

# Case Study



## MISSION STATEMENT

*The mission of Project R.I.G.H.T. is to promote residential involvement in neighborhood stabilization and economic development within the community of Grove Hall.*

## CONTACT PROJECT R.I.G.H.T.

Project R.I.G.H.T.  
320 Blue Avenue  
Grove Hill, MA  
Tel: 617-541-5454  
<http://www.projectright.org>

## BUDGET AND STAFF SIZE

2006 Budget: \$675,413  
Full-Time Staff: 3  
Size of Board: 17

## Project R.I.G.H.T.

*New marketing materials for higher-impact advocacy.*

### THE NEED

Since 1991, Project R.I.G.H.T. has been addressing the issue of youth on youth violence by increasing the capacity of neighborhood resident groups and community-based organizations to network and plan community driven activities to solve problems in Boston's Greater Grove Hall neighborhood. As they looked to further extend their impact on the lives of Grove Hall residents, Project R.I.G.H.T. wanted to re-evaluate its existing marketing collateral.

*“The CA team was a pleasure to work with and the time invested by the team will surely be instrumental to the continued success and growth of our agency.”*

– Jorge Martinez, Executive Director, Project R.I.G.H.T.

### THE PROPOSED SOLUTION

Common Impact matched Project R.I.G.H.T with a team of CA employees, as part of CA's Together in Action program. A marketing assessment would allow Project R.I.G.H.T. to make improvements to their current outreach materials allowing them to market themselves to their constituents, funders and corporate partners.

### THE RESULTS

In this day-of-service event, CA employees performed a marketing collateral assessment and completely redesigned a key brochure for Project R.I.G.H.T. At the end of the day, the team went above and beyond by taking the new brochure back to headquarters where they could print and fold 1,500 copies. With their refreshed marketing collateral in place, Project R.I.G.H.T is now able to deliver a message that clearly resonates with their constituents, and in doing so, close the gap on their end goal of reducing youth violence.

