

## Project Overview: Community Funder Marketing Strategy

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The mission of [United Power](#) is advocacy for social justice, common good, and housing opportunity.

### Background

United Power's Reclaiming Chicago campaign aims to build and rehab 1000 homes on the West Side and 1000 homes on the South Side of Chicago, strategically and at scale. Not only would this rebuild neighborhoods, create jobs, affordable housing and safer communities, but it will also put vacant lots and properties back on the tax rolls, repopulate disinvested communities and help families. The Reclaiming Chicago campaign has raised \$18 million in a revolving loan fund to support these efforts; which has contributed to the selling of 30 newly constructed homes and another 44 in closing stages across the communities of North Lawndale, Back of the Yards, Roseland, & Chicago Lawn. United Power hopes to grow the Fund to \$40 million to reach economies of scale to invest in building more houses and reinvesting back into the Fund upon the sale of these homes. The \$18 million raised has largely been contributions from philanthropy and private sector, through United Power's relationships. There has been success in appealing to the financial sector for funding, but in order to achieve their \$40 million goal, United Power recognizes the need to approach marketing the Reclaiming Chicago campaign strategically, on a larger scale, and cast a wider net. To that end, United Power seeks guidance in developing a comprehensive marketing strategy that allows them to connect with key employers or philanthropies in their communities and throughout the Chicago metropolitan area who will commit to investing in Reclaiming Chicago.

### Description

A team of JPMorgan Chase volunteers will develop a marketing strategy for United Power focused on expanding to new industries and employers. Components of this may include: a value proposition for Reclaiming Chicago, gaps in untapped philanthropies or employer industries, and process to outreach leveraging United Power and other community organization's networks.

### Milestones

- **Discovery:** Understand the mission, work of United Power and its relation to the Reclaiming Chicago campaign. Gain insight into their current process and strategy. Discuss how other community development organizations may be involved in this project and their role in growing the fund.
- **Assessment:** Conduct an analysis of potential funders in the 4 communities that United Power serves. Evaluate the current outreach strategy of United Power to align on what the most effective marketing approach should be. Develop guidance on identifying new potential funders & marketing to them.
- **Recommendations:** Present marketing strategy to United Power, components should include guidance on effective channels & communications to best engage with ideal audience and how to talk about the opportunity to invest in Reclaiming Chicago.

### Timeline

10-12 weeks

### Volunteer Skills Needed

Marketing & Communications, Market Research, Business Development, Sales Strategy, Client Growth Planning

**Nonprofit Location:** Chicago, IL., all work is done virtually