

# Promoting Educational Organizations

> Howard Levy, Partner  
[howard@redroostergroup.com](mailto:howard@redroostergroup.com)  
[www.redroostergroup.com](http://www.redroostergroup.com)



# 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.

A Venn diagram consisting of three overlapping blue circles. The top circle is labeled "Urgent Need". The bottom-left circle is labeled "Effective Intervention". The bottom-right circle is labeled "Individualized Support". A yellow star is positioned in the center, where all three circles overlap.




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

A composite image featuring two students. On the left, a young man with dark hair, wearing a teal t-shirt, is smiling. On the right, a young woman with long brown hair, wearing a denim jacket over a patterned shirt, is also smiling. The background is a solid orange color. Text is overlaid on the image: 'Unsure if college is a good option, not planning on going to college.' is positioned above the man, and 'Interested in college, passing classes, on track to graduate, but not actively preparing for college.' is positioned above the woman.



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



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

- Class Sessions**  
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.
- Emails**  
Students email their mentors once a week through iMentor's secure online platform.
- Monthly Events**  
Students and mentors meet once a month at group events. iMentor organizes at the school or on a college campus.
- Staff Support**  
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."*  
**Tim, Montrose**

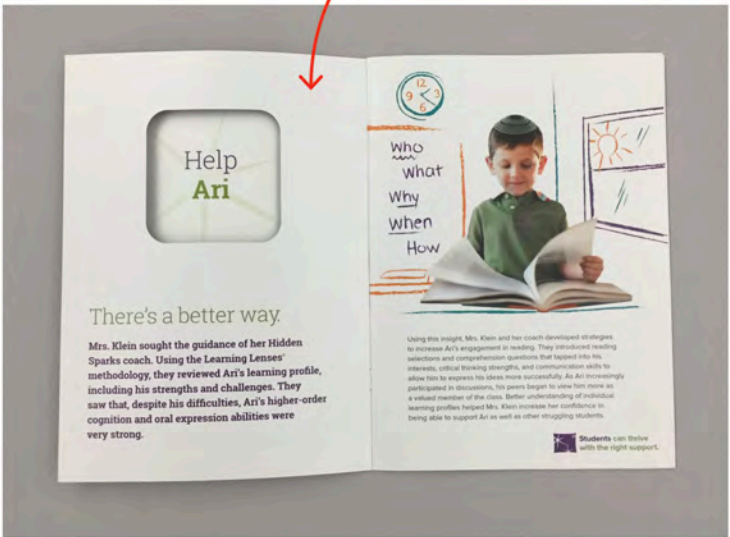
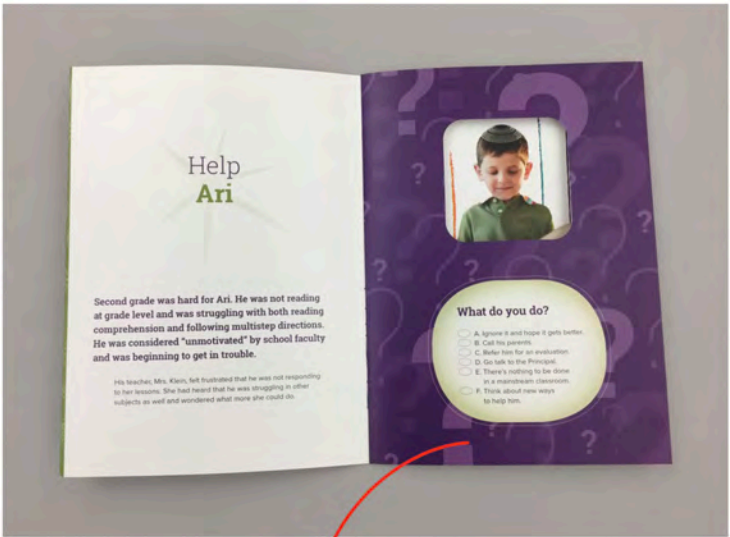
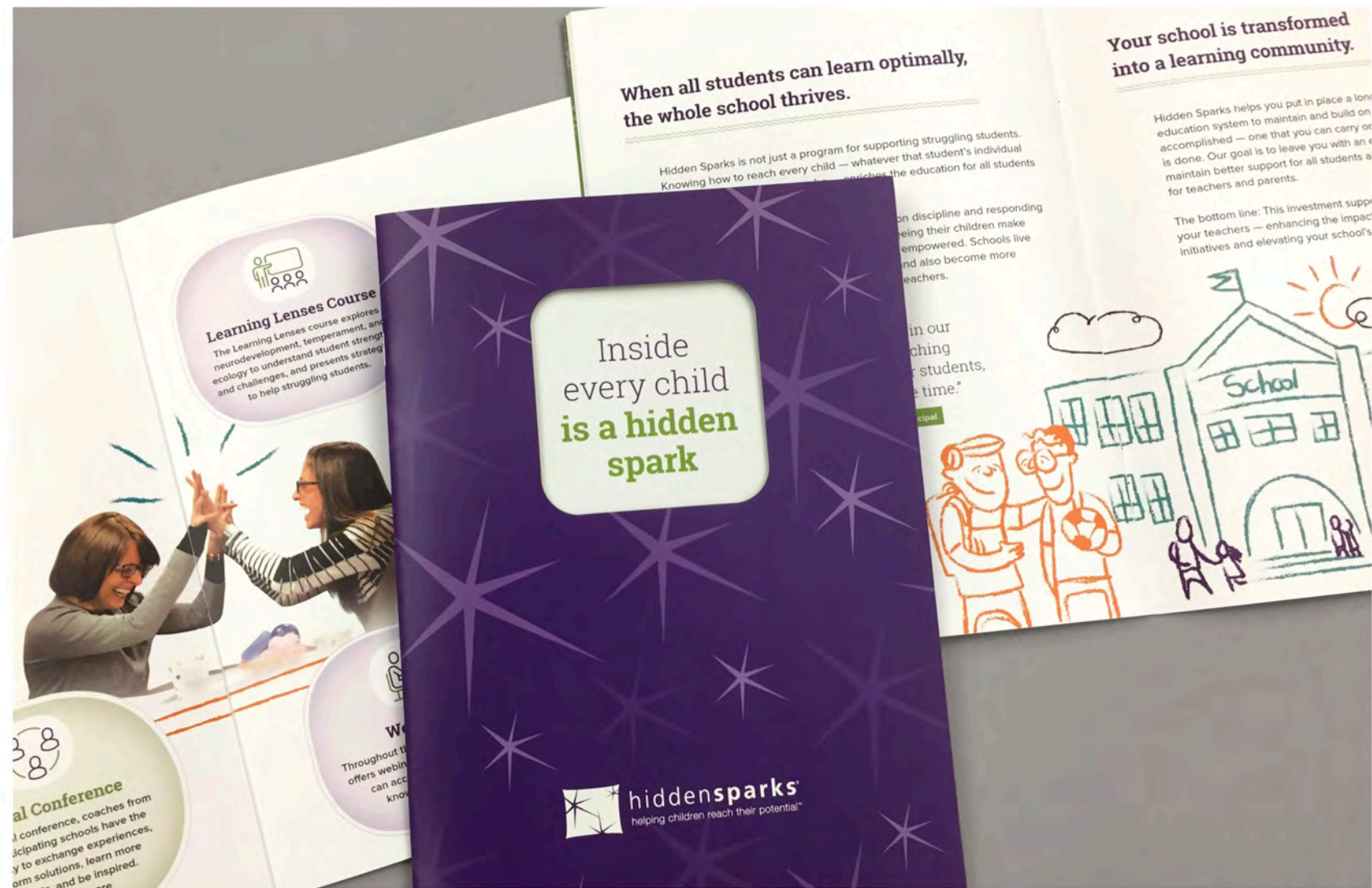
*"I want son to know what opportunities are out there for him, beyond what he sees. I want him to have an example."*  
**Alisa, Montrose**

**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



# 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

Barbara Sherbill  
Marketing & Communications Director  
Barbara@Impact-Israel.org  
O: 202-237-0286 • C: 301-523-2299  
4340 East-West Highway, Suite 202  
Bethesda, MD 20814

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



Lorem Ipsum Dolor

Amoctetuer Dadipiscing Eit Sed

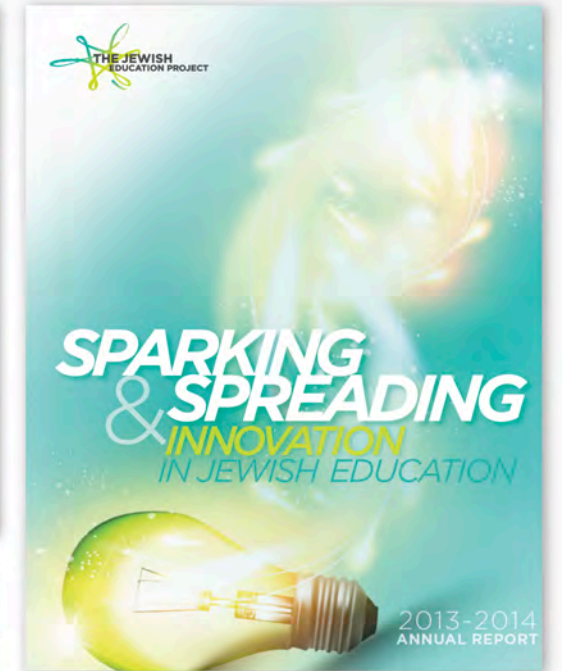
Diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

➔ MORE



# Jewish Education Project: Educational Marketing

- > Marketing to promote innovation in Jewish education





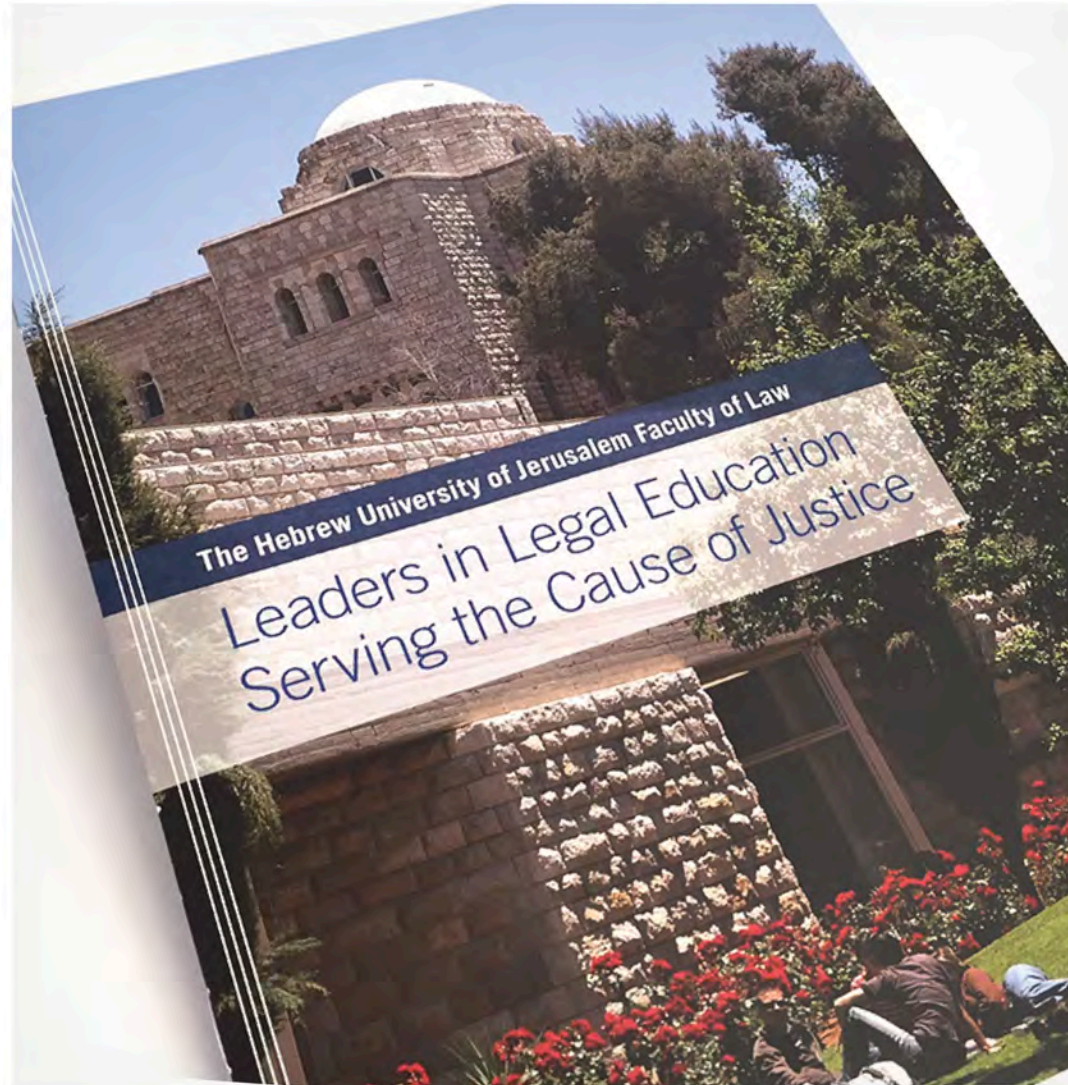
- > Envisioning educational experiences





# 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

