



2020-2021 AAF AUSTIN CLUB ACHIEVEMENT: PUBLIC SERVICE

Public Service VP: Christina Rinken-Fabianch

Incoming President: Cindy Brummer

President: Ana Leen

Organization(s):

Truth Be Told - P.O. Box 40221. Austin, Texas 78704 - <https://www.truth-be-told.org>

Huston-Tillotson University, Austin, TX - <https://htu.edu/>

Dress for Success - 701 Tillery Street Suite A -5Austin, TX 78702 - <https://austin.dressforsuccess.org>

OVERVIEW

Giving back is mission-critical to the membership and board of AAF Austin. For several years, the Public Service Team has worked with leading non-profit organizations in Austin to help bring awareness and strategic support to bring their altruistic efforts to the forefront of the Austin community. Via Public Service we have garnered new members and supported various organizations. In a year where all businesses took a hit, it felt important to select an organization that would have an impact on those in our

community most affected by job loss...Women. Specifically, women of color. For that reason, we chose Truth be Told and Dress for Success Austin.

GOAL #1: CREATED AN AMPLIFY AUSTIN CAMPAIGN FOR TRUTH BE TOLD

Goal: To serve both the local HBCU and a local non-profit organization by mentoring students through an advertising bootcamp for students with the assignment of developing a campaign to promote a local non-profit organization.

Summary: Mentors from AAF Austin member agencies worked together to develop a curriculum for an Advertising Bootcamp at Huston-Tillotson. The students would learn about the advertising industry and the various roles in an agency through hands-on experience with a real client and a real assignment. By selecting a local non-profit that needed help with a campaign, both the students and the organization were able to benefit from the results of the bootcamp.

Execution: With a roster of 17 students, the Huston-Tillotson Ad Club participated in the AAF Bootcamp. The client was Truth Be Told, an organization with the mission of providing transformational tools of community building, communication skills, creativity and self-care for women behind and beyond prison walls, so they can heal from past trauma and avoid re-incarceration.

Their assignment was to develop a campaign for Amplify Austin, a day promoted throughout the city that encourages the Austin community to give to local charities. As one of many local non-profits, Truth Be Told would need a campaign that could break through the clutter and gain awareness in Austin.

Over the course of eight weeks, agency mentors led sessions and workshops that took the students step by step in the development of a brief and creative ideas. At the end of the bootcamp, the students presented their ideas to the client.

Results: A small group of student representatives presented three campaigns. The client was brought to tears and expressed how impressed she was with the work that went into the presentation. The students

were invited to execute one of their ideas and be the featured campaign for Truth Be Told for Amplify Austin 2020. The AAF agency mentors worked with a couple of the Ad Club students to bring the #ImVisible campaign to life for the Amplify Austin campaign in March of 2020. The students filmed footage to create a video and developed social media assets for the campaign. [Exhibit A] The students participated in a campaign recap meeting on March, 13, 2020 with Truth Be Told Executive Director, Katie Ford. She informed the team that the goal for the campaign was \$10,000, but their campaign brought in almost \$12,000.

GOAL #2: CONTINUE SUPPORTING HUSTON-TILLOTSON UNIVERSITY THROUGH CREATIVE STORYTELLING CURRICULUM

Event Details: Integrated Curriculum with Huston-Tillotson Faculty/Students and Advertising Professionals.

Target Audience: Huston-Tillotson University Students

Strategy:

- Austin AAF and T3, a local Austin digital advertising agency, partnered with Huston-Tillotson to create a curriculum centered around transferable skills necessary to enter the advertising industry
- Through workshops and research tactics including focus groups and surveys, our team was able to craft a starter course to test with a select group of students in the Spring 2021 semester.
- As a supplemental effort, we put together a Spring Break intensive course that will be led by T3 employees. It is designed to expose the students to agency life first-hand through group creative projects, job shadowing and mock interviewing.

Execution/Tactics/Results: The university is holding its inaugural course with 12 students registered for the course.

GOAL #3: AMPLIFY THE DRESS FOR SUCCESS MISSION AND EVENTS

Background: Dress for Success' mission is to empower women to achieve economic independence by providing a network of support, professional attire and development tools to help them thrive in work and

in life. Dress for Success Austin is committed to providing services and opportunities to help women establish a solid work history and permanently leave the cycle of poverty. Support extends far beyond the “suit” to a promise to each client of on-going support and information as she enters and remains in the employment arena. [Exhibit C] Dress for Success Austin values and serves women from diverse backgrounds and circumstances, including women from many racial, ethnic and cultural backgrounds, as well as women of all abilities and strengths, women that are experiencing homelessness, mental illness, were formerly incarcerated, are non-English speakers and from the LGBTQ+ community. In 2020, Dress for Success found themselves in the same situation as everyone else...with a need to pivot their programming, events, donation locations and more due to COVID-19.

Goal: Sell out events, sell raffle tickets, increase awareness outside of current sponsors/donors and most importantly put more women back to work.

Target: Austin Advertising Community to promote Dress for Success through all channels

Strategy: Dress for Success has their first PR agency ever. The PR firm was responsible for press releases, updates to social media, video and awareness. [Exhibit B] AAF Board of Directors was given the information to RSVP for tickets to the event and to share with their respective offices, employees, staff, media sites and social media. The information was given to the board of directors a few weeks prior to the event. The event was then moved back due to the Texas Winter Storm.

Execution: AAF added the event information to our website, social media sites and e-newsletter

Results: Dress for Success indicated that AAF Austin involvement helped generate excitement and newcomers to the event. The event raised approximately \$186k. [Exhibit C]

Exhibit A

Behind the Scenes images:



Final Video Link:

https://drive.google.com/file/d/1hoYnaErhUwn8Q_Uq9S214cXKER3SmB0K/view?usp=sharing

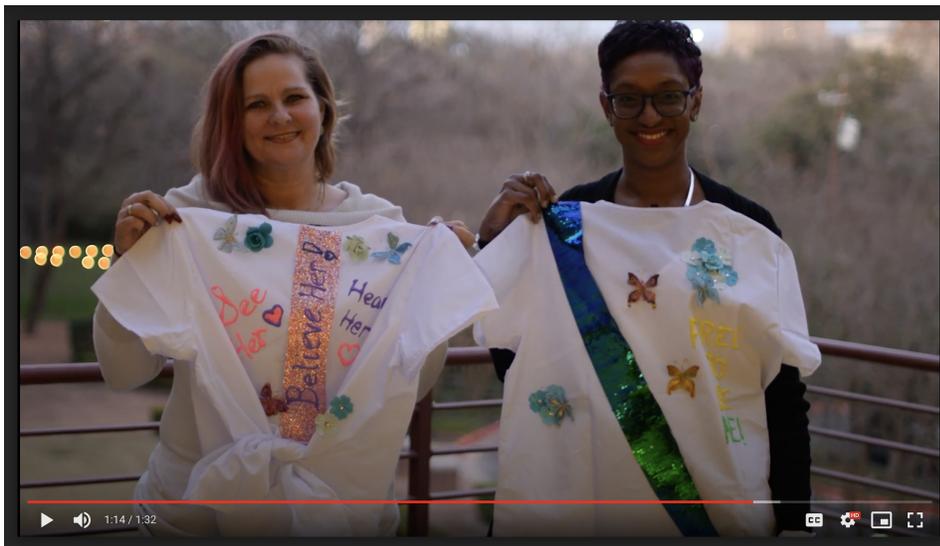


Exhibit B



FOR IMMEDIATE RELEASE

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Dress for Success Austin Announces 8th Annual ‘Little Black Dress’ Event

WHAT: Dress for Success Austin, a local nonprofit organization dedicated to helping women secure gainful employment through career and image consulting, is hosting its eighth annual Little Black Dress event at [Doc’s Drive-In Theatre](#) with live music by The Peterson Brothers Band, in-car food and drinks, silent and live auctions, and a drive-in movie screening of “A League of Their Own”. *This year’s event will be completely safe and socially distant, with guests able to stay in the comfort of their cars while participating in the night’s activities.*

WHEN: Saturday, February 20th, from 5:30 p.m.-10:30 p.m.

WHERE: Doc’s Drive-In Theatre
1540 Satterwhite Rd.
Buda, TX 78610

BACKGROUND: Dress for Success Austin transforms lives with an all-in-one solution to help women secure gainful employment and advancement through career and image consulting. The nonprofit has been committed to supporting the Austin community since its inception in 2003 and has served over 17,000 local women to date. COVID-19 is directly affecting our clients as most are now forced to manage unpaid labor at home while seeking stable employment. We are meeting them where they are through remote career coaching, virtual resources, zero-contact professional clothing

packages and more. Click [here](#) to donate to Dress for Success Austin. Clothing donations can be made to any [Westbank Dry Cleaning](#) location on our behalf.

Please visit our [website](#) to learn more about Dress for Success Austin.

Click [here](#) to learn more about the Little Black Dress event.

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DRESS FOR SUCCESS[®]
AUSTIN

FOR IMMEDIATE RELEASE

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Dress for Success Austin Announces 8th Annual ‘Little Black Dress’ Event

AUSTIN, Texas – (January 28, 2021) – [Dress for Success Austin](#), an Austin-based nonprofit dedicated to helping women secure gainful employment through career and image consulting, will be hosting a socially distant fundraising event at [Doc’s Drive-In Theatre](#) on Saturday, February 20th.

This year marks the eighth anniversary of DFSA’s Little Black Dress fundraiser. Last year’s event raised over \$160,000 to support Austin women with their path to employment and career advancement. Amidst the COVID-19 pandemic, the organization is getting creative to make sure all guests feel safe and are able to enjoy this year’s event while staying socially distant.

“Hosting the event at Doc’s Drive-In is allowing us to not only create a fun event, but also a very safe one. Guests can enjoy everything from their own cars, as well as explore the large venue at a safe distance,” said Dress for Success Austin Executive Director Mia Johns. “Now more than ever, the women in Central Texas need our services as they navigate job losses and financial hardships brought on by the pandemic, and everyone who attends and sponsors the event will play a huge part in helping us serve our clients.”

The event will feature live music from [the Peterson Brothers Band](#), exciting silent and live auctions run by local auctioneer TK Kenny, food and drinks delivered to guests’ cars, a screening of “A League of Their Own,” and an empowerment program where guests will hear a testimony from one of DFSA’s Client Ambassadors.

Blanca Zelaya came to DFSA after being laid off from her job of 19 years and experiencing a traumatic brain injury. While she was getting support from DFSA, she suffered a second traumatic brain injury which led to temporary loss of speech and left her feeling hopeless about her ability to contribute to the workforce and achieve economic independence. With her strength and the organization's help, she overcame these challenges and now shares her story as a Client Ambassador.

“Because of my relationship with DSFA, I have more tools in my toolbox, access to incredible women of great encouragement and resolve, and the strength and courage for whatever is next in my journey,” Zelaya said. “Life changes will come for us all, and it is a great thing that DFSA is here to be a resource for women who are willing to take that first step in their journey.”

General Admission tickets for the Little Black Dress event are \$100 each for one vehicle and 1 guest, and buyers may add up to 3 guests to their car for a total of 4 guests per vehicle. The event will also be live streamed via Zoom for any guests who prefer to participate virtually. Live-stream tickets are \$50, and each guest will be given a bidder number for the silent and live auctions. Event [sponsorships](#) are also still available.

Money raised will help 1,000 Austin women on their path to securing jobs and financial stability. Dress for Success Austin is currently offering free virtual services to anyone who identifies as a woman and includes group career development workshops, one-on-one career support with trained volunteers, monthly support and networking group for employed women, quarterly networking events for women veterans, financial education courses, employment-readiness mentoring programs, and personalized professional clothing packages with zero-contact pickup or delivery.

About Dress for Success Austin:

Dress for Success Austin transforms lives with an all-in-one solution to help women secure gainful employment and advancement through career and image consulting. The nonprofit has been committed to supporting the Austin community since its inception in 2003 and has served over 17,000 local women to date.

Link to Event Video: <https://youtu.be/NNIzww5GPPg>.



Exhibit C

 **Dress for Success Austin** ...
 March 6 at 4:00 PM · 🌐

One week ago today we hosted our 8th annual Little Black Dress fundraising event. This year's event was... different. Navigating a global pandemic while dealing with the aftermath of a Texas ice storm was challenging to say the least, but it was all worth it to be able to gather (outdoors and socially distanced, of course) with our amazing network of support and and celebrate the mission we are all so passionate about ✨

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We were able to raise a total of \$186,000 for Austin women. Thank you, thank you, THANK YOU for helping us pull off another successful event when it seemed like all odds were against us ❤️

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If you weren't able to attend virtually or in person (or you just want to relive the night 😊) check out our recap here:
<https://youtu.be/NNizww5GPPg>

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[Hand and Stone Massage and Facial Spa -Great Hills](#) | [Hand & Stone Massage and Facial Spa - Austin \(Arbor Trails\)](#) | [Doc's Drive In Theatre](#) | [Off The Road Productions](#) | [Peterson Brothers Band](#) | [AT&T](#) | [Capital Metro](#) | [Experian](#) | [MedVoice PR](#) | [Walmart](#)

THANK YOU
LITTLE BLACK DRESS 2021

**\$186,000
RAISED**

THANK YOU
2021 SPONSORS

HAND & STONE
MASSAGE AND
FACIAL SPA

AT&T | CAP METRO | ELLEN SAUER |
EXPERIAN | MEDVOICE PR |
WALMART

THANK YOU
PRODUCTION TEAM & EVENT SUPPORT

EVENT CO-CHAIRS
USA NUCCI & DIANNE HELMHOUSE

MUSIC
THE PETERSON BROTHERS BAND

AUDIO - VIDEO
OFF THE ROAD PRODUCTIONS

VIDEO - STAFF
DOC'S DRIVE IN THEATRE

ALL OUR WONDERFUL VOLUNTEERS &
MONETARY + IN-KIND DONORS