



Case Study

Situation

In 2014, [Willie Mae Rock Camp for Girls](#)—a Brooklyn-based music and mentorship nonprofit for girls and women—was facing one of its biggest landmark occasions yet. The organization was preparing for its 10th Anniversary and needed a part-time consultant to develop and organize the surrounding anniversary festivities. Willie Mae Rock Camp for Girls (WMRC) brought on Alison Brock as a pro bono consultant to assist with the design, development and preliminary execution of all event planning. The final deliverable was to be a strategic marketing plan that detailed the overarching anniversary goals, tent-pole events, execution recommendations and measures for success.

Approach

Alison kicked off planning with an information gathering phase, comprised of individual interviews with members of the staff and board. She learned what the organization had previously done to celebrate major events, and what ideas the staff and board would ideally like to see implemented. She also surveyed over 100 WMRC stakeholders, including camper parents and guardians, donors and volunteers. She noted recurring suggestions and overarching themes, and used these insights to draft an anniversary development calendar. Then, Alison applied her own methodology to the scope of work to bring the plan to life.

Using The Brock Method, Alison identified strategic partnerships that would sustain WMRC for its anniversary year, and for decades to come. Alison cultivated long-lasting, mutually beneficial connections on behalf of WMRC, working with local and national organizations to promote WMRC's vision. She drew upon key themes in Willie Mae's mission statement to bring these partnerships into fruition, focusing specifically on girls' and women's empowerment, the transformative power of music and movement, and the unparalleled experience of attending live concerts. Further, she tapped into WMRC's evolving rapport with Net Impact, and took meaningful strides to broaden and deepen their relationship. As a result, WMRC's Anniversary Event became a yearlong party, complete with awareness-building, fundraising and celebratory events to commemorate the organization's 10th year. Some of the strategic, synergetic, socially-driven partnerships that Alison stewarded were with:



- To kick off the year, Alison scoped a three-month project for a team of volunteers through Net Impact's renowned **Service Corps** program. With Alison's oversight, the pro bono team developed a strategy and the supporting materials to help WMRC attract corporate sponsors.
- Alison planned and executed a panel discussion on "**The State of the Modern Girl**" in March 2015. The panel featured industry leaders from Google, cultural thought leaders like Jamilah Lemieux, and grassroots organizers like WMRC's own Founding Director, Karla Schickele



CITY PARKS FOUNDATION **SUMMER STAGE**

In partnership with NYC Parks and Recreation, Alison facilitated a performance of WMRC's alumnae camper band, Harsh Crowd, at Red Hook Park. The Brooklyn concert was one of NYC's many SummerStage events, and featuring additional sets from Unlocking the Truth, Black Girls Rock and DJ Diamond Kuts. The concert generated unparalleled awareness among the parents and kids present, showcasing the incredible value of WMRC's work.



When the Competitor Group announced that it was bringing its world-famous Rock 'n' Roll Half Marathon series to Brooklyn, Alison immediately saw an opportunity to create a synergetic relationship. With rock 'n' roll as uniting theme between the two entities, Alison created a "Team Girls Rock!" running group to train for the 13.1 mile run while raising funds for WMRC. Many members of Team Girls Rock! were first-time supporters of and advocates for the nonprofit. The runners tapped their respective networks to amplify awareness about the organization, and socialize WMRC's mission in an authentic, grassroots way. By race day, the small but mighty team had raised just under \$12K!



Using her personal industry connections, Alison introduced WMRC to friends at Participant Media and helped to coordinate a documentary screening of "He Named Me Malala" in October, 2015. Held at Sunshine Theater, the event was yet another opportunity for WMRC to introduce itself to new stakeholders. Before the screening, board members shared personal stories about the importance of WMRC—an organization that cultivates girls' voices through music and mentorship. Like Malala's story, the board members' stories resonated in just the right way with this particular audience. The event attracted over 150 movie-goers and generated new excitement for WMRC's mission. To top it off, Participant Media made a generous \$1K donation to WMRC at the event's conclusion.

Results

By the year's end, WMRC had a bevy of new supporters and donors. Specifically, the nonprofit reached a record number of donors—spanning giving levels and donation amounts. The organization had also exceeded its fundraising goals, superseding its individual gift goal of \$115K by 30%. Further, Willie Mae's annual Rhythm & Soul Gala generated more than three times its projected fundraising amount in gross revenues—another record for the organization, befitting its 10th Anniversary celebration. Alison's fundraising plan for Willie Mae Rock Camp for Girls propelled her from a pro bono consultant to president of the board of directors in 2015. She is currently serving the second half of her two-year term in this leadership position.