

## case study



603.369.3588 | hello@skaworks.com

Youth Venture is a nonprofit organization that invests in youth to create a community benefitting organization – a Venture. A Venture can address any issue including, climate change, poverty, education, health, and arts. But how do you get the word out to this illusive audience?

### challenges

Youth Venture New England (YVNE), based in Concord, NH has been around for over five years, but awareness about the organization and their existing Ventures is limited. To change this, YVNE decided to partner with ska works to throw a high-profile event. From the start, they faced several challenges:

- No budget. Anything the organization spent was borrowed against itself and would need to be recovered by event activities.
- Limited time. Youth Venture had ten weeks to plan and coordinate the event due to staffing limitations and the availability of the target audience during the summer.
- Legitimacy and notoriety. With virtually no awareness around their name and a tough economy, there was a great chance that many business owners and NH residents would be skeptical of getting involved with an organization they hadn't yet heard of.

### solution

ska works met weekly with Youth Venture to help shape their vision of 'Dinner on the Lawn: Get Social with Changemakers' into a well organized, public ready event. From the basic idea, to graphics and design, to advertising, ska works gave their fresh, creative ideas. ska works also ensured Youth Venture talked to the right people at the right time, aligning them with like-minded people and businesses, including an introduction of Youth Venture and Dinner on the Lawn at a Concord Young Professional Networking event, serving to both raise awareness and legitimize the

organization and keep the event date fresh in people's minds. ska works didn't stop in the planning stages; during the event ska works CEO Sara Adams rolled up her sleeves and acted as point of contact for the five food vendors at the event.

### results

Despite torrential rain, hundreds of people showed up and many expressed great interest in getting involved next year. Much of the praise Youth Venture received was due to how well organized the event was and how effectively it was communicated; which can be directly attributed to ska works involvement. Most importantly main goal of spreading awareness was achieved in spades. In just two months more people in Concord, NH knew about Youth Venture and Dinner on the Lawn than ever before.

### tactics used

- Creation of a tiered sponsorship program that allowed contribution at every level and offered unique promotional opportunities for sponsors.
- "Feet on the Street" to local businesses to educate them about Youth Venture and solicit sponsorships.
- Community awareness effort through networking, flyers and email campaigns that drove traffic to a unique landing page ([www.dinneronthelawn.com](http://www.dinneronthelawn.com)).
- Promotion to local press contacts at radio, print and television outlets with press releases and submissions to online calendars.



sara adams – ceo, marketing maven  
603.369.3588  
sara.adams@skaworks.com



## experience

With a degree in finance and a passion for marketing, Sara created a diverse career that included work in marketing departments as well as agencies. In that time, Sara became frustrated by the lack of resources that took the approach of applying market intelligence to promotional initiatives. To fill the void, she started *skaworks*, providing impactful, strategic marketing services to businesses throughout New England.

She brings her broad experience and skill set, as well as her insatiable appetite for success to every *skaworks* project. And

each initiative is supported by a diverse and talented group of graphic designers, web developers, copywriters and print specialists.

## what we do

Sounds cliché, but at *skaworks* we like helping clients achieve their business goals. We endeavor to attain those goals by pulling from a full toolkit of marketing tactics, including:

- advertising
- branding
- collateral
- direct mail
- email marketing
- market research

- event marketing
- pay-per-click/search engine optimization
- public relations
- website design

## our approach

What does our tagline, “enlightened marketing” really mean? Every business has an 80/20 rule. At *skaworks*, we believe the 80/20 rule in marketing is that folks usually spend 80% of their time focusing on the piece that only has 20% of the impact – design.

Marketing is about saying the right thing, to the right people in the right way. If

you’re not doing that, the best design in the world won’t save you. By including *skaworks* in your marketing planning and execution, you can make your initiatives more effective. And who couldn’t use a little more bang for their buck?

## contact us

Talk to us about your under appreciated company, the exciting new product you plan to launch, or whatever is on your mind. Even if it’s beyond the powers of marketing, we promise to listen.

ph: 603.369.3588  
em: hello@skaworks.com