

CASE HISTORY

Branding a grand opening

Kostik Associates' client YouthLink, a nonprofit organization that serves homeless youth in the Twin Cities, received funding and direction from a number of public and private organizations to create the "Youth Opportunity Center."

The YOC would be a brand new approach to serving the needs of homeless youth – a one-stop service center where a variety of social service agencies would set-up shop under one roof – at YouthLink.

To prepare for this, the YouthLink facility underwent a substantial remodel.

At the time, Kostik Associates was providing communications and fundraising services to YouthLink. David Kostik led the effort to announce the opening of this innovative service center to the funders, government officials, the general public, and of course to youth.

We focused on the fact that the YouthLink facility would be welcoming homeless youth through a new front door – a New Door To Opportunity.

