



Working Within

a community consulting firm

Past
Client



THE ROAD CALLED STRATE

Providing disadvantaged youth and ex-offenders a creative path to high school diplomas.

OBJECTIVES

The Road Called STRATE aimed to improve its organizational efficiency, boost fundraising efforts, enhance board structure and recruitment, and evaluate its programs more effectively. Additionally, the organization sought to strengthen its marketing efforts and refresh its website to better engage with its community and stakeholders.

SOLUTIONS

To address the organizational challenges faced by The Road Called STRATE, Working Within implemented a comprehensive strategy. They developed and streamlined organizational procedures, including creating an updated organizational chart and a meeting agenda template. They also focused on strengthening the board structure by recruiting and onboarding a new board of over 10 members and facilitating a board retreat. To enhance program evaluation, Working Within introduced an annual report, improved data entry practices, and developed a logic model for streamlined programming. For marketing, they executed media pitches, created a brand kit, and refreshed the organization's website to enhance its online presence.

At a Glance

Challenges

- Ineffective organizational procedures and structure.
- Limited success in fundraising initiatives.
- Inadequate board structure and recruitment.
- Need for improved program evaluation and marketing efforts.

Solutions

- Developed and streamlined organizational procedures, including an updated organizational chart and meeting agenda template.
- Recruited and onboarded a new board of over 10 members and facilitated a board retreat.
- Improved program evaluation with an annual report, enhanced data entry practices, and a logic model for streamlined programming.
- Enhanced marketing efforts with media pitches, a new brand kit, and a refreshed website.

Highlights

10+

Board Members
Recruited

1

Annual
Fundraiser
Launched

3

Evaluation Tools
Developed

Enhanced

Marketing with Media
Pitches, Brand Kit, and
Website Refresh



"Attitude for gratitude—it was such a pleasure working with you all. Thank you for all you are doing for our community!"

Keisha Williams

Case & Office Manager