

CASE STUDY

Wells Fargo and Family Connections

The Project

A team of Wells Fargo team members worked through the Taproot Foundation to create and deliver a brochure for Family Connections to develop a strong visual identity to engage individual donors and corporate sponsors.

The Opportunity

Family Connections exists to develop strong, healthy families and to build thriving communities in the Portola and Excelsior neighborhoods of San Francisco. The organization focuses on multi-generational literacy education and childhood development, and they provide these and other services through locally based resource centers.

To continue to grow and support its communities, Family Connections felt the need to diversify their funding streams with particular attention on individual donors. To do so, they needed a professionally produced brochure to help them forge a strong visual identity in the community and proactively engage individual donors and potential corporate sponsors.



Wells Fargo's Pro Bono Investment

The project team was composed of four Wells Fargo employees, leveraging their respective professional skills as account director, project manager, marketing manager/copywriter and graphic designer. Over the course of the six month project, the team worked hand in hand with Family Connections to assess the nonprofit's target audiences, produce corresponding communications strategies and develop a creative brief, leading up to their final collateral design recommendations.

The Impact

This project resulted in the creation of a four-panel brochure, plus a multi-use one page fact sheet template for Family Connections. This new collateral for the first time portrays cohesive messaging and brand images across their different centers, and presents clear, compelling and concise information about contributing to the organization. The ability to share this new strategic brochure will enable Family Connections to excite and engage potential donors and program participants at a level well beyond their current reach.

About the Client

Family Connections is a neighborhood-based Family Resource Center located in San Francisco's Portola and Excelsior neighborhoods, largely underserved districts in the Southeast quadrant of the city. The organization offers services for children ranging from newborns through age eighteen (18), in addition to activities and events for parents and the entire family.



About the Company

Wells Fargo & Company is a diversified financial services company providing banking, insurance, investments, mortgage and consumer finance through almost 6,000 stores across North America. Our 168,000 team members work to satisfy all our customers' financial needs and help them succeed financially. Wells Fargo has a proud history – more than 150 years – of supporting its communities, promoting economic development and self-sufficiency through financial education, charitable contributions, and affordable housing.

