



# Case Study:

## Educational Non-Profit

### Expected Outcomes:

Increase number of students served nationally. The organization's growth had stalled and it needed a new way to explain the impact it had on teachers and students.

### The Problem:

The organization needed to better explain the program to the school districts in more concrete and personal terms.

### Client Validations:

Once we determined potential story telling lines, phrases and could position examples, we conducted qualitative research to check the impact of the new messaging.

### Key Results:

1. Increases in districts enrolled with more teachers trained and more students impacted.
2. Award winning website for quality and communication.

### BACKGROUND

Non-profit existed for 30+ years, did well, and expanded services nationally. The problem was there was little true understanding of why the program, a teacher training model, worked and what differentiated it from other programs.

### CHALLENGE

The challenge was to increase conversion rates (new district enrollees).



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