

Girls Inc- Power of the Purse Gala Fundraising (24Notion is the winner of Innovation of Philanthropy of the year by Portland Business Journal)



Objective: Girls Inc (Non profit organization about girls empowerment) approached 24Notion to create an out of the box solution in event & creative ideas, marketing, media and social value in raising the biggest fundraising black tie gala event(Trifecta marketing solutions launched in effort to support the gala)

Results in:

- \$250,000 in total of fundraised. Doubled in the fundraising gala campaign from previous year
- Increased + Doubled the amount of private donors, corporations and supporters nationally
- Secured a non-paid exposure of celebrity engagement: Project runway contestant, Bryce Black
- Designed/collaborated T-shirt fashion design with 100% proceed goes to Girls, Inc
- Created an original curated video: "The Essentials of the Girls Inc experience": [Link here](#)
- From concept, planning, media, event, social and participation were
- Papparazi photo booth for interactive engagement: tagged yourself: [Link](#)
- Silent and oral auction: top Pacific NW artist donated art to the girls Inc event

Q&A Press:

The power of the rule breaker Q&A: [Link](#)



Fashion Tshirt Version 01B: Strong Smart Bold<SSB>

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Fashion Tshirt Version 02: Strong Smart Bold<SSB> w/purse





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