



CLIENT

CASE STUDY

FIRST TEENTIX VIRTUAL GALA SURPASSES
FUNDRAISING GOAL

CLIENT OVERVIEW



TeenTix, a Seattle-based nonprofit that specializes in making the art world more accessible, educational, and affordable for teenagers has been successful in its annual fundraiser, the TeenTix Gala.

The organization surpassed its \$40,000 campaign goal by raising \$44,250 from 182 supporters.

We began this project by creating a marketing strategy that would assist the organization in shifting the event from being in person to it taking place entirely online.

We used engaging graphics, social media posts, captivating emails, and more in order to ensure that TeenTix not only received a lot of registrations for the event but also so these people followed through and showed up for the Gala and supported the cause.

This case study will analyze the original issues that TeenTix was facing and the strategies Marketing Mission used to facilitate a successful campaign.



TEENTIX

@teentix

THE PROBLEM

The Switch to Virtual

As with many other organizations in 2021, TeenTix needed to pivot and adjust its traditionally in-person gala to become an online event.

It was difficult for them to communicate the importance of teen involvement in the arts. They needed to emphasize why, even throughout the tumultuous events the world was going through, funders should ultimately care about this issue.

It was important that their message came across clear and their annual gala was still a success, and that is where we stepped in.

TeenTix objectives for their 2021 TeenTix Gala were to increase registration numbers and to nurture the relationship between those who signed up and the event day in order to assure that those who signed up for the event actually attended.

- We were tasked with creating the marketing campaign to increase registration numbers for their annual event and nurturing the relationship between sign-up and event days. Low attendance, communicating with sign-ups throughout in order to make sure turnout was high.
- This section should include the goals or objectives the organization set out to achieve.



"CLIENT"
BEFORE

OUR SOLUTION

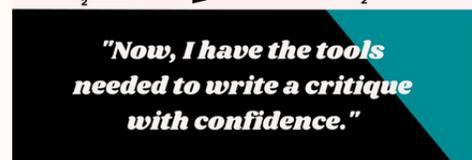
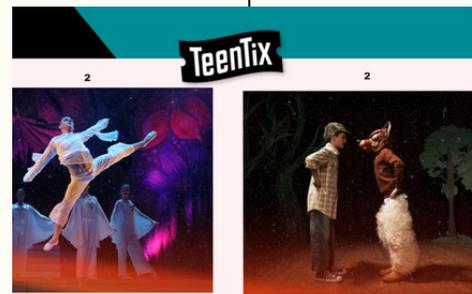
Facilitating Communication and Creating a Marketing Campaign that Kept Excitement High

What We Did

Marketing Mission put together a comprehensive event marketing strategy for their brand. This included personalized email, social media, and website graphics along with accompanying copywriting captions and messaging. We also created graphics for the event itself.

What was done/deliverables:

- Event/Brand marketing strategy
- Email and social media graphics
- Written captions and messages for email, social media, and website
- Event Production Graphics like lower thirds and full-screen overlays for the Livestream



THE RESULTS

The TeenTix 2021 virtual Gala was incredibly successful. Not only was the online format seamless, but also TeenTix surpassed its fundraising goal of \$40,000 and raised an outstanding \$44,250.

There were over 180 supporters in attendance and the event went so well that TeenTix has requested Marketing Mission's guidance for the upcoming 2022 TeenTix Gala.



Results At a Glance

- **\$44,250** raised
- **Registration** achieved
- **182** supporters **Live-stream** attendance
- **Return on Investment: 151x** or **15,149%**



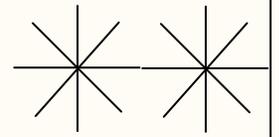
TAKEAWAYS

Because TeenTix has invested in Marketing Missions Chief Marketing package we will continue to work together in the coming months.

We will collaborate together on quarterly intensive projects for their organization and touch base between these sessions to assure their team and strategy is on track.



ABOUT US



Most nonprofit campaigns are scattered and fail to affect change. They feel like someone strung together a bunch of random thoughts, hoping it would all make sense to the audience. But when the outcome of your campaign is mission critical, you can't trust chance.

Marketing Mission helps nonprofits organize and streamline their marketing so they can maximize impact and funding.

The Nonprofit Marketing Toolkit is our 2-day planning sprint where we'll clarify your message and create the content you need for your campaign. We'll create a streamlined, easy-to-implement, and repeatable marketing plan for your organization that runs just as smoothly now as it will six years from now.

WANT RESULTS LIKE THESE? * *

PLAN YOUR NEXT NONPROFIT MARKETING CAMPAIGN WITH CONFIDENCE AND EASE.

Finding the time to work on marketing can be tough. As busy nonprofit founders and leaders, you're juggling a lot with your programming and operations. It's no wonder that marketing finds its way to the bottom of your to-do list.

Marketing Mission has helped nonprofits engage supporters and raise over \$8 million dollars since the beginning of 2020 and we'd love to help you too!

[Click for Free Consultation](#)

CONTACT US

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