

## Case Study – Broward College



**Client:** Broward College, Fort Lauderdale, FL

**Number of Employees:** 2,200

### **Client Goal:**

Through funding from the Florida Legislature, Broward College, in cooperation with the MLK Day of Service Advisory Board made up of citizens from Broward County, launched the inaugural MLK Day of Service in January 2015. This project offered service awards to organizations/groups to develop and complete a service project that would positively impact the community, while honoring Dr. King's legacy of non-violent activism, racial equality, service to others and social uplift.

### **Project Elements:**

As an inaugural program for Broward College, an infrastructure was needed to support the project. Since this was considered part of Broward College's outreach effort in the community, they hired Strategic Philanthropy to serve as the project manager/point of contact for this initiative.

As the project lead, Strategic Philanthropy developed the MLK Day of service website, on-line Request for Application (RFA) as well as developed the scoring rubric for MLK Day of Service applications. A community advisory committee was identified to assist with promoting the application process to various groups as well as to guide and score the submission of applications. In addition the development of project logos, website, stationary, media/marketing, and the creation of budget were all established. Strategic Philanthropy was responsible for all communication and promotion of the service awards and promoted the application process through email marketing, business partnerships and by hosting information outreach sessions to neighborhoods, chamber, schools, agencies, churches, and businesses.

Strategic Philanthropy also planned and coordinated the award kickoff, awards conference and awards ceremony for the distribution of funds.

[www.broward.edu/MLKService](http://www.broward.edu/MLKService)

### **Results:**

- Awarded \$96,000 to 24 organizations/projects
- Projects consisted of:
  - 14 Nonprofits
  - 5 Broward College Service Learning Projects
  - 2 K-12 Schools
  - 1 City/Government
  - 1 College/University
  - 1 Greek, Civic or Service Organization
- Engaged 1,582 volunteers who volunteered a total of 5,155 hours
- Projects occurred in the following municipalities:
  - 8 Fort Lauderdale

- 3 Davie
  - 3 Pembroke Pines
  - 2 Hollywood
  - 2 Sunrise
  - 1 Coconut Creek
  - 1 Coral Springs
  - 1 Lauderhill
  - 1 Pompano Beach
  - 1 Weston
- Type of projects:
  - 7 Neighborhood Projects
  - 5 Education
  - 4 Environment
  - 3 Health
  - 1 Disaster Preparedness
  - 1 Economic Opportunity
  - 1 Other
  - 1 Support of Veterans
- Broward College received a number of PR opportunities through the Sun Sentinel newspaper, releases sent out by the awarded organizations, publicity through nonprofit communications with volunteers and social media efforts.
- In addition, an infrastructure was created to handle future nonprofit requests for the MLK Day of Service awards as well as a website dedicated to manage all volunteer registrations for this event.
- A video of the day has been created to serve as a recruitment tool for future years.