

HUMAN SERVICE CHAMBER OF FRANKLIN COUNTY CASE STUDY

Through strategic partnerships and consistent and cohesive communications, HSC has strengthened their role as the leading voice for Central Ohio's nonprofit sector.

Objectives

By developing unified messaging strategies, and amplifying member initiatives across digital and earned media, HSC saw significant growth in audience reach, engagement, and visibility. These efforts not only elevated HSC's public profile but also deepened collaboration among nearly 200 member organizations, positioning the Chamber as an indispensable connector and advocate for the human services community.

Challenges

- Limited staff capacity and infrastructure
- Need to build trust and collaboration quickly
- Balancing strategic goals with reactive needs

Solutions

- Facilitated the Communications Collective, a first-of-its-kind network for nonprofit marketing and communications professionals.
- Established consistent, strategic communications systems – creating a cohesive digital presence across email, social media, and web platforms.
- Built partnerships and strengthened relationships within the HSC community, ensuring communications efforts aligned with member priorities and advanced the sector's collective advocacy goals.



Results

- **197%** increase in reach on Facebook
- **143% increase** in reach on Instagram
- **57% average** email open rate
- **13 total** earned media opportunities
- **16 new agency partners** paying annual membership dues to HSC

"A veteran of several nonprofits, Cassie is uniquely positioned to understand the communications opportunities and challenges that our members are facing at this pivotal moment for nonprofits. She has brought an impressive suite of skills to this work, and has fortified our efforts to support our members' communications and messaging needs."

- Michael Corey, Executive Director, Human Service Chamber of Franklin County