The Opportunity
The Daily Planet is a Richmond, Virginia-based nonprofit that serves uninsured individuals and those who are experiencing or at risk of homelessness. The Daily Planet has been in service for over 40 years, and while the mission has not changed, the organization has adapted its offerings to match the changing needs of the community. Today, it offers medical, behavioral health, vision and dental care to those in need and provides case management services to its at-risk patients. Despite its array of services and deep roots in Richmond, the nonprofit needed stronger visibility in and support from its community. To achieve this, it had to improve its marketing and branding efforts.

The Pro Bono Investment
Capital One’s comprehensive and ongoing partnership with the Daily Planet began in 2006 with a request to help the organization expand its individual donor base. Using its expertise in market research, brand management, graphic design, copywriting and project management, a team of Brand Department volunteers worked with the nonprofit to plan and launch a direct mail campaign. The team followed up by analyzing the results of the mailing and developing metrics to evaluate future efforts.

Capital One associates collaborated with the Daily Planet again in 2009 when the organization celebrated its 40th anniversary. To maximize brand awareness of the milestone and promote activities during its year-long celebration, volunteers developed a brand campaign that integrated advertising communications and event marketing. An anniversary logo, anniversary campaign tagline and thematic illustrations were created to commemorate the occasion. Capital One also provided training and advice to the Daily Planet’s staff to ensure the nonprofit could manage the marketing tools throughout the anniversary campaign.

The Impact
Reaching new community audiences is vital to the Daily Planet’s long-term viability. Capital One’s direct marketing assistance has helped the nonprofit reach new donors and grow its donor base by an astounding 67%. In addition, the 40th anniversary campaign raised the organization’s profile in the community and established its annual report as an effective fundraising vehicle—one that increased donations by 230% and secured additional funds to support programs and operations.

Over the course of this five-year partnership, Capital One has provided approximately $253,000 worth of pro bono assistance to the Daily Planet. “Capital One wants wonderful things to happen in the community,” said Maureen Neal, chief operating officer at the Daily Planet. “Their investment has allowed the Daily Planet to increase its internal organizational capacity.” Capital One’s commitment to sharing its expertise has helped the Daily Planet diversify its fundraising portfolio, reach new donors and supporters, and strengthen its presence in the community. “Thanks to Capital One’s involvement,” Neal said, “the Daily Planet staff have become more self-sufficient and knowledgeable about the marketing and branding process.”

Learn more about Capital One and its commitment to the community at www.capitalone.com/about
Capital One Case Study—Virginia Hispanic Chamber of Commerce

The Opportunity
The Virginia Hispanic Chamber of Commerce (VAHCC), a statewide organization headquartered in Richmond, Virginia, was founded in 2000 to connect and empower the growing Hispanic population in Virginia’s business community. The organization offers a variety of classes, events and networking opportunities throughout the state, and in 2003 with the financial support of Capital One, opened the first bilingual business center in the country. To further its mission of connecting people, VAHCC needed a website that would allow members to communicate directly with one another. Its existing site allowed only basic functionality, and its four full-time employees lacked the IT expertise required to make the upgrades. Pro bono support from Capital One was essential to building a platform that would foster connections between as many people as possible.

The Pro Bono Investment
During a four-month span, a cross-functional team of Capital One volunteers, consisting of a graphic designer, copywriters and an IT professional, worked with VAHCC to organize its Web content and create a membership-based website. The new site allows visitors to register and pay for events and enables members to communicate directly with other members from across the state. Additionally, the team assisted VAHCC in creating a job portal where employers can post job descriptions and members can post their resumes.

The Impact
“Capital One did a great job of helping to organize information and prioritize needs for us,” said David Watson, VAHCC’s communications manager. Today, VAHCC continues to maintain and update its new website, and it credits the contributions of the Capital One team as the necessary foundation for furthering progress. CEO Michel Zahur has praised the upgraded site, stating, “We can do things we weren’t capable of before.” The partnership between the two groups has continued since completion of this first project. Capital One has donated computers to the organization, and currently VAHCC is communicating with the pro bono team regarding yet another website project.

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The Opportunity
Enterprise Community Partners, Inc. is a national nonprofit organization headquartered in Columbia, Maryland. The organization—along with its for-profit subsidiary, Enterprise Community Investment, Inc.—is one of the country’s leaders in affordable housing. Since 1982, Enterprise has raised and invested more than $10.6B to help finance more than 270,000 affordable homes across the United States.
As it grew in reach and scope, Enterprise needed a more effective data management system. Donor information, financial data, and client and project information were all housed in separate places under separate systems, some of which were not providing the functionality that Enterprise required. Running reports that required multiple data sources was cumbersome and took excessive staff time.

The Pro Bono Investment
Since 2005, Capital One has been a strong supporter of Enterprise Community Partners, Inc. through comprehensive investment of philanthropic support as well as leadership support on Enterprise’s national Board of Trustees and several local boards. In 2010, Capital One expanded that support to include pro bono help with Enterprise’s need for a system to better integrate data management.

A team of volunteers from Capital One worked with Enterprise for six months on two interconnected data management tracks. The first track was to help create a robust email management system. Capital One helped evaluate Enterprise’s current system and defined requirements for a new one. This included a technology review, software recommendations, and operational and business processes review and recommendations. The second track focused on the integration of Enterprise’s production and finance data, once again assisting with defining requirements and recommending the architecture for a new system.

The Impact
“The team came in and really helped us to wrap our minds around what we needed and what we wanted to do,” said Laura McGrath, vice president of the organization’s Knowledge Impact Strategy unit. “They enabled us to think about the big picture and the dependencies of various implementations.”

This project gave Enterprise staff members the opportunity to work alongside Capital One employees and see the conceptual framework behind their organization’s data. Enterprise employees were immersed in the day-to-day details of data management and this project offered them the chance to step back and better analyze their own work. As a result, Enterprise was able to better leverage their existing data and use it to inform big-picture decisions, all while drastically reducing staff time required for analysis.

“We’re so close to all of our data, it’s hard to see it conceptually,” McGrath said. “We see all the exceptions, and we don’t see the common ground that allows you to choose an appropriate technical solution.”

Through Capital One’s leadership and volunteer support, Enterprise is now on track with tools and solutions to improve their systems. “There are tools out there that can do what we need them to do, and they’re accessible,” McGrath said. “Capital One’s help was integral to our final tool selection. Now we have a roadmap for implementing a variety of integrated solutions.”

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