

Case Studies

Dallas Leadership Foundation wanted to attract guests to its 2013 gala and raise funds for its capital campaign. The Public Relations Director decided to use a multi-pronged approach to raise awareness about the work of Dallas Leadership Foundation. Facebook, Twitter, Pinterest, Blogger, Google Plus and old-fashioned email marketing were incorporated into the nonprofit's marketing strategy. Daybreak Lit was hired to help post, write and edit content as needed. While social media was not responsible for Dallas Leadership Foundation meeting its campaign goal, the nonprofit significantly raised awareness of its community outreaches from August to December 2013.

The tax webinars **Barry Lewis** conducted were popular, but he needed an updated website so that he could showcase his range of services. The financial consultant wanted a content hub that would provide information to clients when he couldn't. He hired Judy Howard Ellis of Daybreak Lit to assemble his notes and ideas into a readable format. Daybreak Lit produced an engaging narrative on the website about tax savings for families that dovetailed his tax webinars. Daybreak Lit used real-world financial challenges to discuss the practical solutions [Barry Lewis Financial Consulting](#) offers. Before the site was overhauled, Barry Lewis Financial Consulting saved customers slightly over \$1 million in taxes. Since the site was revised in 2011, the firm has saved families about \$5 million. In 2013, Barry Lewis will implement strategic content changes to highlight its niche services. These plans are partly due to content recommendations made by Daybreak Lit.

Colorado Christian Fellowship wanted to update its brand to match its youthful, family-oriented gatherings. The communications director contracted Judy Howard Ellis to serve on a team that realigned the church's marketing direction. She rewrote content and launched weekly sermon podcasts and a Facebook page. She also edited email newsletters and prayer booklets. During this same period, [Colorado Christian Fellowship](#) started a \$6 million-dollar capital campaign. The communications director charged Ms. Ellis with writing the collateral materials. Ms. Ellis also prepared a writing style guide and consulted several church leaders about ongoing content innovation. This contract lasted from mid-2008 to early 2010.