

## CASE STUDY

# Marketing Project Management

## THOMASVILLE CENTER FOR THE ARTS



### AT A GLANCE

#### Support Model

- Project management
- 60 months + ongoing
- Monthly flat fee retainer

#### Challenges

- Disorganized systems
- Frequent changes
- Perfectionism
- More programs than staff

#### Opportunities

- Highly creative team
- Beautiful imagery
- Well-loved in the community
- Engaged audiences

Rob Clifton

## ENVIRONMENTAL SCAN

Like so many nonprofit organizations, Thomasville Center for the Arts was faced with the decision to make cuts during COVID-19. Center leadership chose to forgo hiring a full-time marketing manager and instead enlisted J. Dell Advancement Group for marketing project management, coupled with a robust schedule of design and digital deliverables. Four years later, the project management relationship still holds strong, and our team continues to deliver award-winning design and service.

## PRIMARY DELIVERABLES

- Weekly E-Newsletter
- Quarterly Printed Calendar
- Website Management
- Annual Impact Report
- Annual Wildlife Arts Festival Design Suite
- Annual Due South Festival Design Suite
- FLAUNT Festival Design Suite
- THOM Magazine Partner Page Design
- Style Guide & Collateral Templates
- Public Relations (writing + pitching)

## KEY OUTCOMES

### Award-Winning E-Blast

After redesign, the Center's weekly electronic newsletter won Platinum status in the international Hermes Creative Awards.

### Award-Winning Snapshot

Also earning Hermes Platinum, the Center's quarterly printed calendar series is a marketing staple, now in its 8th edition.

### First Ever Impact Report

The Center's comprehensive 2022-23 annual report marked the first publication of its kind for the organization in over a decade.

