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.
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.

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**Primary Colors**

**Secondary Colors**

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**In inner-city Dallas, 9 out of 10 households are considered food insecure.**

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Using the logomark to build brand equity in an Instagram post

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Rebranded logomark set against different brand 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

Moving the Chains to Block Hunger surpassed all expectations to achieve 130% of campaign goal.

Drafting Donors to Block Hunger

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
Strategist, Knight Eady