

charityDYNAMICS

# Launch Develops Comprehensive Messaging Toolkit for Charity Dynamics

## ABOUT CHARITY DYNAMICS

Charity Dynamics was founded in 2004 by Donna Wilkins with the mission of empowering nonprofits with the technology expertise needed to help them change the world. Through the years the company expanded to meet the demands of rapidly changing technology and nonprofit needs. Starting with strategic consulting and now offering creative services, innovative technology and platform expertise, Charity Dynamics remains true to their mission.

*“Launch Marketing’s team has everything you hope for in a long-term partner: agility, commitment to excellence, and an honest investment in your organization’s values and goals.”*

- John Whiteside, VP Global Marketing Programs, Alert Logic

## The Project

Charity Dynamics is an Austin-based agency that empowers nonprofits with the strategic and technology expertise needed to help them change the world. As their breadth of clients and range of services and solutions grew over time, Charity Dynamics’ leaders saw an opportunity to fuel growth by better articulating their organization’s unique value proposition, areas of expertise and overall messaging to their market. Launch Marketing was ready to help.

Launch Marketing provided Charity Dynamics a comprehensive messaging strategy and toolkit that they can use to effectively convey how their unique combination of services, solutions and expertise helps non-profits fulfill their missions. This updated strategy will help to clarify and solidify Charity Dynamics’ position in the marketplace as a valued provider and sets the stage for their continued growth.

## The Results

Launch first gained a deep understanding of Charity Dynamics’ business model, goals and objectives and historical messaging and positioning to get a true sense of where they had been and where they wanted to go.

Launch worked with Charity Dynamics on:



STRATEGY +  
MESSAGING



CONTENT +  
COLLATERAL  
CREATION



Launch conferred with Charity Dynamics' customers and industry contacts to hear their perceptions of Charity Dynamics and their unique challenges and objectives. This foundation was then used to develop and newly articulate Charity Dynamics' key messages, talking points, boilerplate and elevator speech narratives and solutions and services description components for use across their full spectrum of marketing and communications programs.

### **DEVELOPED COMPREHENSIVE MESSAGING TOOLKIT**

- *gained deep industry knowledge*
- *surveyed customers and industry contacts*
- *articulated key messages, talking points, boilerplate and pitches*

