

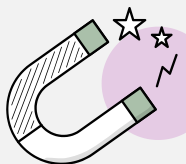
The Challenge

CIWA was navigating a critical marketing leadership transition while managing two mission-critical priorities at once:

Launching SMILES Childcare Centre a new, affordable, multilingual daycare solution for downtown Calgary families.

Without senior marcomms leadership, these initiatives risked losing momentum at a time when visibility and results were crucial.

Executing the Birdies for Kids (BFK) fundraising campaign raising unrestricted funds to support youth leadership and empowerment programs.



Our Approach

As Fractional Marketing & Communications Partner, I brought both structure and execution:

1. Stabilizing the Team & Building Foundations

Provided **leadership and guidance** through weekly 1:1s and workflow management with staff.

Delivered a **Digital Marketing Strategy** with clear systems and processes for social, email, and website content management.

Reorganized **Mailchimp** (lists, tags, segments) to enable donor journeys and reduce inefficiencies.

Created **foundational documents**: editorial calendar, content templates, key messaging guides, and campaign briefs that ensured consistency and sustainability beyond my engagement.

2. SMILES Childcare Centre Launch

Developed the **campaign strategy and sequencing**: staff first → alumni → partners → general public, to maximize early adoption.

Crafted **value proposition & messaging** highlighting affordability (\$15/day), inclusivity (multilingual, multicultural), and convenience (downtown + extended hours).

Produced full campaign assets: **email sequences, social media kits, digital ad** creative, print ad, referral program messaging, and blog content.

3. Birdies for Kids Fundraising Campaign

Created the campaign **theme and message platform**: Here For Her

Built a **storytelling pipeline**: conducted interviews, gathered success stories, and crafted youth-driven narratives.

Designed a **multi-channel donor journey**: segmented email campaigns, blog posts, Meta ads, influencer partnerships, and press release distribution.



Testimonial

"Marcela joined us at a critical time when we needed extra support, and she delivered beyond expectations. While her initial role focused on pricing and project support, she quickly took the initiative to understand the bigger picture. Her strategic insights, professionalism, and willingness to contribute beyond the scope of her contract made a real impact.

If you're looking for communications support that goes above and beyond, Marcela will be a valuable asset to any team."

Nurishah,
CIWA



Results & Achievements

SMILES Childcare Centre → 75 registrations in one day after launch. Sequenced rollout, clear messaging, and multi-channel push converted high demand into immediate enrollments.

Birdies for Kids Campaign → \$11,000 raised in the first month, setting strong momentum toward a \$25K goal. Story-based messaging, youth voices, and matched-giving urgency drove early giving.

Digital Marketing Infrastructure → Editorial calendar, campaign briefs, templates, and organized email marketing lists reduced reactivity and enabled future fundraising campaigns to run more smoothly.



Marcela's Takeaway

When nonprofits face leadership transitions, marketing doesn't have to stall. With structure, strong storytelling, and clear strategies, organizations like CIWA can turn periods of change into opportunities for growth and impact.



Voices from the Team

"Her approach to developing strategy is incredibly inspiring — not just vision and organization, but also creativity and passion. I learned from her the courage to make decisions and keep the big picture in mind."

Iana

"Marcela brought exceptional nonprofit marketing knowledge to the table. I learned so much from her about interviewing, email marketing, and strategy. She encouraged us to think long-term and plan ahead."

Mariia