

Nonprofit Campaign & E-Commerce Website

Mile High WorkShop

Mile High WorkShop (MHW) creates jobs, recycles waste, and makes cool products. Traditionally, they sold the products wholesale. Wanting to diversify their products and reach more people, we created the Second Chance Series, MHW’s direct-to-consumer brand that sells repurposed products.

MY RESPONSIBILITIES

- Project Leadership
- Managing Client Relationship
- Creative Direction / Branding
- Website UX/Development Oversight

PROJECT GOALS

- Sell at least 100 products
- Increase awareness of MHW
- Increase direct donations to MHW

TIMELINE

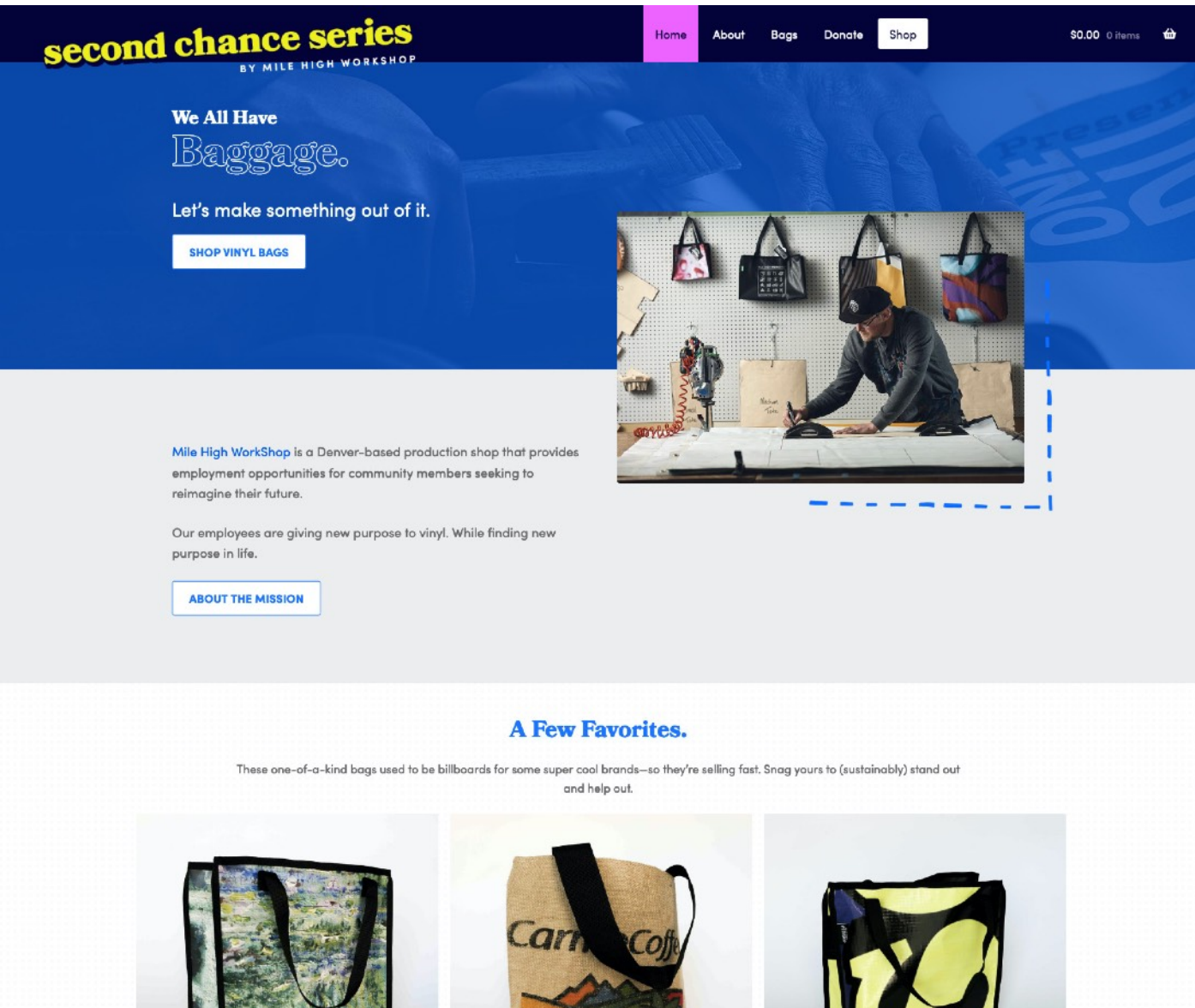
- Campaign Strategy - 3 months
- Campaign Development - 1.5 months
- Website Development - 1.5 months
- Optimization - 4+ months

PROJECT LINKS

- [E-Commerce Website](#)
- [Video Presentation of Work](#)



second chance series
BY MILE HIGH WORKSHOP




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OUTCOME

With an amazing team, we created the Second Chance Series. While our initial goal was to sell bags direct-to-consumer, we're currently doing a big push to help us clear inventory by the end of the year.

In December, we will take the Second Chance Series brand and create an umbrella brand for all of MHW's wholesale banner activities.



Since the campaign launch in June, the Second Chance Series has **sold over 50 bags**, launched **three new products**, and has **garnered over \$40,000 in other production income** for Mile High WorkShop.

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DISCOVERY SESSIONS

I facilitated two workshops with the Mile High WorkShop team and the Ad 2 creative team.

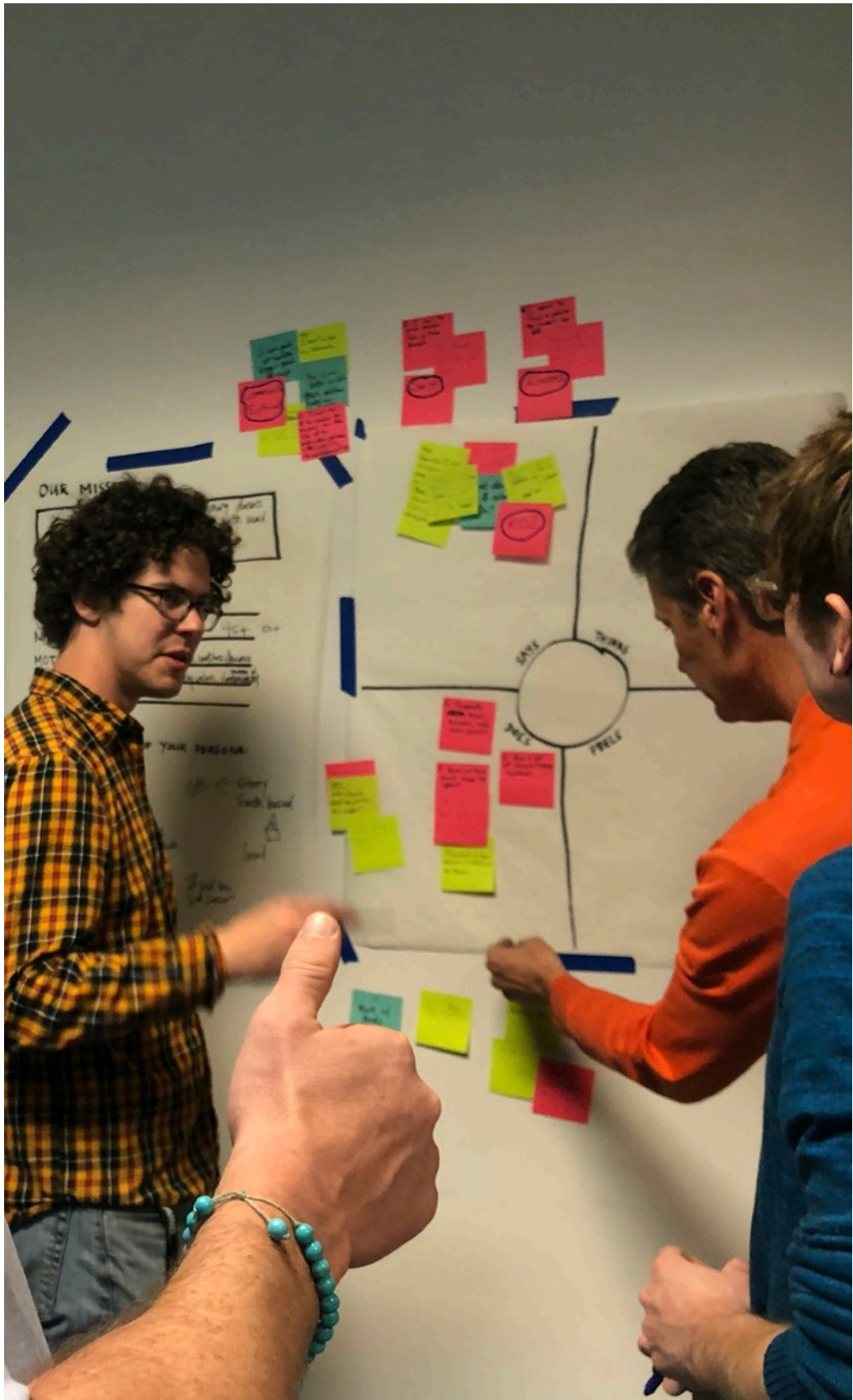
With the Mile High WorkShop team, we created personas and created need statements.

We took the insights from the workshop with the client and did a design thinking workshop with the Ad 2 creative team.

We came up with creative solutions, plotting them for impact and feasibility on our personas and MHW.



This process ultimately led us to the creation of the new product line that is being sold direct-to-consumer.



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BRANDING

Working with a team of designers, we created the Second Chance Series brand. We defined colors and illustration style, and I created several logo variations that we could use on variation executions throughout the project.



Repurposed Impact. Donate [#secondchances](#) Second Chances



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MANTRA

The campaign mantra really brought our idea together. It clearly communicated the idea of second chances for vinyl and MHW’s employees. I worked closely with our copywriting team to ensure the mantra was on brand.

There’s a first time for everything.
But there’s not always a second.
A chance to try again.
To do it right.
To begin anew.

Mile High WorkShop thrives on second chances.
Giving everyone and everything
A second chance.
Finding new value for old materials.
And finding new opportunities for people that need it.

It’s work that opens doors that were once closed.
It’s work that rebuilds lives.
Rebuilds our community.
And makes it easy for us to join in.

Mile High WorkShop.
Where second chances come first.

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CREATIVE PRODUCTION

Since we were launching a new brand, we needed to gather photos and videos that we could use in campaign assets. I helped art direct two photography setups (lifestyle + product). These images were used throughout our campaign.



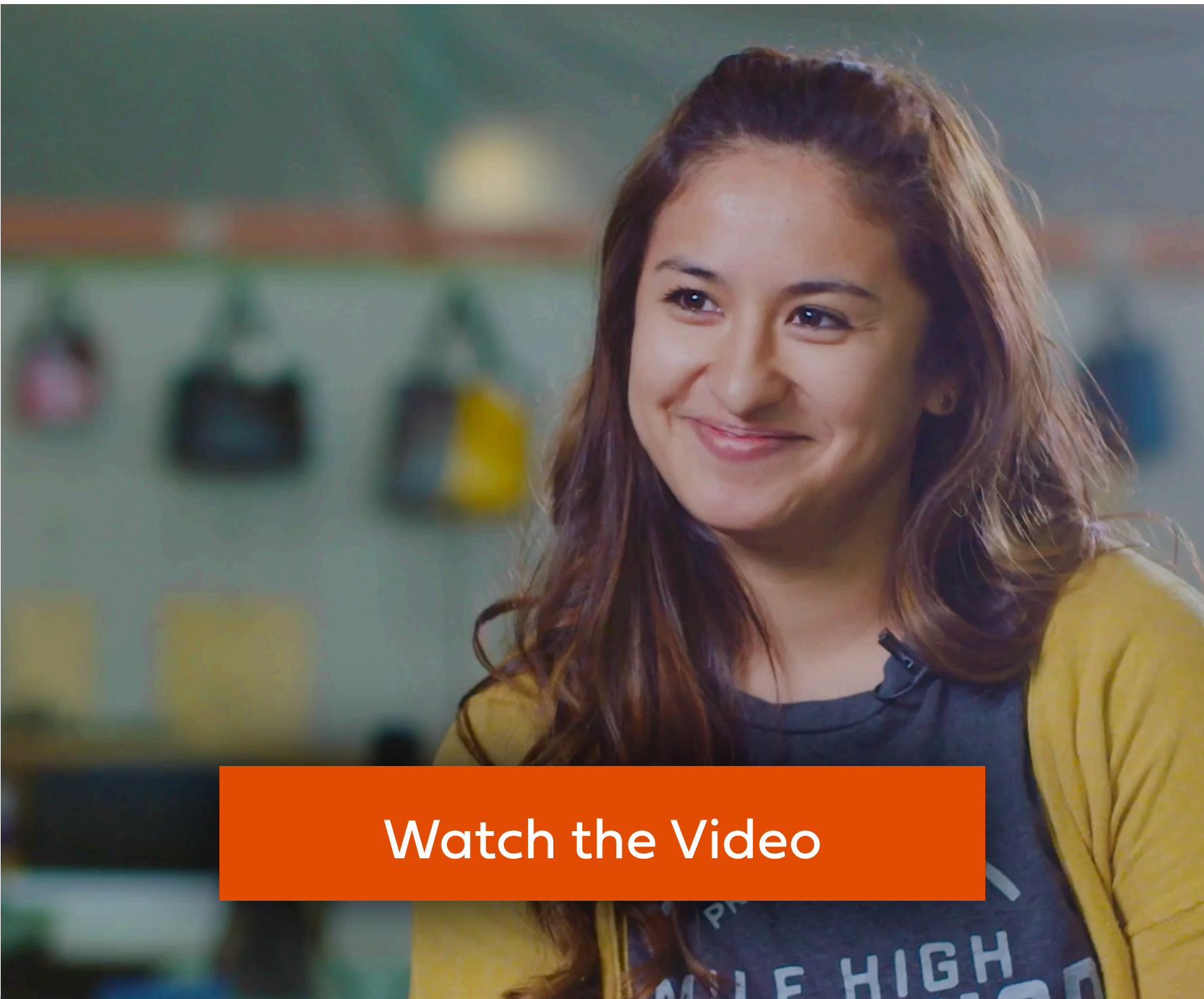
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VIDEO PRODUCTION

We used video and animated assets throughout the campaign in our social ads. The video helped bring our cause to life, and tell the stories of our vinyl and the people upcycling it.

I helped with high-level direction on the videos and I animated some of the social video assets.



[Watch the Video](#)



Mile High WorkShop
“makes” something
out of it.

[View Social Animation](#)

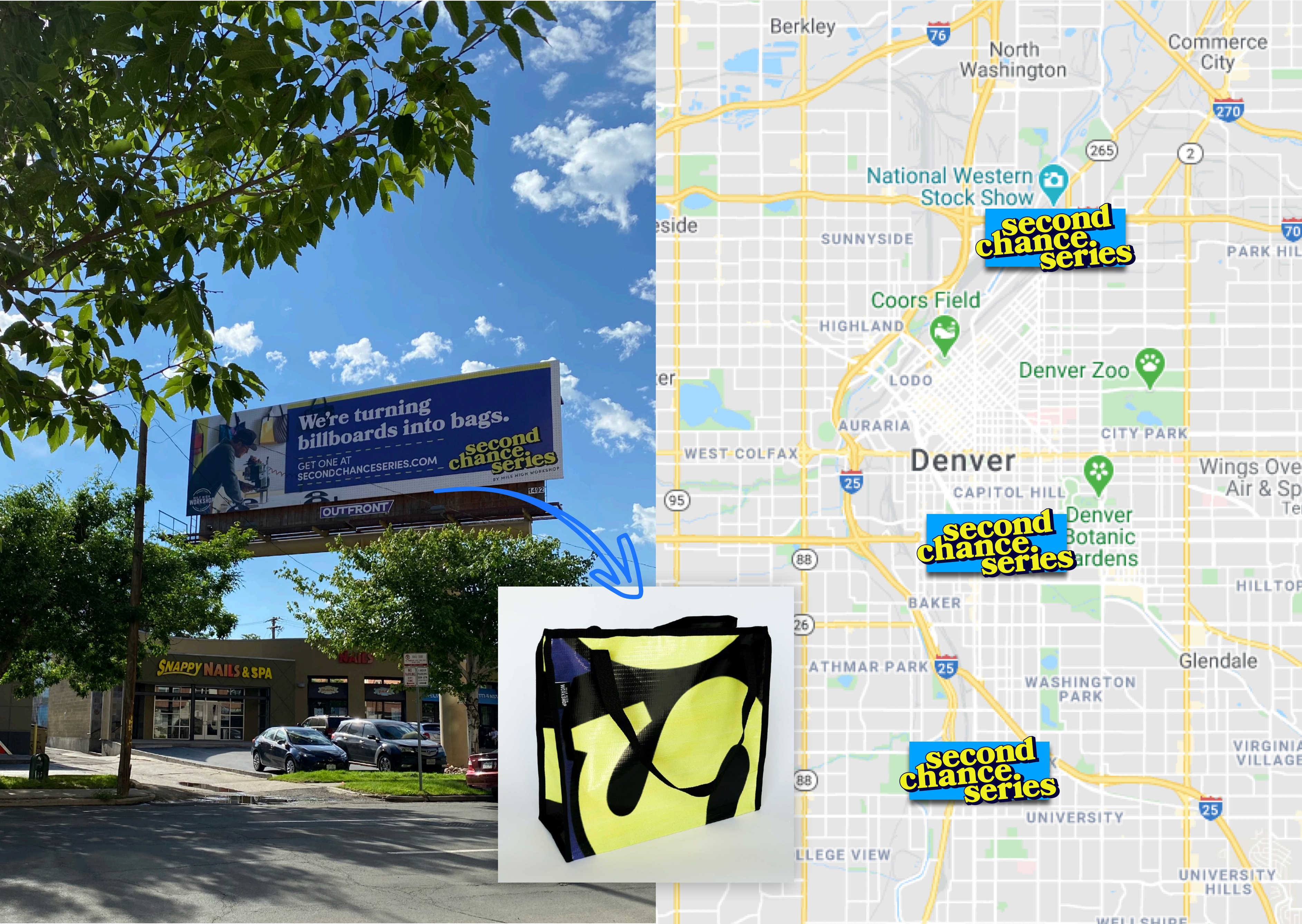
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BILLBOARDS

Throughout the campaign, we utilized billboards around Denver to increase awareness of our campaign. We were able to sell bags made from our billboards at the end of the campaign. Typically, we can create 50+ bags from one billboard.

This was one of the coolest pieces that I had an opportunity to design for the campaign.

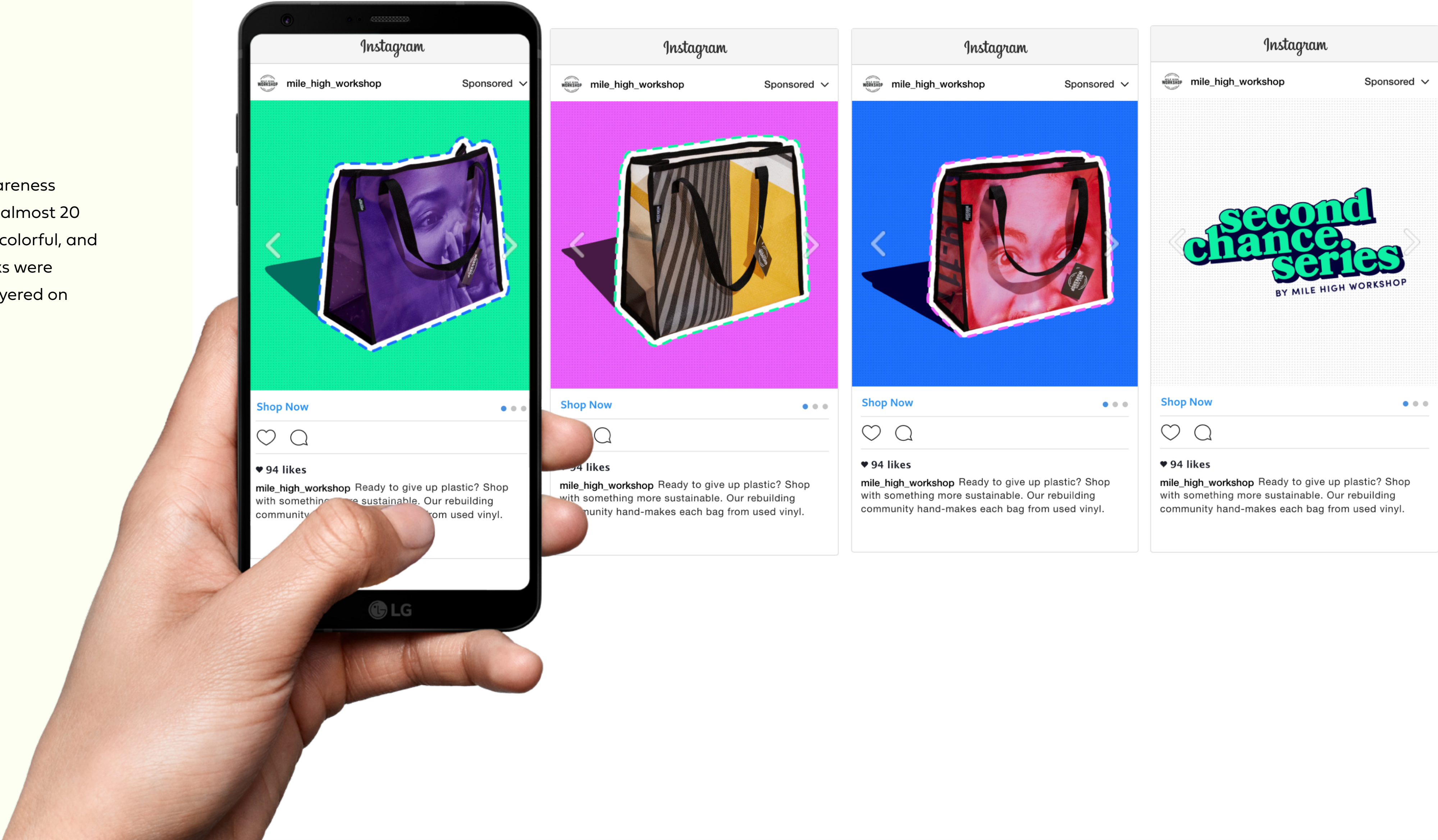


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CREATIVE ASSETS

In addition to our high-level awareness tactics like the billboard, we ran almost 20 social ads. The ads were poppy, colorful, and featured our products. Once folks were interested in our products, we layered on messaging about the cause.



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DRIP EMAIL CAMPAIGN

Once in our funnel, we have a drip email campaign provides our consumers with even more information about our products and the people who make them.


We set up a drip email campaign so that we could stay top of mind in people’s inboxes, and have to spend less on social media retargeting ads.

second chance series
BY MILE HIGH WORKSHOP




We're Glad You're On Our Team
Together, we'll put second chance first.



Thank you for signing up for updates from Mile High Workshop. You'll now stay in the know about all things Second Chance Series—from new bag drops to the can't-miss stories of our members.




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BY MILE HIGH WORKSHOP



We Have You Covered.
Protect Yourself. Support Our Community.




second chance series
BY MILE HIGH WORKSHOP




One Bag. Endless Opportunity.
Your purchase gets you a bag and gives the world a hand.

There's still time to support second chances. When you purchase one of our vinyl bags, you're helping us repurpose vinyl and reimagine lives—making the good go 'round while sporting a sustainable, one-of-a-kind tote bag.




second chance series
BY MILE HIGH WORKSHOP



Get a Bag. Give a Fresh Start.
Mile High Workshop's Second Chance Series. Our employees are giving new purpose to vinyl while finding new purpose in life.

We're taking not-so-single use billboard vinyl from your favorite brands and crafting them into every-outing-worthy bags. It provides a sustainable second chance for old materials and opens new doors for the people of our



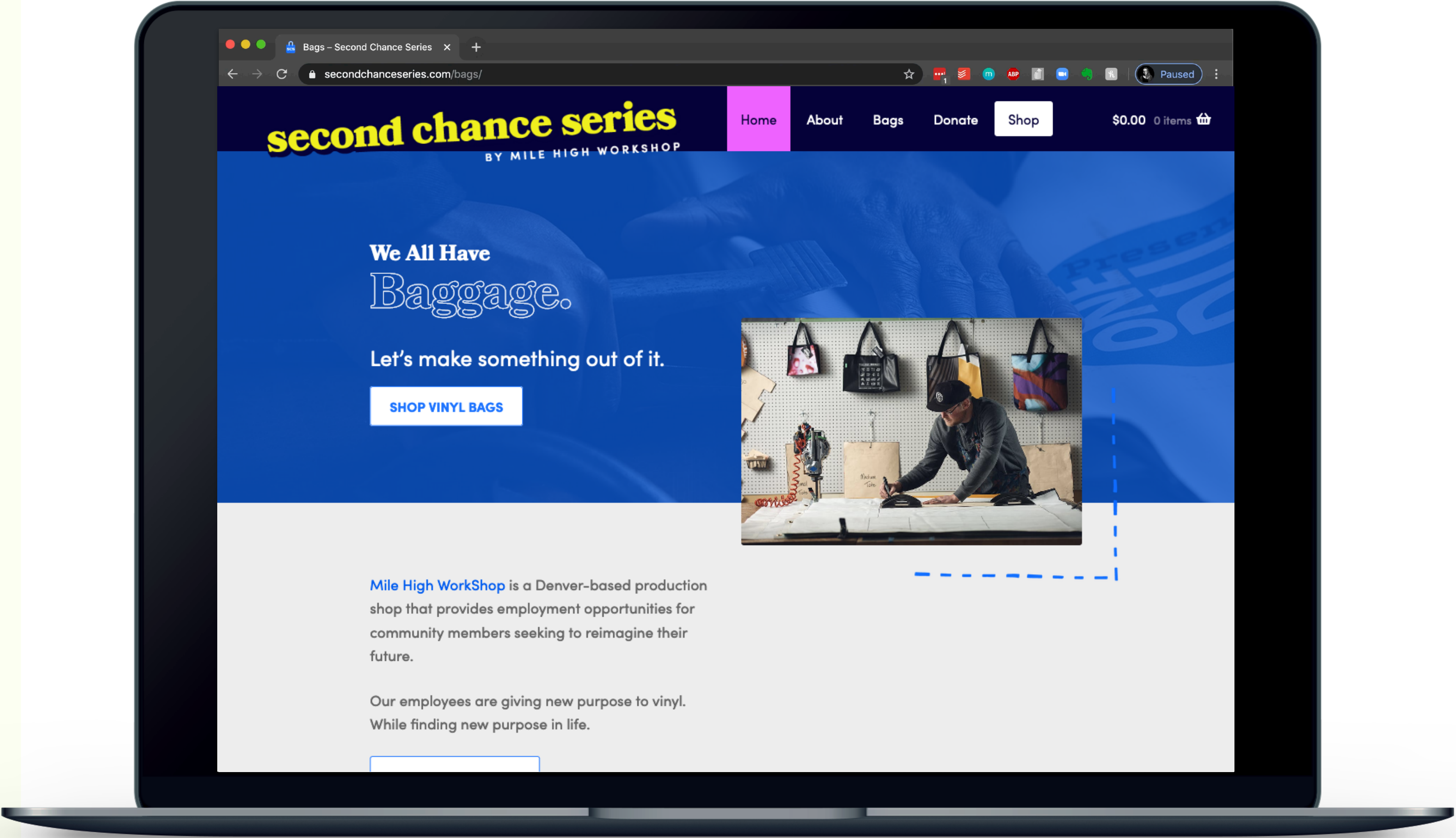
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BUILDING AN E-COMMERCE WEBSITE

I worked closely with our volunteer developers to understand development requirements, scope, and collaboratively build a platform to sell our products.

[View Our Website >](#)



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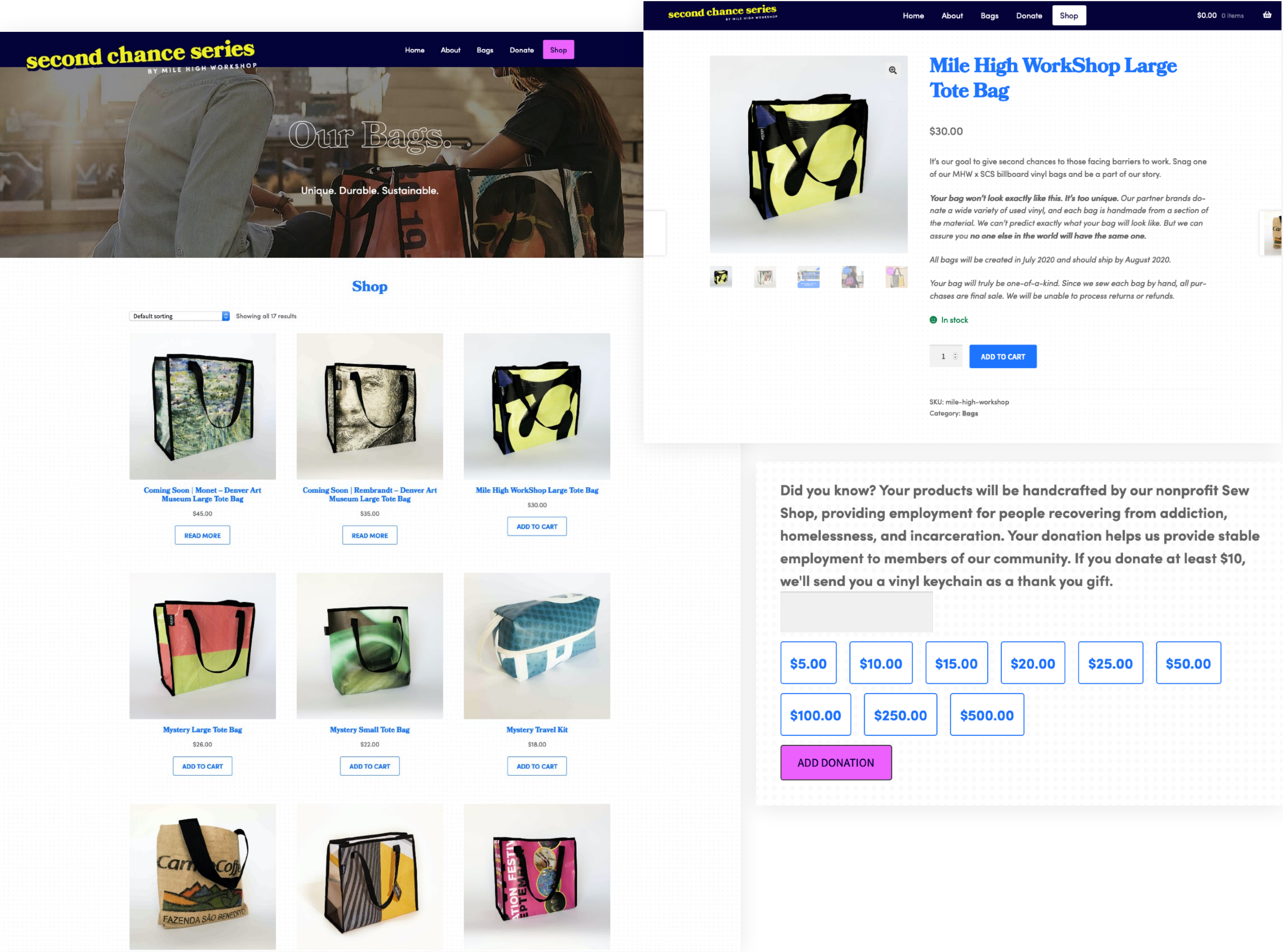
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E-COMMERCE WEBSITE

We optimized a Woocommerce Store to integrate plugins and features that helped our consumers find the products they were looking for.

We created a lot of landing pages, custom thumbnail images, and wrote fun descriptions for each product.

We also implemented a donation checkout form, encouraging our consumers to make an additional donation to support our cause and cover operating expenses.



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LESSONS

Each time I lead a nonprofit volunteer project, I'm floored by a couple of things:

- 1. There are so many people willing to donate their time to support important + amazing causes.
- 2. Nonprofits (especially smaller ones with little to no marketing budget) are so thankful for any support you can provide.
- 3. You can get a lot done with a small budget and a scrappy team.

I loved working on this project for the Ad 2 Public Service Competition. We won first place this year (a nice bonus for all of our hard work), but the real value to me is the impact we were able to provide to MHW. I've been volunteering about 10 hours a week to support MHW since the formal ending of the project, helping ensure the Second Chance Series has the success it should have.

[View Our Presentation >](#)



Celebrating Ad 2 Colorado's first-place win.



Jack (my co-chair) and I presenting the project via Zoom, as the in-person competition was canceled.



Using my Second Chance Series bag on my beach vacation.