



SUCCESS STORY: BLOCKING HUNGER FOUNDATION

Blocking Hunger Refreshes Their Brand and Campaign Strategy

THE MISSION

Provide support to inner-city and low-income children throughout the Dallas-Fort Worth Metroplex.

THE GOAL

Refresh the foundation's brand to connect with more supporters

REACH NEW DONOR COMMUNITIES

outside of just board members and major giving, with a focus on social media and website traffic

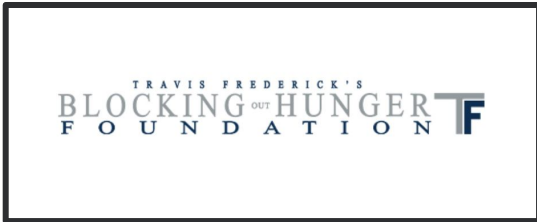
STAND THE TEST OF TIME

with a clear message that attracts long-term partnerships and committed recurring donors



In 2017, Travis Frederick, a former NFL center for the Cowboys started a foundation to fight childhood hunger in Dallas County. In 2020, that foundation was rebranded to the [Blocking Hunger Foundation](#) with the help of the [Knight Eady creative agency](#).

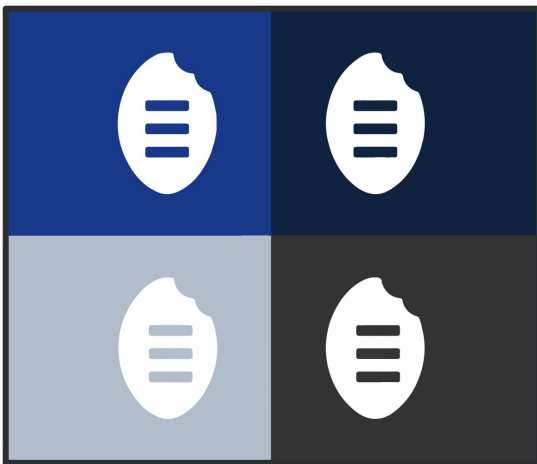
They paired their fresh look with the simple experience of Classy's crowdfunding campaigns to bring Travis' vision to life and open the door to more involvement. In 2021, Tyler Biasasz, current Cowboys center joined the Blocking Hunger Foundation board.



Logotype before rebrand



Logotype after rebrand



*Rebranded logomark
set against different brand colors*



Primary Colors

Building the Brand

Name: A memorable name keeps things short and nods to Travis' NFL position.

Logo: To highlight the org's focus on serving children, simple and playful visuals tell the foundation's story.

Font: Clean and easily read content helps potential supporters and partners quickly learn about the foundation.



*Using the logomark to build
brand equity in an Instagram post*



Secondary Colors



Bringing a Brand to Life on Classy

Classy was chosen to kick off the new name and branding with equally creative crowdfunding campaigns.

Moving the Chains to Block Hunger ran for 72 days (Travis' football number), followed by ***Drafting Donors to Block Hunger*** to grow recurring gifts ahead of the NFL draft.

Moving the Chains to Block Hunger surpassed all expectations to achieve
130% OF CAMPAIGN GOAL

Drafting Donors to Block Hunger kickstarted a recurring giving program by
EXCEEDING NEW DONORS

The Classy platform made it easy to:

- Set up branded campaigns
- Highlight the impact of each gift
- List suggested donation amounts
- Offer employer matching
- Provide flexible payment options including PayPal, ACH, or credit card



Classy continues to help the foundation grow and evolve. Through different payment options and new features to make it easy for donors, we are excited to grow with Classy!

Katie Stotts
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