

Strategic Marketing and Communications Campaign – Fondation Espoir / Foundation Hope Ayiti

Role: Marketing and Strategic Communications Director

Focus Areas: Health, Education, Sustainable Development | Haiti & U.S.

Overview:

Led a comprehensive strategic marketing and communications initiative to support Fondation Espoir's mission of healing, empowerment, and sustainable development in Haiti. The campaign, executed under Foundation Hope Ayiti, the U.S.-based fundraising arm, was designed to raise awareness and secure funding for trauma-informed healing circles, educational programming, and community capacity-building initiatives.

Campaign Objectives:

- Raise U.S.-based funds to support ongoing projects in Haiti.
- Elevate awareness of trauma healing circles and their impact.
- Build long-term donor and partner relationships.
- Strengthen community networks through storytelling and engagement.
- Build community with the national Haitian diaspora

Key Strategies & Channels:

- **Content Marketing:** Developed a narrative-driven content plan featuring stories of healing, community impact, and sustainable development.
- **Email Marketing:** Deployed segmented email campaigns to donors, partners, and volunteers using Mailchimp, resulting in a 32% average open rate and 11% conversion.
- **Social Media Campaigns:** Used Facebook and Instagram to highlight past and ongoing initiatives—such as the ambulance donation, educational supply drives, and musical healing events—achieving a 45% increase in follower engagement.
- **Video Storytelling:** Produced short videos documenting the delivery of medical and educational supplies, as well as testimonials from local leaders and program participants.
- **SEO & Website Optimization:** Refreshed site content to align with keyword strategies around “healing circles,” “trauma recovery in Haiti,” and “sustainable development,” improving traffic by 28%.
- **Community Outreach:** Facilitated virtual healing circles and donor briefings in the U.S. to foster deeper emotional connection to the mission.
- **Donor Development:** Created custom donor materials and recognition campaigns to deepen engagement and build long-term support.

Outcomes:

- Secured funding for the launch and expansion of healing circles and community resilience workshops.
- Built a sustainable communications pipeline between U.S.-based donors and Haitian initiatives.
- Established a digital presence that more effectively conveys the foundation's vision, voice, and value.
- Strengthened cross-cultural messaging and donor engagement using storytelling rooted in cultural empathy.