



“Lumina Foundation for Education realized a 500% increase among a key constituent base over a 36 month period utilizing Brainstorm’s strategies and tactical implementations.”

**Teresa Detrich** Director of Electronic Communication, Lumina Foundation for Education

“Brainstorm understood our mission, our grantees and the students whom we serve. They successfully translated our work and objectives into a content-rich, visually appealing, easy to navigate web site that has enhanced our reputation as a valued resource in postsecondary access and success.”

**Susan O. Conner**  
Executive Vice President,  
Lumina Foundation for Education

### Challenge

The Lumina Foundation sought our assistance in enhancing their reputation as the premier national resource on access to higher education.

### Solution

We developed an integrated electronic communication strategy, the cornerstone of which was a visually appealing, easily navigable web site providing information on grants, research, educational publications, higher education facts, and late-breaking news.

We then proposed and created ongoing targeted email to update the Foundation’s constituency on topics of interest and drive traffic to the site, and adapted Lumina Foundation’s annual report for interactive delivery. To enhance users’ experience, we also created an online grant application.

Brainstorm ensured the Lumina brand was supported and promoted by using a cohesive style, tone, and intent in all of the materials produced.

### Outcome

The results have been remarkable. Traffic to The Lumina Foundation web site increased by more than 300 percent and Lumina augmented their email list by 600 percent, with increased awareness nation-wide. Both the web site and e-newsletter were awarded Best in Class designation by the Council on Foundations.

Our integrated strategies further positioned the foundation as the expert in public policy, and leadership development initiatives for postsecondary education.

### Key Benefits

Web traffic increased by more than 300 percent

Increased nation-wide awareness with award winning web site and e-mail newsletter

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