

# inspire impact.

*Agency Credentials*

Fall 2023

**Stinghouse**  
*Creative*



Stinghouse is a full-service agency,  
offering *strategy and creative*  
services for organizations that  
champion a social good.

We exist to make the voice and visuals  
of our clients as *inspired and impactful*  
as the good they provide in the world.



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**Why us?**



# *Our case* **Why us?**

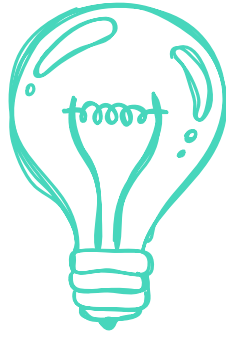
Stinghouse is a full-service, creative communications agency established in Miami-Dade County, Florida, founded in 2012, celebrating over ten years in business. For organizations wanting to reach more people, engage them more deeply, and communicate more effectively and consistently, **Stinghouse provides research, strategy, and creative work that connects in an inspired way.** We offer strategic and creative services for organizations that champion a social good.

Organizations retain Stinghouse in order to secure insightful marketing strategies, standout creative campaigns, engaging marketing experiences, and **unparalleled client service.**

We believe that the combination of our blue chip branding experience on accounts like Unilever, American Airlines, and JP Morgan Chase alongside our non-profit, philanthropic expertise spanning fundraising efforts from give days to capital campaigns is the exact perfect fit for organizations looking to connect more meaningfully with their donor audience.

Lastly, Stinghouse is a proudly designated, federally vetted and certified **Service-Disabled Veteran Owned** Business by the U.S. Department of Veteran Affairs. Within the State of Florida, we are a certified minority-owned, veteran-owned small business.





Stinghouse capabilities include, but are not limited to:

- **Market research**
- **Strategy consultation and development**
- **Branding**
- **Content creation**
- **Creative consultation and development**
- **Production management**
- **Media buying and planning**
- **Post-performance reporting**
- **Analysis**
- **Website development**
- **Information architecture planning**
- **User interface (UI) and user experience (UX) design**



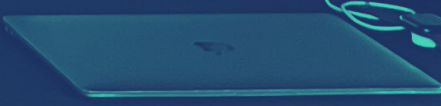
# Experience





SHALLHD

SHALLHD



60A/116

Since *2012*  
Stinghouse has:

Supported *Give Day* campaigns for U.S. and international clients

Launched capital campaigns from *\$15m* to *\$850m*

Helped raise over *\$1 billion* towards bettering communities

Won *22* awards across the categories of Fundraising, Education, Cause Promotion, Multimedia Campaigns, Digital Media and Design

Weathered a global pandemic, while yielding a *record-breaking* fundraising fiscal year

*The company we keep*  
**Our Clients**

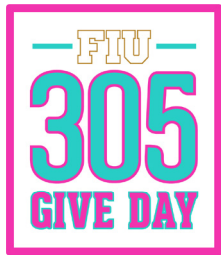


# **Give Day Campaigns**





98% above goal in its inaugural year



2022 saw a 15% increase above fundraising goal  
2021 saw an 82% increase in conversions from inaugural year



Met Match Challenge goal

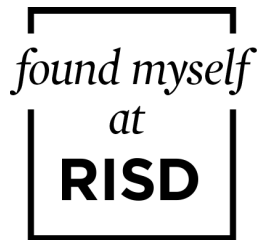


Doubled dollars raised compared to previous year

# **Give Week Campaigns**



Saw 134% participation increase over previous year, yielding 248 new donors



Established inaugural campaign in connection with annual Founder's Day celebration; not yet launched



The one-time effort yielded 85 new donors

# Capital Campaigns



**\$15M\***

**At 66% of Goal**

- Research
- Branding
- Creative
- Video
- Messaging

**\$35M\***

**At 62% of Goal**

- Research
- Messaging
- Creative
- Stewardship
- Video
- Web Dev

**\$40M\*\***

**At 5% of Goal**

- Research
- Messaging
- Creative
- Video



**\$100M\*\*\***

**Paused per change**

**in leadership**

- Research
- Messaging

**\$100M\*\***

**At 9% of Goal**

- Research
- Branding
- Creative
- Messaging

**\$200M\*\***

**At 53% of Goal**

- Branding
- Messaging
- Creative
- Video
- Stewardship

**\$850M\*\*\***

**Exceeded Goal**

**by 11%**

- Research
- Branding
- Creative
- Messaging
- Paid Media
- Web Dev

\* Ongoing \*\* Kicking off \*\*\* Concluded



# Reputation



*What they say about us*  
**Our Reputation**





I absolutely love that you don't just take what we say and go with it. You push us, challenge us, take us in new directions. Just one of the 1,782 reasons I trust you completely and think you are awesome.

-Sp

Stinghouse team, we can't thank you enough for all the work you put in to this video and the amazing response we are receiving. Everyone who watches it is emotionally attached and so many people have asked us how to get involved.

-Jg

Quick note of gratitude to the Stinghouse team for today's presentation and your insightful and on-point analysis. For the first time in 10 years of my stops and starts with this undertaking, we are headed in the right direction. Looking forward to the next chapter.

-Do

Stinghouse makes us better in so many ways!!!! Thank you!!

-Ak

I just received the Found Myself piece this afternoon and just wanted to say that I think it's the best yet. Such a strong message and reflective of what many of us hear from the alumni we meet.

Congratulations!

-Jf

We chose Stinghouse because we know that you are the right team to tell their story.

-Lb





# Recognition



*Award Winning*  
**Fundraising  
Recognition**

Stinghouse is a 12-time award winner recognized by the Council for Advancement and Support of Education (CASE) for our work in Fundraising Multimedia, Capital Campaign Communications, Video Production, Website Development, as well as Give Day Participation Campaigns.



1. 2022 Silver, Circle of Excellence, Leadership & Change Management
2. 2022 Silver, Circle of Excellence, Fundraising Video
3. 2021 Silver, District III, Fundraising Video
4. 2021 Bronze, District III, Give Day Campaign
5. 2020 Gold National, Circle of Excellence, Multimedia Campaign
6. 2020 Silver, District III, Advertising Campaign
7. 2020 Gold, District III, Electronic and Digital Media, Microsite
8. 2020 Gold, District III, Fundraising Video
9. 2019 Silver National, Circle of Excellence Fundraising Video
10. 2017 Silver National, Circle of Excellence, Fundraising Video
11. 2017 Special Merit Award, District III, Fundraising Campaign Branding Package
12. 2016 Special Merit Award, District III, Electronic and Digital Media: Fundraising Website

*Award Winning*  
**Fundraising  
Recognition**



1. 2022 Gold Award, Campaign, Fundraising Events & Initiatives
2. 2022 Gold Award, Campaign, Organization or Cause Promotion
3. 2022 Silver Award, Campaign, Fundraising Events & Initiatives



1. 2023 Gold Award, Video, Fundraising
2. 2023 Gold Award, Video, Schools/Universities
3. 2023 Gold Award, Video, Fundraising
4. 2023 Silver Award, Video, Fundraising
5. 2023 Silver Award, Video, Schools/Universities



2022 Bronze Award- Annual Report



2023 Best Video Production



*Federal and state*  
**Certifications**





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U.S. Department of Veteran Affairs



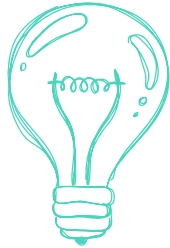
Stinghouse is proudly recognized, vetted  
and certified as a Minority & Veteran  
Business by the State of Florida's Office of  
Supplier Diversity



**Expertise**



*What we're best at*  
**Our Expertise**



## Services

Strategy Development  
Brand/Identity Development  
Creative Development  
Media Planning  
Print, Video and Web Production



## Channels

Multimedia  
Social Media  
Paid Media  
Direct Marketing  
Digital



## Programs

Capital Campaigns  
Board Engagement  
Annual Giving  
Give Days  
Alumni Participation  
Student Recruitment



# Approach



7%  
83%  
20 MIL  
ACTIVE USERS  
SOCIAL SITE  
ABOUT

ACTIVE  
USERS  
5700 TW  
EVERY SECOND  
MICRO  
BLOGGING  
LARGEST IN  
US

LARGE  
OPPO  
1+  
ACTI  
USER  
1 MIL  
COHU  
WITH

# STRATEGY



SOCIAL SHARING  
ALL AROUND  
PICTURES &  
VIDEOS

200  
AC

25-35

YES

BEST  
OPPORTUNITIES

Bid  
V

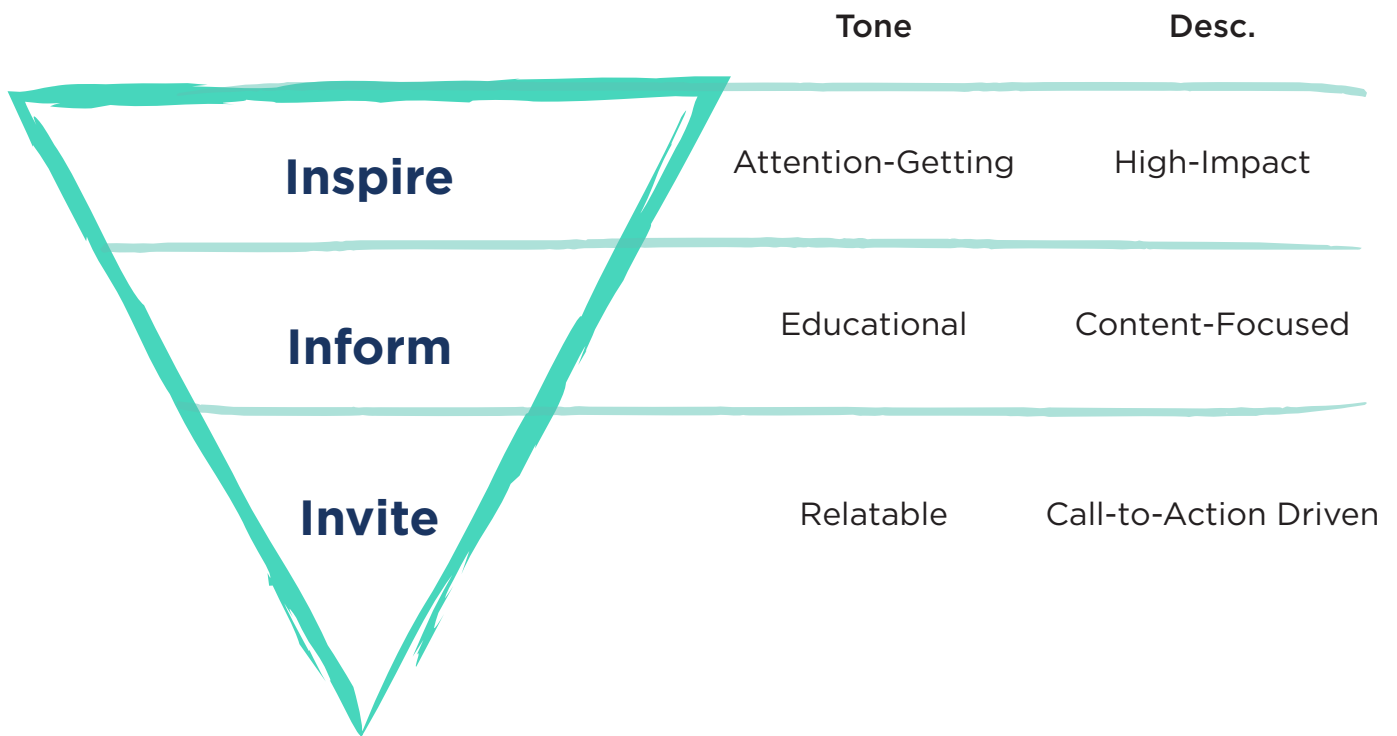
ES

NG  
MERS

*What we do*  
**Our Approach**



We believe every fundraising effort must navigate its way through this continuum — specifically from the perspective of the target donor.





# Real Talk



*What we've learned*  
**Real Talk**

1

## Partnerships are complex

Cross visibility and an ability to navigate shared stakeholders is critical. We've interacted with over 50 units, departments, and partners between our respective clients.

2

## There is no turnkey solution or software for strategy

Technology and tools are important levers to understanding **The What**, but only thoughtful research and actionable insights can shed light on **The Why**. The Why is the most valuable input to informing **The How**. Helping to identify **The Why** is why our clients hire us.

3

## Management of personalities is just as important as the management of projects

Clients could love our work, but if the BoA, BoD, or BoT aren't on board, we've failed. Stinghouse has engaged and presented to boards across almost every client we have. **They trust us** that much.

4

## No doubt about it, we will figure it out

In our over 22 years in this space, we've never had a client with too much time, too much money, too much information, or too small a goal. Still, with clear objectives and a shared drive to make the impossible the inevitable, we've found creative ways to forge forward.

*Thank you for your consideration.*

**inspire  
impact.**

**Stinghouse**  
*Creative*

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