Care Challenges* survey and could use help with social media push items. Powerhouse Planning created additional marketing-related deliverables to assist the client with their mission and organizational vision. The Powerhouse Planning total remote team solution allowed the client to focus on executing their mission and Powerhouse Planning to come alongside and provide marketing expertise.

Case Study

THE OPERATION CHILD CARE PROJECT

Business Name: The Operation Child Care Project

Website: occproject.org

Industry or Business Type: Nonprofit

Powerhouse Services:

- Team Manager/Thought Partner
- Content Writer Specialist
- Social Media Content Creation Specialist
- Graphic Designer
- Quality Assurance Specialist (QA)

Benefits: The client needed assistance and support with several marketing projects. By utilizing the Powerhouse Planning total remote team solution, the client received not only the support they needed but also additional point-of-need support as opportunities were discovered, freeing the client up to focus on what they do best and leaving the rest to Powerhouse's team of experts. The result was successful nonprofit marketing support for the client's initial needs as well as needs identified throughout the partnership, ultimately resulting in the client being able to remain focused on their mission to support military families.



Powerhouse

Solution

Many nonprofit organizations work with limited resources to carry out their mission effectively, making it difficult to find time, money, and expertise to manage various business and marketing aspects necessary to ensure sustainability. The Powerhouse Planning remote team solution is a proven, successful answer for nonprofits looking to optimize their funding while furthering their mission through effective marketing. Bringing Powerhouse Planning alongside for a fraction of the cost of hiring individual contractors allowed OCCP to focus on their mission, take steps toward achieving sustainability, and continue their important work for military families.

Results

The Powerhouse/OCCP partnership highlights the success of the Powerhouse Planning total remote team solution. By partnering with Powerhouse Planning, the client was able to focus on launching their ambitious survey while continuing to do the work of ensuring all military families have access to the child care they deserve. In the meantime, Powerhouse Planning used its marketing expertise not only to meet the client at their initially stated need but also to identify other areas in which Powerhouse's prodigious capabilities could help a nonprofit organization succeed.



Over the course of the partnership, Powerhouse Planning has

- Crafted 6 board member biographies
- Composed 1 executive director biography
- Crafted abbreviated website versions for the above biographies
- Created social media posts for introduction of board members
- Developed and designed a social media influencer toolkit with cut-and-paste post text
- Designed 10 supporting social media graphics
- Provided 38 total hours of marketing expertise and services

By utilizing Powerhouse's total remote team solution, OCCP was able to take advantage of a team of experts for less than the cost of hiring an expert in just one area of marketing. As a nonprofit, the client's ability to use funds effectively and efficiently allowed them the freedom to further their mission. OCCP was able to focus on providing its military family clients with solutions to child care challenges and launch a new endeavor aimed at gathering data on both child care issues and military spouse wellness. Utilizing the Powerhouse Planning remote team solution provides nonprofit organizations the opportunity to give their full attention to executing their mission, achieve and/or maintain organizational viability, and persevere in the good work that makes the world a better place.

"Working with Powerhouse was a dream. As a military spouse and business owner, I frequently walk the line of being overwhelmed. Powerhouse asked all the right questions in a short introductory meeting and went to work. I was able to focus on the areas where I thrive knowing the Powerhouse team was doing everything that is not my forte."

– Kayla Corbitt, Founder & CEO, The Operation Child Care Project

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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