

FREEDOM CALLING MARKETING & GALA

SENIOR PROJECT WINTER 2020

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ABOUT THE ORGANIZATION

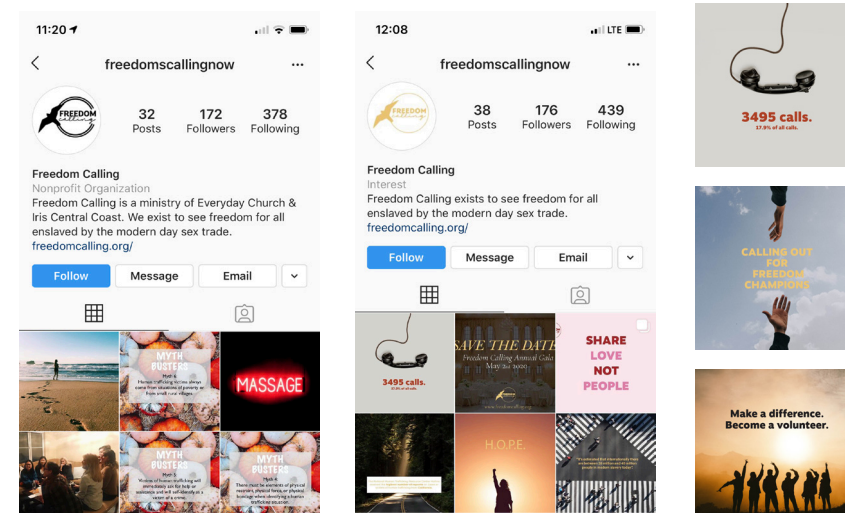
Freedom Calling is a San Luis Obispo local nonprofit that works to rescue victims from human trafficking, help restore their identity and belonging, and start a new life. They started in 2014 when they soon realized how widespread and much bigger the modern day sex trade industry was. From their first annual Freedom Gala last May, they were able to raise enough money to fund a housing program called Her Haven. These houses become the homes of the human trafficking survivors where they can start to gain their true selves back.



ABSTRACT

I worked closely with my mentor Becs McVay, who is a leading member of Freedom Calling, to come up with a marketing strategy aimed at their second annual Freedom Gala in May. The goal was to first raise awareness of Freedom Calling, starting by improving their social media. The next steps were to further create marketing collateral to promote the nonprofit as well as their upcoming gala.

SOCIAL MEDIA

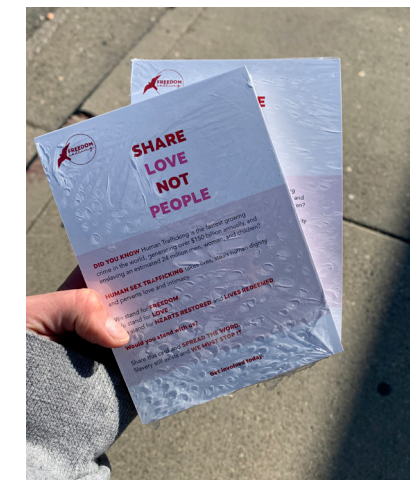


BEFORE

AFTER

MARKETING COLLATERAL

VALENTINE'S DAY THEMED FLYERS



FREEDOM GALA PROGRAM

