

CASE STUDY: EAST COAST ZOOLOGICAL FOUNDATION'S STRATEGIC PLAN AND FUNDRAISING EXPANSION

THE CLIENT

The East Coast Zoological Foundation (ECZF) operates the award-winning Brevard Zoo. They had raised \$60M towards a \$100M fundraising goal to support a new Aquarium and Conservation Center.

THE NEED

Brevard Zoo needed to build upon its fundraising work to raise the remaining \$40M, and review its strategic plan. It needed to grow a broader major donor base and expand on its lower tier smaller giving programs. They were also transitioning a long-standing team from a zoo-centric culture to one that would serve international customers at one of the busiest ports in the US, Cape Canaveral. They sought to capture their organizational culture and ensure all staff felt part of their community as they grew and gained international reach.

THE PROJECT

Sharity was engaged with its partner &Barr to build a greater presence in the region through outcome messaging, community-based impact and a greater focus on the work of the ECZF and Indian River Lagoon. This targeted philanthropic communication shift was supported with media, print direct mail and in person and online engagement events. Sharity also recalibrated the Zoo's strategic planning. Over the course of the collaboration, it became apparent that the Zoo need a plan that could guide operations and be fully implemented as they prepared to rapidly scale.

THE RESULT

The Zoo has reached into surrounding counties and developed a two-year marketing plan to support ongoing efforts. Strategies to increase earned revenue and social media fundraising have been implemented. Sharity facilitated sessions with the board and staff to develop cultural values unique to the organization that supported a clear vision. The board is also working on developing new strategies to be successful supporting the new organizational structure and larger operational and fiscal plans.

