



CLIENT:

With Love

Through a multi-faceted thought leadership campaign, A.wordsmith successfully increased the public's understanding of Oregon's foster care system and positioned With Love's founder as a go-to expert source for families and media alike.

Client Description

With Love is a Portland-based nonprofit dedicated to supporting foster families by providing safe, clean and quality clothing and supplies to children younger than six years old.

Project Description

A.wordsmith first engaged with With Love in 2018 with the purpose of refining the organization's overall messaging and positioning. In 2019 and continuing into 2020, A.wordsmith elevated its PR efforts to position Allie Roth, founder and president of With Love, as a thought leader, helping to build awareness of not just With Love but the greater foster care community across Oregon. To achieve this goal, A.wordsmith employed a strategic, proactive communications program centered around media relations and award opportunities. In 2020, the COVID-19 pandemic presented unique challenges for foster care families, prompting A.wordsmith to re-strategize and develop new storylines to ensure critically important information and resources were being shared through the ongoing media effort.

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Key Results

Through a multi-faceted thought leadership campaign, A.wordsmith successfully increased the public's understanding of Oregon's foster care system and positioned Allie as a go-to expert source for families and media alike. A.wordsmith introduced Allie to all key broadcast and print press contacts throughout the Portland area, generating a continual flow of media coverage for With Love. As a result, volunteers, donors and families have increased levels of engagement with With Love, allowing the organization to grow and serve a rising number of foster families in the region.

KXL: [Foster Families Cope with Coronavirus](#)

KOIN: [With Love Oregon offers tips, support for foster parents](#)

KOIN: [With Love fundraiser to help foster kids](#)

Portland Tribune: [Oregon's foster community hit hard during pandemic](#)

KPTV: [Local organizations team up to help foster children this school year](#)

Speaking Freely Podcast: [Love and Lemonade](#)