



CASE STUDY

FIGHT FOR CHILDREN



Symphonic Strategies, Inc. | www.symphonicstrategies.com



CASE STUDY

The Situation

Fight For Children (FFC) is an independent, non-profit organization that focuses on educational and health care initiatives to ensure that all children in the nation's capital have opportunities to learn, grow, and succeed. During the winter of 2005, the recently appointed executive director of the organization approached us because he wanted to better understand how he could leverage the organization's financial resources to increase its impact.

Our Response

Taking this as our charge, Symphonic Strategies designed and implemented a comprehensive, qualitative research study that would allow the organization to make strategic decisions about its services and programs rooted in data. We created a customized online survey using the most sophisticated tools, including conjoint analysis, to assess the needs and preferences of FFC's external stakeholders—its

***MISSION:** Fight For Children is committed to giving all children in the District of Columbia the tools they need to grow, learn, and succeed. We do so by investing time, effort, and resources in education and health care solutions that enable youth to reach their potential in school and in life.*

grant recipients, investors, and strategic partners.

The online analysis was followed up by telephone-based, one-to-one interviews with key leaders around the city.

The Results

Through our research, we were able to identify, using data, the most effective services the organization could offer, in order of anticipated impact. Overall, our research and analysis resulted in a series of recommendations on how the organization could better tailor its services to meet the needs of local grant recipients, how they could reshape their outreach message to create broader coalitions, and how they could create a marketing strategy to capitalize on the organization's core capabilities.



"I have worked with many consulting and research groups, and Symphonic Strategies was the first firm that made me feel they truly understood our organization's mission and vision, and was genuinely committed to helping us succeed.

The stakeholder assessment they conducted for us was dead-on and helped us effectively narrow and focus our funding priorities."

*—Kaleem Caire,
former Executive Director,
Fight For Children*