

CASE STUDY

BY PARTNERING WITH MINDFUL SOLUTIONS,
COMPASSIONATE ST. AUGUSTINE GAINS THE
OPERATIONAL AND MARKETING SUPPORT IT
NEEDS TO GROW THE ORGANIZATION



PR
EMAIL
FUNDRAISING
SOCIAL MEDIA
EVENT SUPPORT
WEBSITE DEVELOPMENT



**A DEDICATED MARKETING TEAM WITH
MORE THAN 30 YEARS OF EXPERIENCE**



CASE STUDY AT A GLANCE

Compassionate St. Augustine (CSA) has long been a cornerstone of community support in the historic city of St. Augustine, dedicating itself to a range of charitable and cause-based initiatives aimed at improving local lives. However, despite its deep-rooted presence and unwavering commitment, CSA faced a challenge common to many non-profits: the need to enhance its visibility, streamline its fundraising efforts, and bolster its overall brand messaging. Enter Mindful Solutions St. Augustine (MSSA), a dynamic and nimble marketing agency known for its innovative strategies and tailored solutions. With a keen understanding of non-profit dynamics and a track record of successful partnerships, MSSA was poised to support CSA in elevating its impact and expanding its reach.



“Mindful Solutions St. Augustine is a critical piece to Compassionate St. Augustine’s operation. They have embraced our vision, initiatives and objectives as their own, and are making a huge difference in our organization’s impact in the community.”

*Arthur Culbert, Board Member Emeritus
Compassionate St. Augustine*

THE CHALLENGE

CSA’s challenge was multifaceted. The organization required a comprehensive overhaul of its marketing and PR strategies to address key areas: boosting brand awareness, refining messaging, and optimizing digital engagement. Their existing efforts were hampered by outdated website functionality, inconsistent messaging across channels, and lack of a fundraising strategy. Additionally, CSA needed to improve its social media presence, enhance email marketing strategies, and develop operational procedures to support its growing needs. With a limited internal team and resources, CSA needed a strategic partner capable of delivering a holistic solution to elevate their outreach and engagement efforts.



THE SOLUTION

CSA not only needed marketing services, but their leadership also needed an operational partner that was willing to embed themselves in the fabric of their organization. Mindful Solutions had the vision-based, community-focused approach they were seeking.

Mindful Solutions St. Augustine stepped in with a strategic, multifaceted approach designed to address CSA's specific needs. MSSA developed a detailed strategic plan that prioritized key areas for improvement and outlined actionable steps for success. This included revitalizing CSA's brand messaging through refined vision and mission statements, creating compelling marketing copy, and enhancing fundraising infrastructure. MSSA executed a comprehensive website overhaul, including refresh of all website copy and formatting, SEO optimization, improved user experience, and Donor Box integration to streamline contributions.

For fundraising campaigns, MSSA provided targeted PR and social media strategies to spotlight key initiatives such as CSA's 10th Anniversary and the Purple Bench Production and Donor Drive. The agency also focused on expanding CSA's digital footprint through strategic social media and targeted email campaigns.

RESULTS

MSSA completely overhauled CSA's website. During this process, they drafted new website copy, enhanced navigation and functionality creating improved site UX, created a fundraising component, and installed GA4 for website performance tracking. In addition, MSSA provides ongoing website management that includes website hosting and content updates as needed. In the last 11 months, the site traffic has grown exponentially, while the time spent by site users has remained high.

New Users: 4.3k
Time on site: 1 Minute 10 Seconds

On the email front, MSSA worked together with the CSA team to enhance their outreach strategy for this channel. MSSA first cleaned the CSA list for optimal performance – as a result the open and click rates increased. The next area of focus for CSA was improvements to their email newsletter. This involved a total redesign with specific newsletter sections for updates, initiative updates, site links, CTAs and more.

MSSA also created new email types that included event emails, event calendars and dedicated fundraising emails.

CSA also leveraged MSSA to develop a social media strategy, execute on posting and help them grow their social media presence. The growth in audience reach, follower growth and # of posts (increased by 2K% to 337) exceeded CSA's goals and expectations. Furthermore, the social content and templates MSSA created have enabled CSA to demonstrate brand consistency.



TOP PERFORMING SOCIAL POSTS



We're thrilled to share that Compassionate St. Augustine's Purple Bench Initiative was featured on WTLV-TV Jacksonville! Our vibrant purple benches are popping up all over St. Augustine, inviting everyone to sit down and engage in meaningful conversations with strangers. In a world that often feels divided, these benches symbolize peace and unity, reminding us of the power of human connection. Each bench has a unique story; by scanning the QR code on it, you'll discover its inspiration. We hope these conversations will leave you with something special whether it's two minutes or two hours. Check out the news story here, and let's continue spreading compassion, one bench at a time! <https://loom.ly/9SzwYX8>



Stay Connected with Compassionate St. Augustine! ✨
 Looking for a dose of inspiration and ways to spread kindness in our community? Look no further! Our newsletter is your go-to source for heartwarming stories, updates on ongoing initiatives, and opportunities to get involved.
 📩 Sign up now at <https://loom.ly/9SzwYX8> to receive our newsletter directly to your inbox.
 Join our compassionate family and be part of the movement to make St. Augustine a kinder, more inclusive place for all. Let's spread love and compassion together! ❤️
[#CompassionateStAugustine](#) [#Newsletter](#) [#StayConnected](#)



Join us in fostering unity and service with the Purple Bench sponsorship! Recognize your commitment to empathy, social justice, and compassion with one of our three sponsorship levels:
 ❤️ COMPASSION ADVOCATE - \$250
 ❤️ COMPASSION STEWARD - \$500
 ❤️ COMPASSION AMBASSADOR - \$1,000
 Visit <https://loom.ly/9E62Xco> to learn more about how you can make a difference in our community. [#PurpleBench](#) [#CompassionateStAugustine](#)

**Over the last year period:
 FB Reach: 18.1k => Up 566.2%**

**Over the last year period:
 FB Visits: 193 => Up 110.9%**

Working with non-profits is an integral aspect of MSSA's mission. We are passionate about serving our community and are proud to help organizations like CSA amplify their message, expand their reach, and achieve their mission.

**FOR MORE INFORMATION ON INTEGRATED MARKETING SOLUTIONS
PLEASE CONTACT MINDFUL SOLUTIONS ST. AUGUSTINE.**



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