

Debuting the New Era of Local Good Center

How a local church expanded its vision of providing practical services to all

Three Box client Chase Oaks Church created Local Good Center (LGC) to serve the North Texas community through advocacy, wellness, job readiness and education programming. The Center first opened its doors to the public in 2014, and due to an increase in demand, quadrupled its space and expanded its service offerings in 2021.

Three Box was tasked with introducing the next generation of LGC to external audiences to build awareness, increase engagement and drive action around the new Center's grand opening weekend on November 6.

Insights and Analysis

Three Box began in August 2021 with a thorough assessment of LGC's current marketing efforts and results to benchmark success metrics. We also toured the new facility as it was under construction and interviewed key organization stakeholders to learn more about the Center's differentiators compared to similar programs in the region. To better understand and communicate the need for LGC's services, we researched community issues like food insecurity, unemployment rates, healthcare needs and disparities in the local foster care system. Finally, we investigated the type of local coverage published on similar issues to find popular story angles and identify the reporters who would be interested in telling the LGC story.

Planning

With a goal of successfully introducing LGC to the community by creatively and authentically sharing its community-centric mission and services, Three Box and Chase Oaks set the following objectives to be achieved by November 30:

- Direct 500 new users located in Texas to the LGC website
- Increase followers on Instagram and Facebook by 25%
- Secure four media hits featuring LGC and its programs
- Host a total of 200 external stakeholders at open house events

The team formulated the following strategies to support our initial goal:

- Leverage existing digital channels to engage online audiences
- Develop eye-catching, compelling marketing assets to tell the LGC brand story
- Engage local stakeholders through personalized outreach
- Bolster the grand opening experience through dedicated celebrations for key audience groups

Execution

To reintroduce and position LGC as the go-to community hub for holistic service, Three Box and Chase Oaks implemented the following tactics:

- Developed an educational brochure, grand opening invitation postcard (in English and Spanish), and self-guided building tour signage, all with custom QR codes to track activity
- Distributed the grand opening invitation postcard and brochure to Chase Oaks Church attendees, surrounding neighborhoods and local businesses
- Bolstered digital and social efforts by updating the LGC website copy, enabling eye-catching pop-ups, creating a customized Facebook Event and posting to local community calendars
- Engaged local media by distributing a news release announcing the grand opening and offering exclusive features to hyperlocal reporters
- Maximized earned media opportunities by developing a digital media kit, including high-resolution photos, b-roll and LGC staff interviews
- Engaged local leaders, elected officials and community partners through personalized email outreach from the Chase Oaks Lead Pastor and LGC Director
- Helped facilitate a preview night for donors, elders, building architects and other key personnel
- Hosted a ribbon cutting ceremony and a grand opening celebration, amplified by a radio remote, self-guided tours and dedicated areas to get involved with LGC

Evaluation

The LGC grand opening was a success, with Chase Oaks still reporting positive metrics today. Specific results of this campaign include:

- Hosted approximately 300 attendees for the ribbon cutting ceremony and grand opening community event, including key contacts like the Collin County Assistant District Attorney, as well as local school, nonprofit and business leaders
- A spike in website traffic on the day of the grand opening, with 382 page views and 148 new users; LGC received more than 2,500 website visitors between August and November, exceeding our campaign objective by 400%
- Surpassed our social media objective, with a 40% increase in Facebook page followers and a 35% increase in Instagram followers
- Within one month of its grand opening, LGG secured eight earned media placements, reaching a potential audience of 12.8M; local media continue to express interest in the LGC's programs and community impact
- LGC staff reported an uptick in volunteers and individuals interested in receiving service following the grand opening; by the end of the campaign, LGC was at capacity for volunteers
- Three Box successfully executed the campaign under budget.

