



mosaic marketing

Observers. Planners. Connectors.

Case Study



Southside

Life Care Center

BACKGROUND

Background

- Crisis pregnancy clinic founded in 1994 by local Catholic church.
- Part of Catholic-sponsored network of 28 clinics.
- Decision to disaffiliate with the Catholic Church and its network of clinics in Spring of 2010.
- Decision prompted the development of a Strategic Plan to reposition and rename this clinic within the marketplace.

Background

- To write the plan, The Clinic first needed to assess its key constituents and define the opportunity relative to its:
 - **Capability** - organization/program
 - **Capacity** - staff/resources
 - **Community outreach** - clients/donors
 - **Communications** - reputation/funding development

Background

- Objectives
 - Discover **key strengths** within the Organization that can be leveraged for greater impact.
 - Reveal **opportunities for enhancements** within the Program.
 - Uncover areas where **Staff/Resources** need to be adjusted/realigned.

Background

- Strategy
 - Identify and evaluate **Target Audiences**
 - Use a variety of data gathering **Formats**
 - Present Findings, Observations and Recommendations to the Board for **strategic action**

Background

- Formats
 - MyMosaic
 - Institutional Analysis
 - SWOT Analysis
 - Individual 1:1 Interviews
 - Client Survey

Retreat Setting



15 Collages



Typical



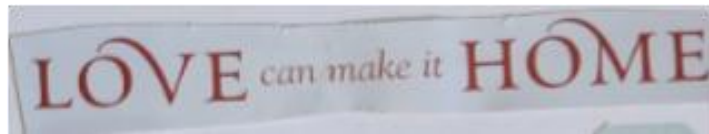
Abstract



FINDINGS

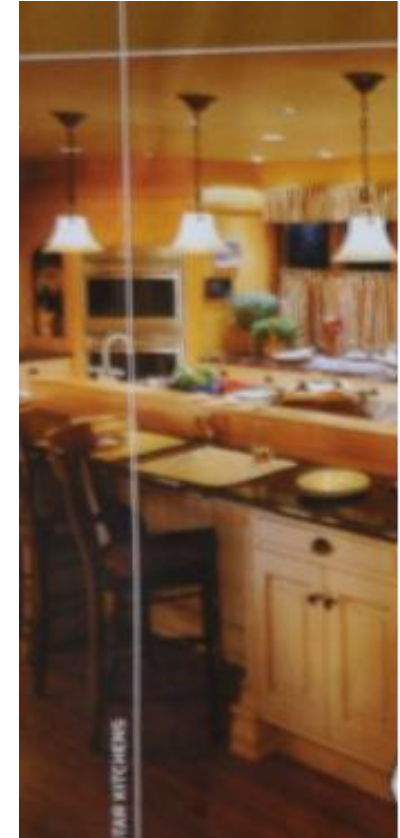
Findings

Home/House



Findings

Home/House



Findings

Women/Mom



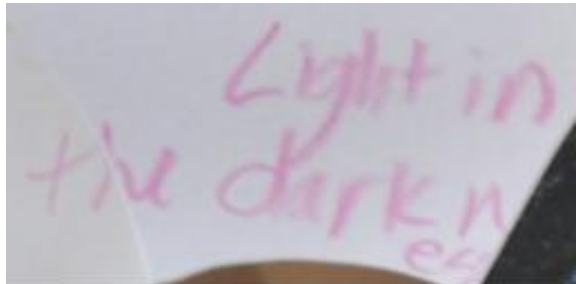
Findings

Baby



Findings

Light



Findings

Water



Findings

God / Jesus

Ability of God's
ability to
transform
lives

God Bless Everyone!!

experience
the love
of God

GOD..



517
God
In All We Do!

What makes
the miracles of Jesus
even more miraculous?

THE TEACHING OF
Jesus Christ
Father John Corapi
SOLL STD

Findings

Garden · Families · Men · Dream/Vision



It All Started With A...
DREAM

OBSERVATIONS

Observations

- The Clinic's **structure is too weak** to take on too many new activities or changes too fast.
- **Limited funding** will impact roll-out of strategy.
- There is **extraordinary passion, energy and commitment** to take The Clinic to the next level by board and leadership.

RECOMMENDATIONS

Recommendations

- At its core, the clinic's brand is to convey a feeling of "**home.**"
- In every aspect of its offering – physical environment, imagery, messaging, behaviors – it should extend a sense of **welcome, warmth, comfort, security, stability** ... and unconditional love for all.

Recommendations

- **The essence of the clinic should:**
 - Speak to **families**, though women and babies are the primary audience.
 - Incorporate lots of **light** to radiate a sense of relief, renewal, purity, hope.
 - Fountains and/or **images of water** that offer a sense of calm, cleansing, redemption, wellness.
 - **Plants/flowers/trees** to convey beauty, growth, potential, new and abundant life.
 - A clear expression of **Christian faith** for all to experience the love of God.

Results

- **Helped construct foundational organizational statements**
 - Vision
 - Mission
 - Values

Results

- **Vision:** To transform lives. To make what seems impossible, possible. To remove barriers and reveal options. To equip, empower and educate. To live and serve in truth.
- **Mission:** With a spirit of dignity and grace, we provide life-affirming support to women and children in crisis in three areas: unplanned pregnancy, personal empowerment and humanitarian outreach.
- **Values** We are Christian. We value all life. We are good stewards. We respond.

Before

Southside
Life Care Center

After

Tapestry
pregnancy & family
resource center

Results

- Vision: To transform lives. To make what seems impossible, possible. To remove barriers and reveal options. To equip, empower and educate. To live and serve in truth.
- Mission: With a spirit of dignity and grace, we provide life-affirming support to women and children in crisis in three areas: unplanned pregnancy, personal empowerment and humanitarian outreach.
- Values We are Christian. We value all life. We are good stewards. We respond.

Endorsement

“From June to September 2010, our board of directors and executive team worked closely with Susan Langer to help reposition our non-profit organization in response to market changes. Throughout the process, Susan provided invaluable leadership and guidance. She listened, she challenged, she encouraged, she cared, she delivered. The power, integrity and impact of Susan's creative, integrated methodology resulted not only in the discovery of jewels of opportunity for market repositioning, it provided the necessary tools and framework to effectively inform and inspire the rebranding of our organization in a way that will meaningfully speak to both clients and supporters. Susan was/is a gift.”

Kimberly Rynders

Executive Director

Tapestry Pregnancy and Family Resource Center