

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)

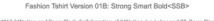
Results in:

- \$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": <u>Link here</u>
- From concept, planning, media, event, social and participation were
- Papparazi photo booth for interactive engagement: tagged yourself: <u>Link</u>
- 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





 $\hbox{@2012 24} Notion and Bryce Black. Collaboration of 24 Notion, Ivo Lukas and BB, Bryce Black}$





©2012 24Notion and Bryce Black. Collaboration of 24Notion, Ivo Lukas and BB, Bryce Black Fashion Tshirt Version 02: Strong Smart Bold<SSB> w/purse







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