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# HOW COPPER PORTICO HELPED CATALYST MIAMI LAUNCH A NEW COMMUNITY PROGRAM, ESTABLISH LEADERSHIP AND ACHIEVE MEASURABLE BENCHMARKS

*“Lilian is highly collaborative, dedicated and committed. She set us up for success for the long haul and this program will continue to succeed thanks to her work.”*

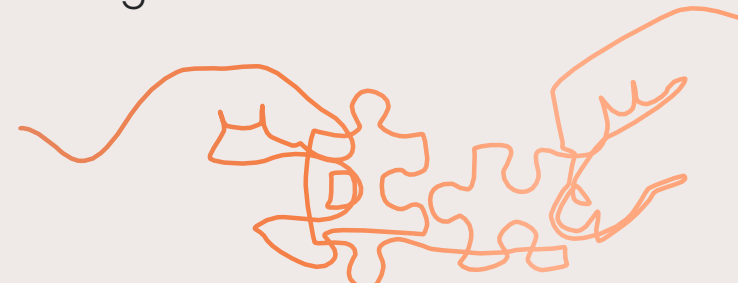
*– Carolina Fernandez-Mazzoni, Catalyst Miami Communications Manager*

# CATALYST MIAMI

In the summer of 2019, the nonprofit Catalyst Miami led a consortium of community partners to establish and create the first universal Children's Savings Account (CSA) program in the state of Florida. This was a major undertaking that required collaboration with more than a dozen community partners and funders. In order to launch the program and meet critical benchmarks for enrollment, stakeholders set an aggressive deadline and schedule for enrolling students by the end of 2019.

## CHALLENGES

- Aggressive deadlines to ensure enrollment benchmarks that needed to be met regardless of hurricane threats and the start of a busy school year.
- Creating an entire program from scratch with no brand identity or similar programs to model in the state of Florida.
- Reaching low-income and multilingual audiences.
- Design and branding required approval from multiple stakeholders.
- Custom building a multilingual website with effective UX design.





## SOLUTIONS

- Extensive target audience research.
- A strategic brand message guide to create a brand tone, voice and identify target audience.
- Eye-catching visuals, design and copy for promotional materials, social media, website, press kit and slide deck.
- A strategic marketing plan for reaching press, community partners, school administrators and parents.
- Web development with a strong focus on user experience to increase conversions.



## RESULTS

- Press coverage by the *Miami Herald*, *WLRN*, *CBS News* and many other radio, TV and print media outlets.
- Stronger community partnerships and new opportunities for funding and visibility.
- A vault of marketing materials and design elements to be repurposed for the life of the brand, including ready-to-use templates.
- Enrollment outcomes of 13 percent during the pilot program, surpassing enrollment estimates and resulting in more than half of the enrollment goal for the program's first phase.

## THE TEAM



LILIAN  
SANTINI

Creative Director and  
Project Manager



MARIANA  
OLIVEIRA

Graphic  
Designer



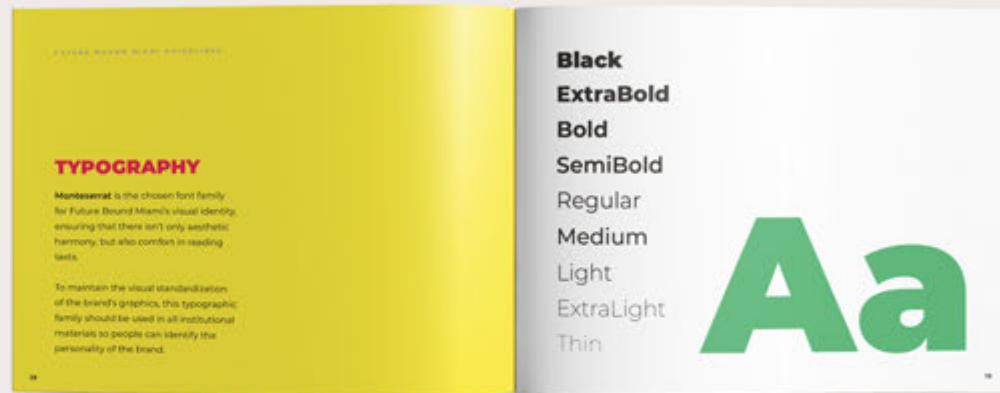
LACEY  
MCLAUGHLIN

Copywriter and  
Content Strategist



JONATHAN  
SANTINI

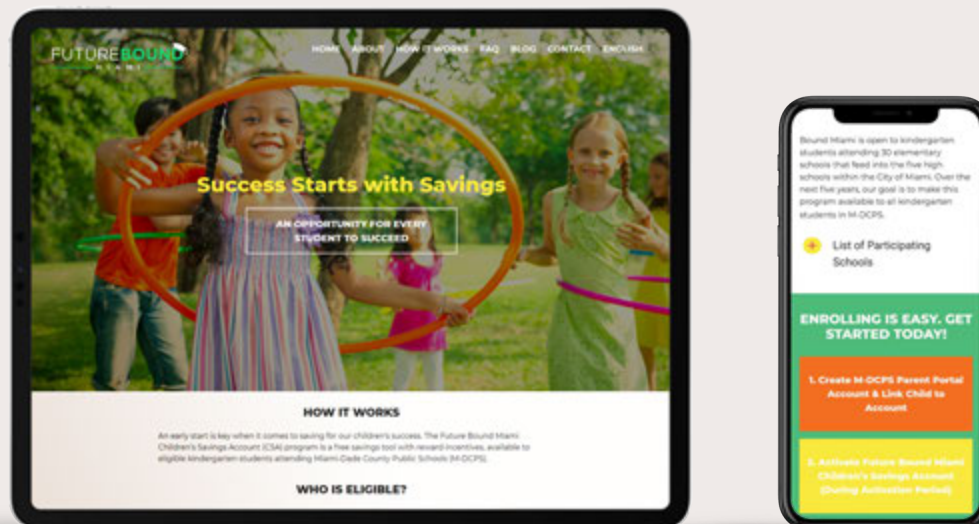
Web  
Developer



# HOW COPPER PORTICO APPROACHED THIS PROJECT

## Creating a new model to solve economic challenges

In 2017, Catalyst Miami, in partnership with Sant La Haitian Neighborhood Center, led a group of public and private organizations and community leaders to explore creating a CSA program for the children and families of Miami-Dade County. The team examined other CSA programs from across the country and researched various models to launch an initiative that would require the support of community funders, thought leaders and the public school district to become a sustainable solution for families in need of a tool to help them save for their children to go to college.






Community Savings Programs establish a free, long-term savings account for kindergarten students, increasing their readiness for postsecondary education. This concept is fairly new in the U.S. with only a handful of other similar programs.

It was important to establish Future Bound Miami as a credible program and build trust with the community through strong storytelling, inviting visuals and a cohesive brand identity. Additional consideration and sensitivity for low-income and marginalized families was also a key factor for messaging and establishing credibility.







The background is a solid dark blue. It features several thin, wavy orange lines that curve across the top and bottom of the frame, creating a modern, abstract design.

“We faced a big knowledge barrier. People didn’t know what a Children’s Saving Account was because it’s a fairly new concept. We needed a way to reach parents and educate them.”

– Carolina Fernandez-Mazzoni,  
Catalyst Miami Communications Manager

# OUR APPROACH

Copper Portico led Future Bound staff through a strategic branding process to identify the tone, values and core message to communicate.

“We wanted a brand that captured a child-like spirit with fun, fresh, entertaining, and eye-catching visuals. It needed to be informative to children and families, but most importantly, they needed to relate to it and see themselves in it.”


– Carolina Fernandez-Mazzoni, Catalyst Miami Communications Manager



## THE COPPER PORTICO IDENTIFIED THE TARGET AUDIENCE AND BRAND IDENTITY BY:

- An extensive research progress through interviews with stakeholders and staff, voice of customer data research, studying CSA literature and comparative programs.

## COPPER PORTICO ACHIEVED THE CLIENT'S GOAL BY:

- Creating visuals that were relatable to the target audience in a fun, modern way.
  - Crafting messages that communicated to the audience's needs without making the demographics feel singled out or underrepresented.
  - Creating a brand message guide with taglines, research, brand tone, avatars and swipe copy to be used by all staff for marketing purposes.
  - Excellent project management by Lilian Santini to manage deadlines, coordinate many moving parts, prioritizing collateral delivery and keeping the client accountable for providing approvals and feedback.
  - High-level development for a multilingual website with effective UX that ensured users could easily enroll in the program.
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# SUCCESS STARTS WITH SAVINGS

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FUTUREBOUND   
— M I A M I —



## RESULTS

Future Bound Miami launched in the fall of 2019 with a cohesive brand, unified message and professional presence in the community. This resulted in press opportunities with a clear message thanks to a press kit Copper Portico created with clear talking points and the program's credibility being established early on. The press attention and positive feedback from the community and stakeholders resulted in strong partnerships as well as new funding and resource-sharing opportunities from financial institutions, think tanks and government agencies that wanted to be part of a progressive new program to improve the financial and educational outcomes of students and their families in Miami-Dade County. Future Bound Miami also exceeded enrollment goals for the first phase of the program's launch, resulting in 13 percent of students setting up their savings accounts.





"The greatest benefit Lilian provided was helping us create a visual brand. Her team was able to take the vision for our program and give it an identity. Our branding set a strong foundation for the program we aspire to be."

– Chris Moreno, Future Bound Miami Children's Savings Director

# READY TO ELEVATE YOUR BRAND AND MAKE A BIGGER IMPACT?

Schedule a discovery call with  
the Copper Portico team today!

BOOK YOUR CALL



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