

# Promoting Educational Organizations

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# Horizons National: Defining a Brand

> Crafting messaging and communications strategy to fuel national expansion



## ORGANIZATIONAL MESSAGING

MISSION	VALUES	BRAND PROMISE
VISION	PERSONALITY	BRAND ATTRIBUTES

## STUDENT PERSONAS



PERSONA 1



PERSONA 1



PERSONA 1

## STORIES



## COMMUNICATIONS PLAN



WEBSITE



SOCIAL MEDIA



PR



FUNDRAISING







- > Appealing to the needs of different audiences.



**Mentor & Schools**

Leveraging the Power of  
Mentoring for College Success




**72%**  
of iMentor  
seniors enrolled  
in college  
in 2013

**Mentor Mark  
& Mentee Brandon**

**Unsure if college is a good option, not planning on going to college.**

College bound and college eligible, but does not know how to pay for college.

Interested in college, passing classes, on track to graduate, but not actively preparing for college.



College bound, has questions about college match and scholarships, will need transition support.

Class Sessions	Emails	Monthly Events	Staff Support
Students attend a weekly class session led by an iMentor program coordinator and a school teacher to learn about the week's curriculum and email their mentors.	Students email their mentors once a week through iMentor's secure online platform.	Students and mentors meet once a month at group events iMentor organizes at the school or on a college campus.	Each pair is assigned an iMentor program coordinator, who is a certified college counselor, to provide coaching resources, and support.
			

"I wasn't thinking or talking about my college applications with anyone...I wouldn't have had help otherwise."

**Ian, Mentor**

"I want him to know what opportunities are out there for him, beyond what he sees. I want him to have an example."

**Alex, Mentor**

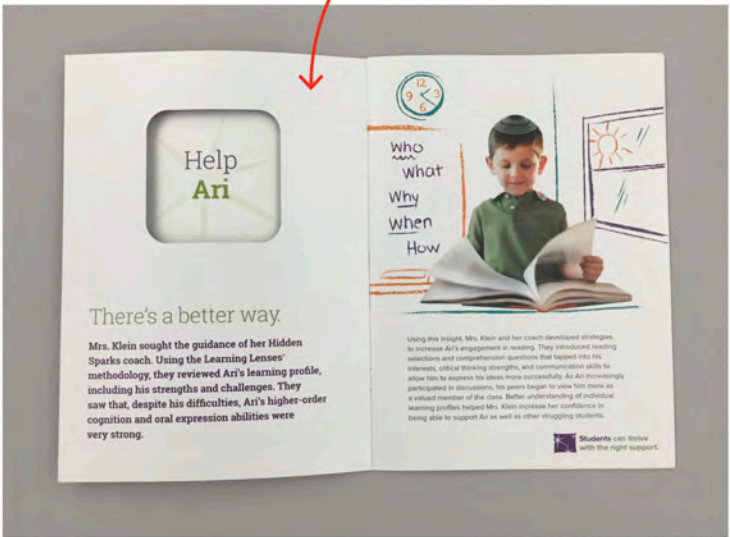
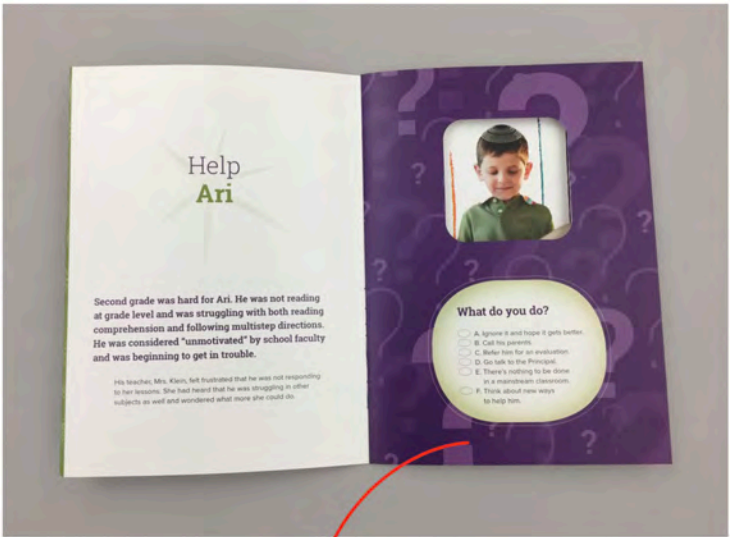


**75%**  
of iMentor  
seniors graduated  
high school  
in 2013



# Hidden Sparks: Educational Marketing

> Sales strategy and materials to reposition from coaching to 5-year engagement model





# Higher School Instructional Services: Educational Marketing

- Sales materials developed for New York market were used for national sales effort.





# Hebrew College: Organizational Brand Transformation

- > Restored trust and contributions increased 73% two years after launch

OLD BRAND



NEW BRAND



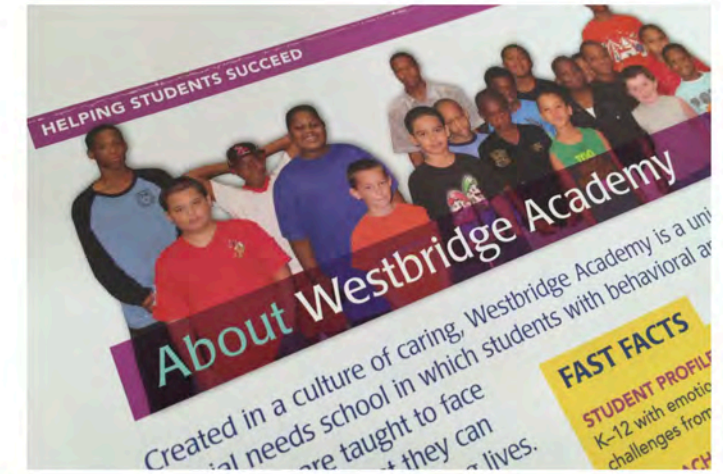
# Westbridge Academy: Organizational Brand Transformation

- > Reversed a 6-year decline in enrollment

OLD BRAND

The  
Child  
Development  
Center

NEW BRAND





# ImpactIsrael: Organizational Brand Transformation

- > Renamed and rebranded organization to appeal to donors in the U.S.

## OLD BRAND



Friends of Yemin Orde

## NEW BRAND



ImpactIsrael

Elevating education and lifting lives the Village Way.



ImpactIsrael

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Elevating education and lifting lives  
the Village Way.

Impact-Israel.org



ImpactIsrael

Elevating education and lifting lives the Village Way.

FORMERLY FRIENDS OF YEMIN ORDE



MAY 2019



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➔ MORE

# Jewish Education Project: Educational Marketing

- > Marketing to promote innovation in Jewish education





# Yeshivah of Flatbush: Educational Marketing

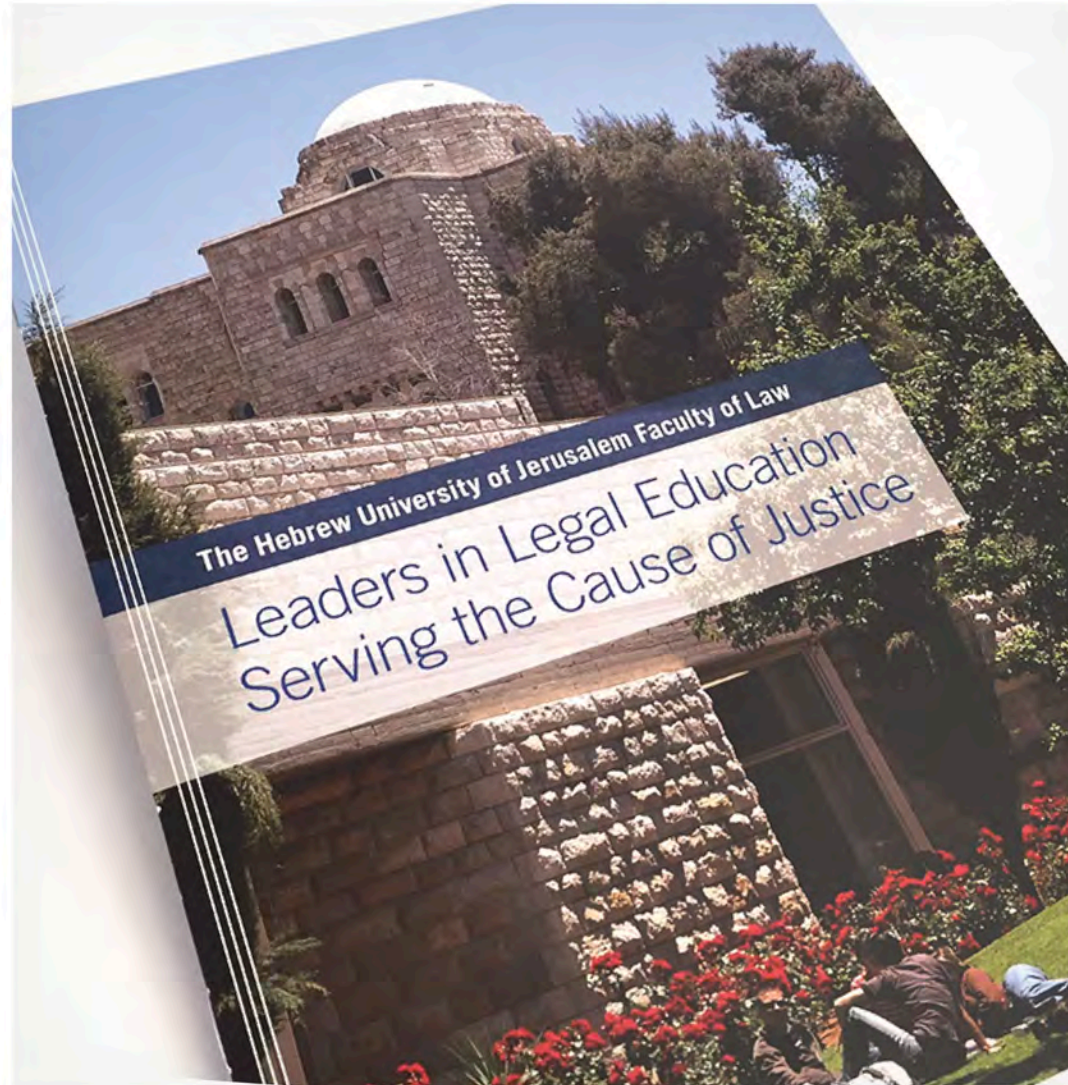
➤ Envisioning educational experiences





# The Hebrew University: Educational Marketing

➤ Promoting the Law School





# The Hebrew University: Raising Major Gifts

- > Showcasing accomplishments to appeal to donors





# American Society of the University of Haifa: Raising Major Gifts

- Creating a narrative that appeals to donors

