

cprdesignco
integrated communications

Bringing New Life To Marketing & Design for Nonprofits



Marketing Strategies Designed to Deliver Business Results

Do you believe your team has the people and skills necessary to meet your marketing objectives and handle new technologies?

Will your marketing positively impact your organization this year?

If your marketing is not delivering the results you expect, call us to discuss your business & marketing goals. Nonprofit and social value agencies contact CPRdesignco to partner with a company that specializes in marketing for nonprofits to

- increase community support
- enhance their public image
- create a stronger brand

CPRdesignco delivers customized marketing support for nonprofit agencies and causes. Strategies concentrate on your target audience – their interests, behaviors and concerns – to achieve results.

CPRdesignco offers

- Marketing Audit & Evaluation
- Brand Management
- Communications Strategy
- Community Outreach
- Messaging
- Content Development
- Graphic & Website Design
- Identity Design
- Public Relations
- E-marketing
- Project Management
- Social Media

Visit CPRdesignco.com to learn more.

Contact us at [203.605.3068](tel:203.605.3068) to discuss your needs.



Speak to your target audience directly. Profile their behaviors, interests, and concerns. Speak directly to them visually and with a powerful call to action. This campaign strategy resulted in a 19% increase in total donations and a 40% increase in funds raised by race teams.



Less is more. Whet their appetite with print media, then drive audience members to your website for more detailed information. This marketing and branding campaign increased enrollment by 25% within 6 weeks, and completely transformed the image of the organization.

Principal Consultant

Cecil Phillips-Ritche has an extensive history of over 30 years experience with the public, private and nonprofit sectors. A diverse background in psychology, management, marketing and visual communication provides a unique skill set for strategic marketing and communications for nonprofit agencies and causes.

Behaviorist The specific needs, behaviors and concerns of target audiences are at the core of all recommendations. Communications are transformed to directly impact perceptions held by target audiences. Cecil has facilitated focus groups for more than 300 different government-funded services to develop client-based outcome measures.

Nonprofit Advocate As a former lobbyist and manager for a trade association representing the interests of nonprofit agencies, Cecil continues to be a strong advocate for this sector.

Affiliations & Recognition CADAC, American Graphic Design Awards, PRSA, the Hartford Art School, and Middlesex Community College have recognized her work. Cecil is currently a member of the American Marketing Association and the AIGA, the professional association for design.

Cecil earned a MS in Management from the Hartford Graduate Center, a BA in Psychology from Yale College, and a BFA in Visual Communication Design from the Hartford Art School.

Visit CPRdesignco.com for more information.



First impressions matter. Your logotype and tag line are a 24/7 commercial that expresses the work you do; connects your audience to images and ideas; provides consistency across media channels; and serves to build brand equity over time.



Sustainable
FOOD SYSTEMS

"Through a very strategic process, we followed a step-by-step approach to create a brand identity that naturally facilitated a clear vision and solid image to support our passion and our skills. Her systematized process to facilitate our company's comprehension of our core values, led to a branding and personality awakening, which naturally resulted in a clear design focus for our new brand."

John Turenne, President & Founder
Sustainable Food Systems

"CPRdesignco brings a comprehensive skill set that is rare in the consulting business. Cecil is strategic in her thinking, creative and giving with her ideas — always keeping the best interest of the client in full view."

Anita Ford Saunders, APR, President
Anita Ford Saunders Communications

"Cecil is an absolute dream to work with. She offers highly creative ideas and well-focused themes that generate results time and again. I welcomed her excellent & professional work ethic along with dedication to getting assignments done ahead of schedule and under budget."

Jerry Graham, Marketing
Yankee Gas

Nonprofit Client Sample

American Farmland Trust
Bike Walk Connecticut
Community Renewal Team
Connecticut Association of Nonprofits
Connecticut Early Childhood Alliance
Connecticut Farmland Trust
CT League of Conservation Voters
CT League of Conservation Voters Education Fund
Fund for Greater Hartford
William Caspar Graustein Memorial Fund
Hartford Art School
Hispanic Health Council
Horizons
Jewish Association for Community Living
Jewish Community Foundation of Greater Hartford
Jewish Teen Learning Connection
Legal Assistance Resource Center of Connecticut
Middlesex United Way
Middletown High School
New Britain Early Childhood Collaborative
New Seasons
Old State House
Portland Early Childhood Council
Statewide Legal Services
Susan G. Komen for the Cure, Connecticut Affiliate
WILA: Windsor Independent Living Association
Working Lands Alliance

"Cecil works at the highest level—providing vision and strategy—and is also willing and able to help with the 'nitty-gritty.'"

Deborah Rothstein, J.D., VP Philanthropy
Jewish Community Foundation of Greater Hartford



Philanthropy—it's all about community and family

Involve your children and grandchildren in philanthropy working as a family to support local charities and causes important to you. Help local agencies, synagogues and other charities that have touched your life.

Contact Jewish Community Foundation at 860.523.7460 or visit us at www.jcfhartford.org for more information.

JEWISH COMMUNITY FOUNDATION
Your Community. Your Legacy. Your Way. **40** YEARS

Zachs Campus 333 Bloomfield Avenue, Suite D West Hartford, CT 06117

"CPRdesignco has given vibrant life to our words, and has exponentially increased their impact."

Samantha Dynowski, Dir. of Advocacy & Outreach
CT Early Childhood Alliance



ImpactCONNECTICUT June 5, 2010
Bushnell Park
Hartford

Never underestimate the power of a great headline. Create a powerful call to action with narrative and imagery. This race campaign combined with a rebranding initiative focused on local impact, resulted in a 17% increase in the total number of race teams with a 26% increase in donations raised by teams for local breast cancer treatment.