

WE HELPED THE PCC FOUNDATION SURPASS THEIR FUNDRAISING GOAL!

Pasadena City College (PCC) Foundation, a foundation dedicated to funding and developing community support for Pasadena City College, was looking to introduce a new fundraising initiative.

STRATEGY & TACTICS

- **Strategically Placed:** PCC Foundation utilized media in their local Pasadena community – bulletins, posters, and lifestyle center media to generate awareness. They saturated the area with their brand message to encourage donations amongst local residents.
- **Creative Excellence:** Creative was colorful, bold, and eye-catching! With inspiring messages to transform lives and impact communities, PCC Foundation wanted to make a statement.
- **Campaign Success:** “Our OOH campaign undoubtedly met our objectives. We had a goal of \$10 million and we raised \$16 million.
-Bobbi Abram, Executive Director

