Transforming Education



Challenge

How does a 20-year old family-run foundation reimagine itself?

Solution

By thoughtfully distilling its message and effectively communicating that to an array of constituents.

For over 20 years the Rodel Foundation operated as a successful family-run educational foundation with a national reputation. When they determined they needed to build a more sustainable future by transitioning into a publicly-funded nonprofit, they turned to us for help. We then created a strategy that ensured their evolution would be seamless and easily understood by the group's constituents, which included education leaders, state and local policy makers, funders and the surrounding business community.

The transformation began with our doing deep dive interviews with their Board members, employees, and key external partners. From there we went on a journey of identifying new potential names, created a new tagline and position, crafted messaging for various personas, and completely revamped their website experience to both pay off the organization's new position and story, and deeply engage its constituents.

Results

The marketing efforts were successful in measurably increasing the organization's advocacy and outside financial support. The Rodel website continues to be a major influence in external engagement and the development team relies heavily on the targeted messaging to improve its outreach efforts.

> We engaged Shiny at a time when our organization was at a pivotal crossroads and in need of a brand refresh. They were thoughtful in their approach, organized and tactful with their project management, and truly came to become like members of our team. We valued their creativity and hard work in understanding where we needed to go."

— Paul Herdman
PRESIDENT AND CEO, RODEL

Services

Brand identity	Digital design	Development
Positioning	UX	Environmental
Messaging	Content	

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