

# PROJECT KOMPASS

Charting a Path to  
a Brighter Future

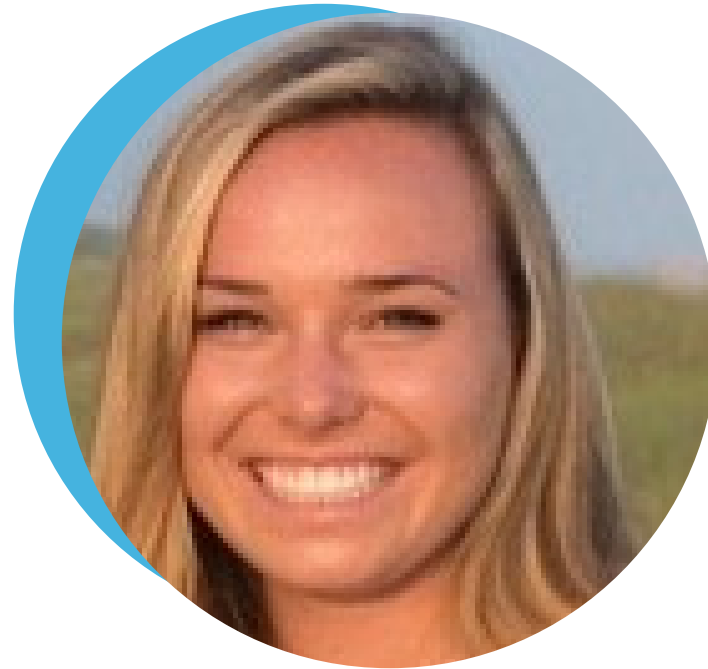
by Providing Life Skills  
& Housing Security



# Meet the Team



**Account Director**  
**Julia Monz**



**Account Supervisor**  
**Olivia Ogden**



**Account Executive**  
**Yueru Chen**



**Account Executive**  
**Rohan Mehta**



**Account Executive**  
**Paula Romero**



**Account Executive**  
**Grace Stone**

# Client Summary

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Project Kompass, Inc. is a nonprofit organization whose mission is to provide housing and life skills for young adults experiencing housing insecurity.

**By partnering with local agencies, Project Kompass is uniquely capable of creating a holistic approach to helping area youth transition from housing instability to reasonable and sustainable independent living.**



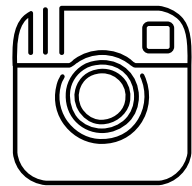
# Focus



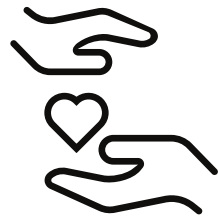
Securing traditional media coverage



Securing future partnerships



Revamping their social media with consistent branding



Creating and launching a fundraising campaign

# Portfolio: Media Relations

Developed a media list featuring

23

journalists from

14

various media outlets in **Middlesex County**



# Portfolio: Resources

## Partnership Planning

- Roadmaps
- Contacts
- Event Ideas

## Newsletter Template

- Fall Newsletter
- Canva Design



# Portfolio: Social Media



- Platform-specific content
- Themed content



- Emphasizing the uniqueness of PK
- Consistent branding



- Interactive content

VOTE VOTE VOTE  
VOTE VOTE VOTE

We need your help.  
All it takes is a click!



Want to help us win \$1,500 from  
Jeanne D'Arc Credit Union?  
All you have to do is visit this  
page and vote for us.

<https://www.jdcu.org/community-about/our-foundation/give-a-click/>

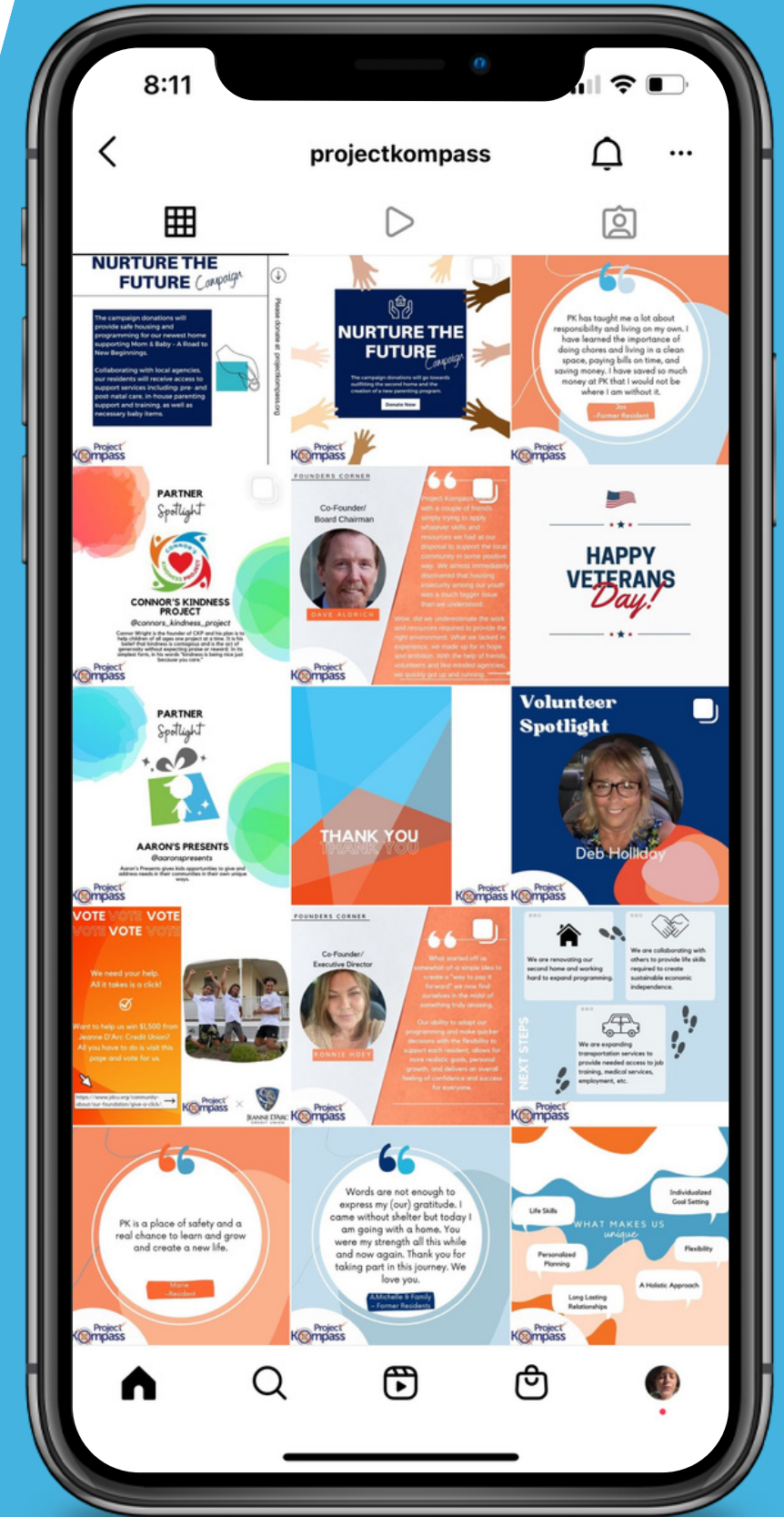


## Did You Know?

One in 10 adults ages 18-25  
experienced homelessness over a  
12 month period.



That's approximately 3.5 million young  
adults.

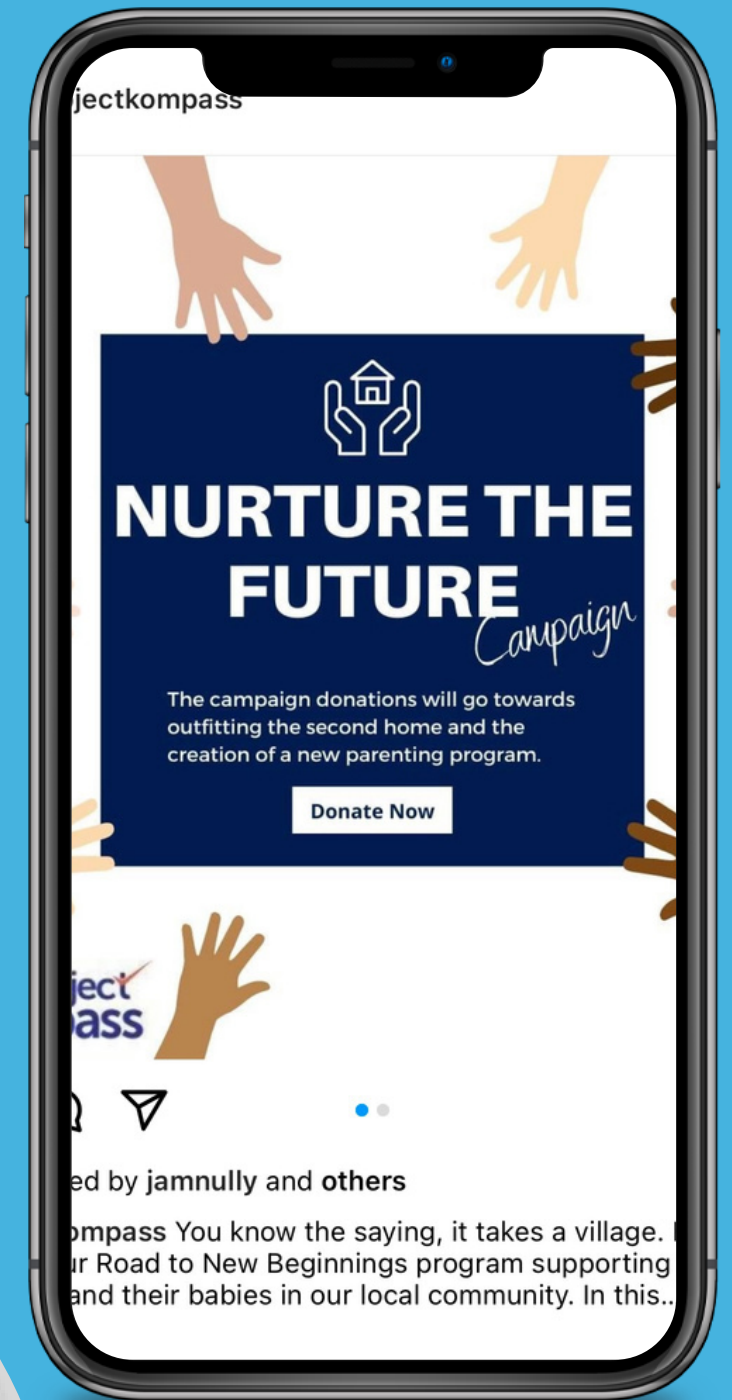




# Portfolio: Campaign

## Nurture the Future Campaign

- Sponsor A Room
- Giving Tuesday
- Merchandise/Event



#NURTURETHEFUTURECAMPAIGN



## ROAD TO NEW BEGINNINGS

You know the saying, it takes a village. Help us launch our Road to New Beginnings program supporting new mothers and their babies in our local community. Help us reach these milestones in the campaigns!



**\$500**

Provides a bed and a crib

**\$1,500**

Computer and school supplies for mom

**\$2,500**

Critical transportation support for three months

**\$5,000**

Completely outfit a room with all furniture, bedding, and workspace for Mom & Baby



#NURTURETHEFUTURECAMPAIGN

### DID YOU KNOW?

**WITH \$10,000 WE CAN PROVIDE SHELTER AND INDIVIDUALIZED PROGRAMMING FOR MOM AND BABY FOR A YEAR.**

### HELP US REACH OUR GOAL

Visit [projectkompass.org](https://projectkompass.org) to make an impact.



5:52

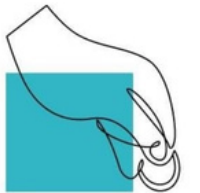
PROJECTKOMPASS  
Posts

projectkompass

## NURTURE THE FUTURE Campaign

The campaign donations will provide safe housing and programming for our newest home supporting Mom & Baby - A Road to New Beginnings.

Collaborating with local agencies, our residents will receive access to support services including: pre- and post-natal care, in-house parenting support and training, as well as necessary baby items.



Liked by mori.liahkim and others

projectkompass Help us provide the resources these moms need on their journey to sustainable independent living. Donate at <https://projectkompass.org/donate/nurture-the-future-campaign/>

days ago



# Results: Media Relations

1

## Developing article

- Her Campus

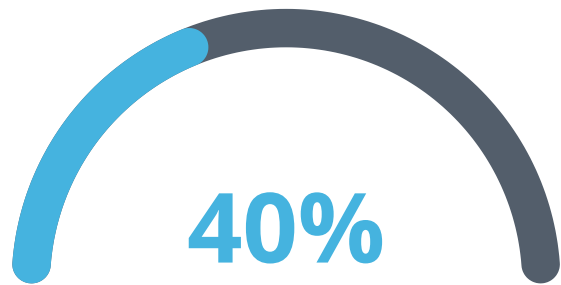
2

## Journalist relationships secured

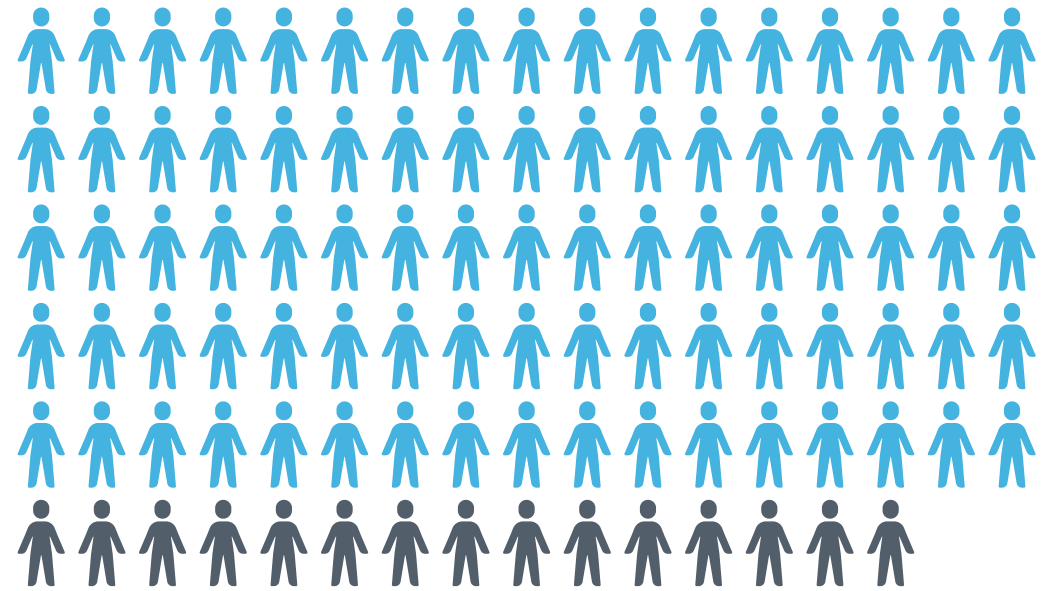
- The Lowell Sun
- The Eagle Independent



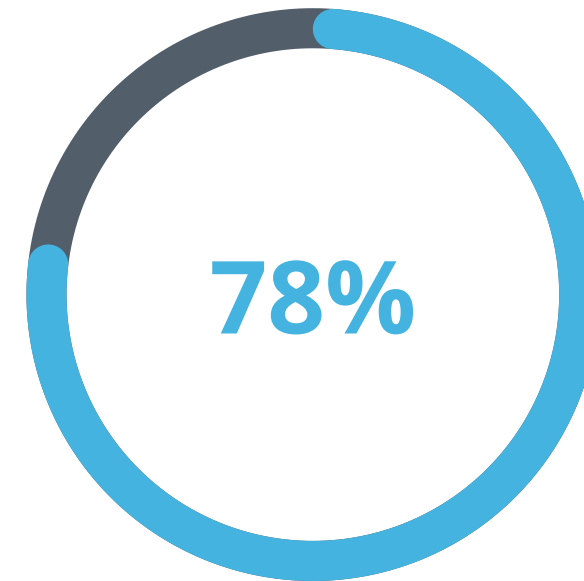
# Results: Social Media



increase in followers on Instagram



198 accounts reached with 85 being non-followers on Instagram



increase in profile visits on Instagram

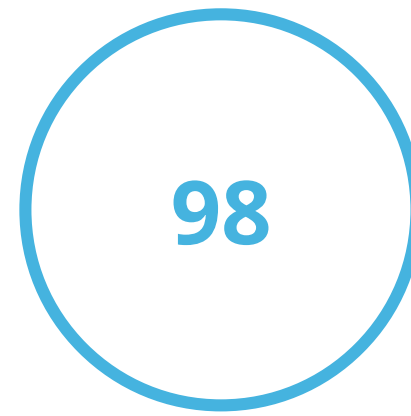


impressions on Twitter

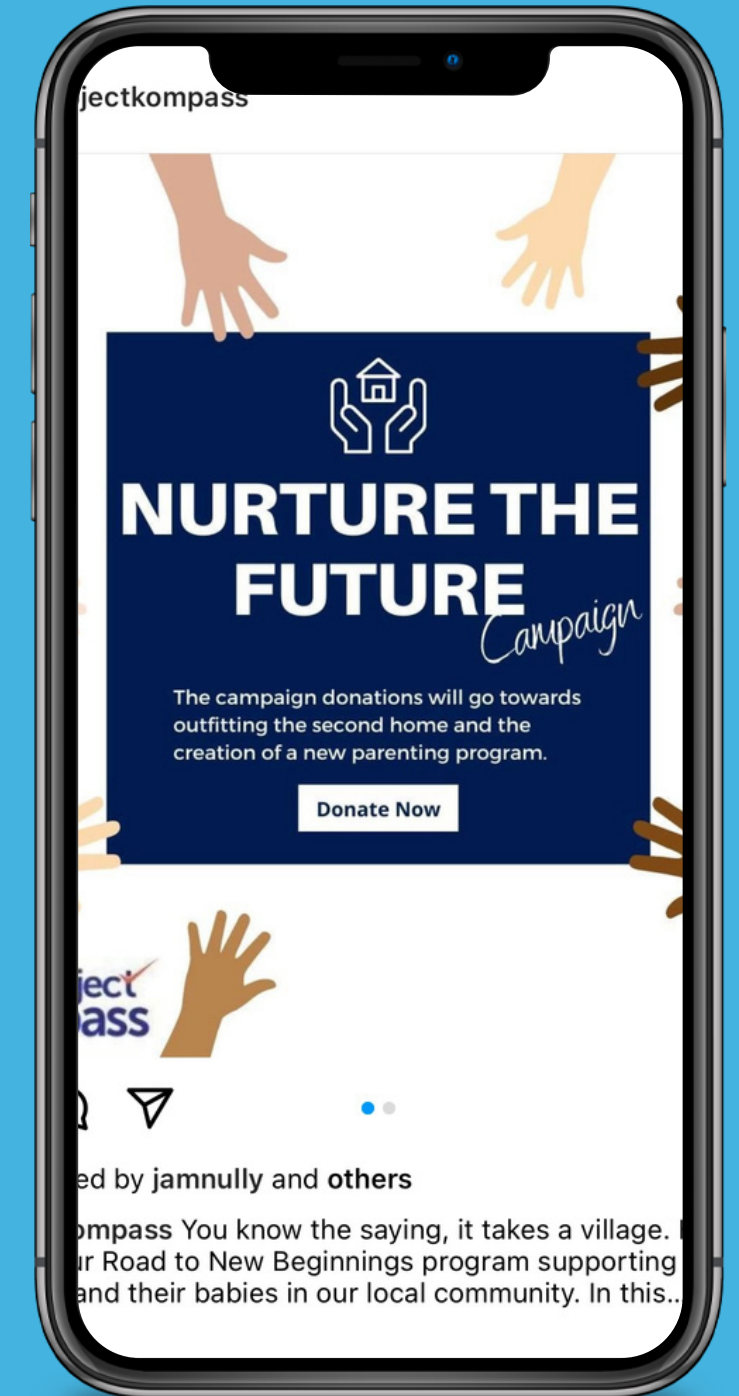
# Results: Campaign



accounts engaged



accounts reached



# Lessons

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## Flexibility

- Due dates might change
- Ideas and deliverables will evolve
- Clients have the final say

## Brand Alignment

- Consistent color scheme and tone
- Emphasizing PK's uniqueness

## Communication

- Constantly update the team
- Take detailed notes at all meetings
- Preemptively communicate

# Conclusion

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**Branding**

**Groundwork+Templates**

**Public Awareness/ Social  
Media Engagement**

**Website Traffic**



# Questions

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