



MCMT PROJECT

BACKGROUND

Living Hope was experiencing low new guest retention, decreasing sign-ups, and a weakened ability to communicate with long-time guests.

I helped leadership recognize that they had too many offerings and not enough differentiation. An abundance of offerings had created analysis paralysis in guests.

Guiding leadership toward the development of their guest experience journey, I helped them understand that every new guest needs a reason to return. They've been welcomed, but they need direction - they need to know what comes next.

OPPORTUNITY

The purpose of *NEXT* is to connect guests of all stages with the best next step for them. The discussion builds a foundation of understanding; sharing about Living Hope, what it offers, and where to start.

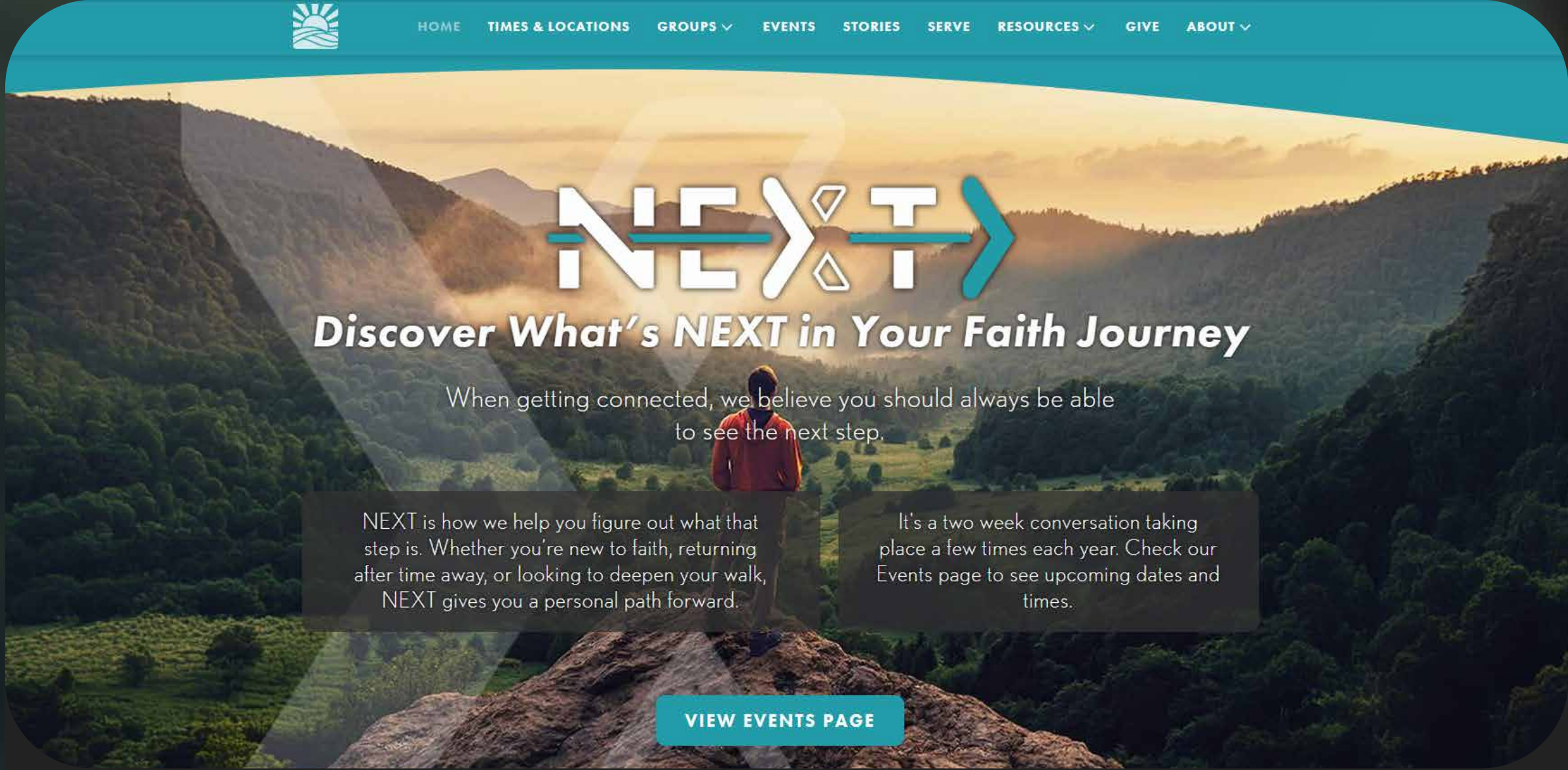
We developed a guiding principle that acted as a narrative thread: When trying to get connected, Living Hope believes you should always be able to see the next step. *NEXT* marks the start!



TASKS & ACCOMPLISHMENTS

- Collaborated with executive leadership to structure NEXT into an expanded meet & greet style conversation offering guests education, table-top discussions, and personalized guidance towards their best next step.
- Collaborated with executive leadership to perform a SWOT analysis on current offerings.
- Managed project from concept through execution, developing a project plan to define goals and timeline.
- Performed market research and received feedback from new and existing guests.
- Developed a narrative frame, language guide, and script to connect with guests through clarity and direction.
- Designed the visual presentation of NEXT - logo, imagery, iconography, slides, animations, and all marketing collateral across website, social media, email, and print - from concept to final delivery.
- Produced training and onboarding materials for volunteer facilitators and table leaders.
- Coached and supported staff and volunteer leaders in all aspects of NEXT.
- Spearheaded staff and leadership communications in preparation for NEXT.
- Identified gaps in support and communication, initiating follow-up and AAR communications.
- Leveraged AAR feedback to refine the structure of NEXT based on the needs of both guests and volunteers.
- Ensured a smooth project hand-off by developing a 'NEXT Package' to be shared with staff and volunteers.

NEXT Marks The Start



WEB DESIGN



MOCKUPS & SIGNAGE

Next Steps needed a more linear structure.

You needed more clarity and a better way of identifying *where to go next...*

 Marks the start

SOCIAL MEDIA



ICONOGRAPHY



LOGO DESIGN