

CATEGORY

# Public Service

APRIL 2023

Prepared for:

AAF Mississippi Gulf Coast

#AAFMSGCGivesBack





## **2022-23 Club Achievement - Public Service / AAF Mississippi Gulf Coast**

This year, AAF Mississippi Gulf Coast (AAF-MSGC) took on a new mission: to make a difference in the community by partnering with non-profit and community service organizations that aligned with our values. We focused on expanding their advertising reach, creative planning, and brand awareness, knowing that together we could have an even greater impact. Living on the Mississippi Gulf Coast, we have a strong tradition of service and hospitality. With active board and club members serving many public service organizations, we were eager to support their goodwill. This year we intentionally supported local public service-based initiatives we knew needed the help. By working together in partnership, we knew we could do more for our community than we could ever do as such a small club. These partnerships also gave our low-key club some much-needed exposure to both the community and our members. Due to the pandemic, we had not been overly active outside of our annual awards show. Our board realized that we needed to take the lead and use our star power in the community to "wake up" our club. It was in this spirit that we focused our 2022-23 Public Service and Diversity & Multiculturalism efforts, with a renewed commitment to making a difference in our community.

*In this report we will recap four of our projects:*

- **AAF MSGC Gives Back** - Mental Health Association of South MS Christmas Gift Donation
- **Creative For Good** - The Society: An Anti-Bullying Foundation Logo Design
- **MLK Celebration of Art & Culture** - Club creative support, education, and volunteering
- **MLK Community Resource EXPO** - Club creative support and volunteering

### **1. AAF MSGC Gives Back - Mental Health Association of South MS Christmas Gift Donation**

Mental wellness has been a common theme for many organizations and one we express with our creative membership. When the Mental Health Association of South MS (MHASM) reached out to AAF MSGC we were more than happy to help. MHASM provides resources and support services for those seeking mental wellness and recovery within our community. This includes mental health, intellectual disability disorder, substance abuse, and homelessness issues. Two of our own, Cece Shabazz (current President) serves on the MHASM Executive Board of Directors and Jeff Harrison (board member/Governor D7), is

a long-time supporter, volunteering video service. This partnership was a perfect opportunity for our club to simply — give back.

**Target audience:**

- Individuals within the MHASM program dealing with a mental issue or homelessness.
- AdFed membership for awareness of the MHASM and PR of activity within the club

**Strategy**

- During December AAF MSGC adopted 13 individuals in the MHASM Drop-In program to make sure they had a Merry Christmas.
- A budget would come from reserved funds for Public Service
- We recruit members to help with the donation strategy
- Report the act of kindness to our membership via social media / e-blast

**Media/Material:**

- Social Media graphics for Facebook post

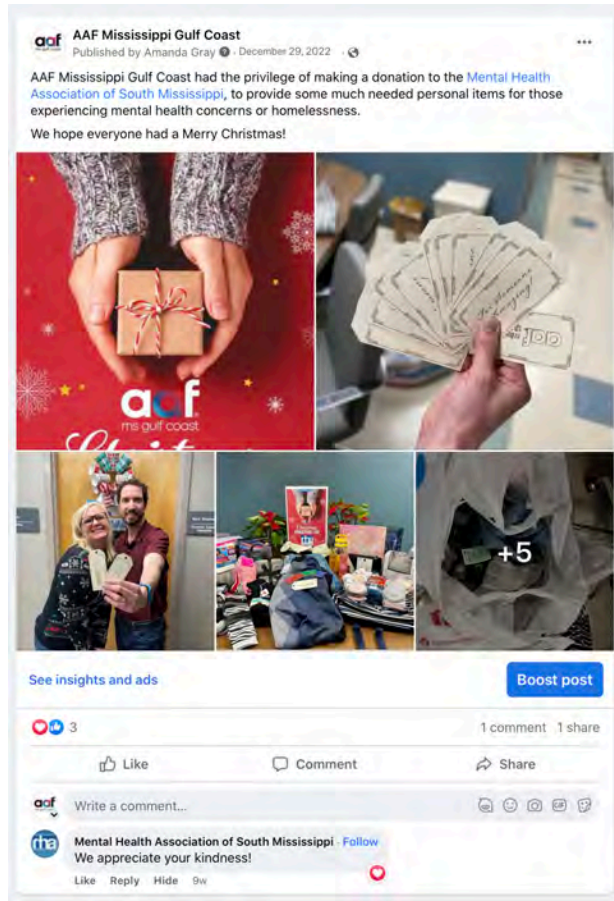
**Execution**

The AAF MSGC board voted to partner with MHASM for the holiday donation agreeing to spend \$25-\$30 per Christmas wish for 13 individuals. We asked that MHASM provide us with wish lists of needs from each person and the requests ranged from socks to hygiene items to puzzles. We had AdFed volunteers that shopped for each person, separated/prepped the items for gift bags, and even created custom gift tags from AdFed. The gifts would be given to the 13 individuals during MHASM's annual Christmas lunch. We documented our efforts and shared with our members via social media.

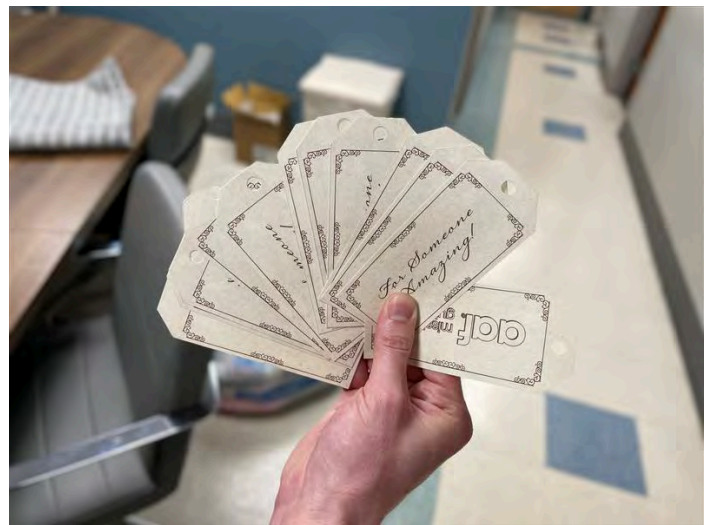
**Results:**

MHASM/recipients were so grateful for the gifts. MHSM raved about our efforts with other community leaders on its board and called us with a personal thank you. We had some members interested in helping with other public service projects. Since then we have also had several other non-profits reaching out to us for partnership in some way. This feel-good act kick-started additional ideas on how we could help our community resulting in AAF MSGC: Creative for Good — a concept inspired by our training during Camp AAF 2022 on how other clubs used their talent for community service.

AAF MSGC Gives Back | Social Media Post



AAF MSGC Gives Back | photos documenting process



## 2. **Creative For Good** - The Society: An Anti-Bullying Foundation Logo Design

Creative for Good is a club project inspired by a presentation some of our board members attended at Camp AAF 2022 Leadership Conference. The concept is to support worthy causes with creative/advertising assistance, giving our members an avenue to give back using their talents.

### **Target Audience:**

- Non-profits / Public Service organizations needing creative / advertising help

### **Strategy:**

- We needed to formalize our process by establishing who we helped, to what extent, and how we'd engage our membership.
- Our goal was to assist our first worthy cause through a single project and utilize the experience as a case study for future projects aimed at our membership. The committee chose The Society: An Anti-Bullying Foundation, a non-profit organization dedicated to fighting bullying through education and social connection. The foundation was established by Angela Singletary, who is a member of AdFed and a DEI advocate.

### **Execution:**

The Creative for Good committee met with The Society leader to determine their most pressing needs. We solicited a creative volunteer — Edge Creative Design Studio volunteered. It was agreed upon that we would provide a new logo and brand colors, as well as various logo file formats. To protect the graphic artist donating the work, a limited scope of work and time frame were presented to The Society, and it was agreed that the final product would be used by the organization. During the process, the Creative for Good committee acted as a liaison between The Society and the graphic artist.

### **Media/Material:**

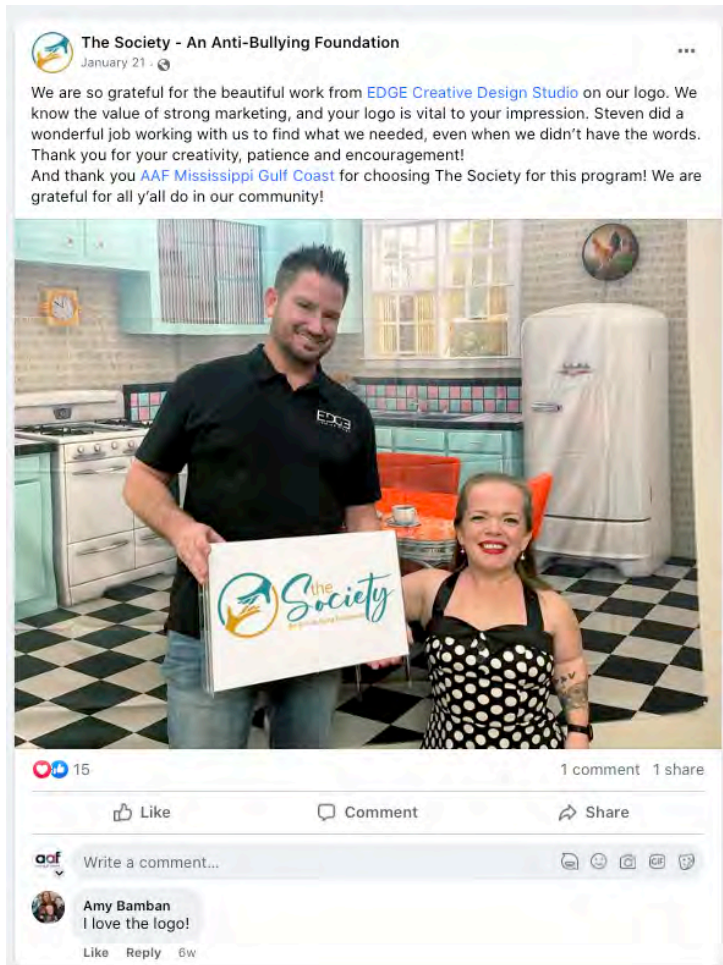
- The logo created was unveiled at The Society's launch party and then officially posted via various social media platforms. The organization was in dire need of branding help.

**Results:** In less than two weeks, the Creative for Good committee successfully completed the logo design project for The Society. The organization was ecstatic about their new logo and immediately launched it at a well-attended party, which included community leaders and AdFed representation by Steven Herbert, designer and Cece Shabazz, club president. Edge Creative Design Studio received a testimonial from The Society, creating a win-win situation for both parties. Our committee documented the process, and is currently working on a case study and finalizing guidance for future projects. We are also creating an application process for non-profit organizations to submit their projects for consideration, and plan to undertake our second project in May with four organizations already waiting to submit their applications.

Creative for Good | The Society final logo design



Creative for Good | The Society logo launch and testimonial social media



Establishing a meaningful DEI effort for our club was important as we intentionally worked hard to diversify our leadership to best represent our community. We partnered with Legacy Business League (which has active AAF-MSGC members in leadership), a non-profit organization dedicated to empowering minority professionals and businesses as well as community-based DEI programs to help put on two events during Martin Luther King Jr Week in honor of unity, diversity, and dreaming together.

### **3. Martin Luther King Jr (MLK) Celebration of Art & Culture**

The MLK Celebration of Art & Culture presented by Legacy Business League, the Ohr-O'Keefe Museum, and the MSGC Chamber of Commerce focused on showcasing the diverse expression of African-American artistry. The event leaders needed branding help as well as a fresh artistic perspective. AAF MS Gulf Coast sponsored the event to do just that.

#### **Target Audience:**

- Art lovers, business professionals, and members especially those interested in cultural awareness

#### **Strategy :**

Our aim was to design event branding that would honor the civil rights icon while also serving the purpose of promoting the event. We recognized an opportunity to raise awareness of creative elements in Advertising like photography and graphic design, using them as a form of art to capture attention. We also saw this as an opportunity to invite our membership to a unique cultural experience that celebrates diversity in art and promotes inclusivity.

#### **Material:**

Media produced for this event included:

- Event Branding
- Social media graphics/copy for various platforms
- Event Flyers / Signage
- Website Branding
- Earned media coverage
- Video interview of featured artist at the event

**Media:**

- Social Media posts and e-blast
  - We provided all sponsors with promotional graphics to share via their communication outlets.
- Zoom meeting for a follow-up club program
- Media Coverage: <https://www.wxxv25.com/gulf-coast-chamber-event-honors-dr-martin-luther-king-jr/>

**Execution:**

Various board members volunteered for specific aspects of the event. Our president acted as the project lead/designer and keep up communication with both teams. We partnered with a local printer to donate signage as well as prints for the event. To draw our membership to the event as well as introduce creativity via advertising to other event attendees as a form of artistic expression, AAF-MSGC invited award-winning contemporary fine art portrait photographer and art director D'Artagnan Winford who lives and works in Jackson, Mississippi. He was given space to showcase his soulful portraits that pay homage to his upbringing in small town Itta Bena, which fueled a lifelong passion for expressing the beauty and nobility of everyday people especially black women who are often portrayed in a negative light. We used money from our Programs budget to cover his travel expense. The event also included access to The "Black Art In America" Exhibit, Poetry by Nita Chase, and a concert tribute to MLK by renowned Cellist Garfield Moore. As an event follow-up, we promoted an exclusion virtual meeting with D'Artagnan presented by AAF-MSGC to have a deeper conversation with the artist.

**Result:**

The event was a success! Nearly 130+ people attended the event and received media coverage by WXXV25. We had over 18 AdFed members/invited prospects in attendance as well as a videography student from Mississippi State University who was there shadowing one of our board members. As sponsors, we were given time to talk about our club as well as promote our follow-up program via fliers. 25+ people attended the Zoom meeting where D'Artagnan talked about his background in advertising, career journey and experience his as an African-American creative, and photography tips.



A MARTIN LUTHER KING CELEBRATION OF **ART & CULTURE**

**THUR. JAN 12** | **5 PM - 8 PM**  
**AT OHR-O'KEEFE MUSEUM**

The LEGACY BUSINESS LEAGUE | OHR-O'KEEFE MUSEUM OF ART | HANCOCK WHITNEY | Mississippi Gulf Coast Chamber of Commerce | aaf ms gulf coast | Biloxi

A MARTIN LUTHER KING CELEBRATION OF **ART & CULTURE**

**FEATURED MUSICIAN**

**GARFIELD MOORE**  
ACCLAIMED CELLIST

SPECIAL PERFORMANCE HONORING MLK

ARTIST SPONSOR Keesler Federal CREDIT UNION

A MARTIN LUTHER KING CELEBRATION OF **ART & CULTURE**

**FEATURED ARTIST**

**D'ARTAGNAN WINFORD**  
AWARD-WINNING PHOTOGRAPHER

A MARTIN LUTHER KING CELEBRATION OF **ART & CULTURE**

**FEATURED MUSICIAN**

**JONATHAN MITCHELL**  
PIANIST FOR ACCLAIMED CELLIST GARFIELD MOORE

SPECIAL PERFORMANCE HONORING MLK

A MARTIN LUTHER KING CELEBRATION OF **ART & CULTURE**

**FEATURED ARTIST**

**NITA CHASE**  
AWARD-WINNING POET



MLK Art & Culture | Photos from event





MLK Art & Culture | Media Coverage

# Gulf Coast Chamber event honors Dr. Martin Luther King Jr.

January 12, 2023 by Lorraine Weiskopf



## SAVE THE *date!*

Here's what's happening on the Coast this month

- Art Vibes & Culture**  
 Jan. 12  
 5-8 p.m.  
 OHR/O'Keefe Museum of Art  
 Sponsored by The Legacy Business League, this Chamber After 5 networking event will feature food and drinks, the museum's Black Art in America exhibit, special guest and award-winning photographer D'Antagnon Winford, music by artist Carlfield Moore and more.
- Second Saturday Art Walk**  
 Jan. 14  
 OHR Town Bay St. Louis  
 Over the past 20 years, the monthly art walk has become one of the region's most popular events. During the Second Saturday Art Walk each month in, visitors will find deals, food and lots of art and live music. Old Town stays lively all day, with many merchants and restaurants offering specials. The pace picks up from 6-7 p.m., when gallery openings and live music keeps the streets humming with activity.
- Casino Bridge Run**  
 Jan. 28  
 7:30 a.m., 10K start; 9 a.m., 5K run start; 9:05 a.m., 5K walk start  
 Race day registration and packet pick-up is inside the Golden Nugget Casino; all races start in front of Margaritaville. All runners and walkers will receive a custom finishers medal; the top three male and female finishers in age groups in all events will receive custom awards. After the race, there will be free beer and refreshments, and DJ beats will provide entertainment. The Golden Nugget pool and jacuzzi will be heated and available to runners/walkers. Register or learn more at [www.casinobridgerun.com](http://www.casinobridgerun.com).
- Martin Luther King, Jr. Celebration**  
 Jan. 16  
 Parade: 11 a.m., battle of the bands, featuring Alcorn State University, room 6109 (Battle of the Bands at MGM Stadium)  
 Honor the legacy of Dr. Martin Luther King Jr. at this annual celebration. Admission to battle of the bands is \$5. To learn more, visit [www.mlkcoastwide.com](http://www.mlkcoastwide.com).
- Community Resource Expo**  
 Jan. 16  
 10 a.m. - 2 p.m.  
 Orange Grove Community Center, Gulfport  
 The Legacy Business League and its partners present this event, which is free to attend and open to the public. Attendees can connect with resource experts in the following areas: careers, entrepreneurship, health and wellness, mental health, financial empowerment, housing assistance, senior services, veteran assistance, youth development and legal services. To learn more, visit [www.legacy.org](http://www.legacy.org).
- A Night in Her Shoes**  
 Jan. 25  
 4 - 6:30 p.m.  
 The Salvation Army Knox Center, Biloxi Jubilee Haven invites you to this dinner theater event to raise awareness of the human trafficking crisis on the Gulf Coast. Tickets start at \$60, and sponsorship also are available. Visit [www.eventbrite.com/e/4448903187](http://www.eventbrite.com/e/4448903187) to purchase.



#### **4. MLK Community Resource EXPO**

In honor of Dr. Martin Luther King, Jr., iconic quote - I have a DREAM multiple community partners including AAF MSGC teamed up to provide a free Community Resource Expo on Saturday, January 14. The event featured youth activities, food, giveaways, and workshops hosted by experts in the areas of workforce development, becoming credit savvy, expungement, and home ownership.

More than 30 vendors participated in the Expo, providing valuable information and resources to community members. The Expo's goal was to act as a one-stop-shop for those looking for guidance about any of the following: Jobs, Free or low-cost career training, Entrepreneurship, Health & Wellness, Housing Assistance, Youth Development, Finances, Veterans & Senior Services, and Medical Screenings. MSGC AdFed served as a media sponsor for the event providing an array of creative and volunteer support to help this first-time event be a success.

#### **Target Audience**

- Our target audiences included residents of the Mississippi Gulf Coast, specifically underserved populations mainly in the Gulfport, MS area.
- We recruited members to help in specific areas

#### **Strategy**

We helped the Expo team utilize a variety of mediums to engage our audience, including strategic branding, broadcast news, social media, radio promotion, out-of-home/billboards, grassroots marketing, signage, and word of mouth.

**Helping our community live the dream wasn't just a tagline we developed for this event.** Ultimately, our goal was to help the Expo bring as many experts together who could share relevant and timely information with those who needed it most. The major request of the EXPO committee was branding for their event marketing plan.

The *Media* strategy for promoting this event included a robust media mix, including the following tactics:

- Social media marketing
- [iamlegacy.org](http://iamlegacy.org) Website
- Earned media coverage
- Billboards
- Radio promotion
- Grassroots efforts — fliers and posters provided to churches and relevant organizations in target communities

We also relied on cross-promotion from our presenting sponsors, encouraging them to share information about the Expo with their employees and external audiences.

Although we did not have to execute this media plan we assisted in creating promotional material that they could use for the event partners.

### **Execution**

We simply agreed as a board that we'd volunteer/offer support where we could for the event. We asked AdFed volunteers to cover specific areas from the strategy list and we went to work. We worked alongside a large group of corporate volunteers and we all fill-in gaps to get things done. AAF-MSGC / Legacy Business League/Memorial Health Systems lead the branding and marketing for the event. We were mostly responsible for the creation of promotional material, event signage, and coverage of the event. We assisted in recruiting volunteers as well as Public Service vendors within our club. During the EXPO our student volunteer, assisted by a board member, conducted interviews with the attendees while our other board volunteers helped with setup, crowd management, and event photography.

([iamlegacy.org](http://iamlegacy.org) - Gallery for photos/videos of the event)

### *Materials used:*

Various MSGC Members volunteered time and talents to support the Community Expo. MSGC Adfed Members donated the following services:

- Event Planning Committee
- Branding/Graphics of Promotional materials including flyers, website, social media graphics, event signage, graphic kit for partners/vendors

- Event Photography
- Event Videography (done by a Mississippi State University student that shadowing two of our board members)
- Media coverage assistance
- Volunteering at the Event for setup and crowd management

#### *Media coverage*

- WXXV25: [Community Resource Expo Saturday](#)
- Mentions in local broadcasts leading up to the event

#### **Results**

It was a massive undertaking but the Community Expo was a resounding success, resulting in more than 500 attendees in the four-hour timespan of the event. In total, there were 6 AdFed volunteers for the actual Community Expo. As a first-year event, this tells us that the need for a resource expo that brings together experts from across the region is greatly needed. The partner/vendor surveys noted that the branding of the event elevated the event. As an advertising club, it provided great exposure and collaboration opportunity, public awareness of our club outreach capabilities, and helped position us as a help to the community and other organizations. We hope to make this an annual event that we can help grow and support helping provide the necessary information and resources our community needs to live the dream.

Since this event the City of Gulfport has reached out to AAF MSGC as a partner for its 175th Community Celebration.

# COMMUNITY resource expo

MLK Community Resource Expo | Event Photo





## MLK Community Resource Expo | Event Photos and some member



## MLK Community Resource Expo | Media Coverage

### Community Resource Expo Saturday

January 9, 2023 by WXXV Staff



**MARTIN LUTHER KING** FREE EVENT  
OPEN TO PUBLIC

# COMMUNITY resource expo

**SAT. JAN 14** | 10AM-2PM  
ORANGE GROVE COMMUNITY CENTER

RESOURCE EXPERTS | KIDS ACTIVITIES  
FOOD TRUCKS + GIVEAWAYS  
(WHILE SUPPLIES LAST)

**MARTIN LUTHER KING** FREE EVENT  
OPEN TO PUBLIC

# COMMUNITY resource expo

CONNECT WITH RESOURCE EXPERTS IN THESE AREAS:

- Jobs
- Free to Low Cost Career Training
- Entrepreneurship
- Health & Wellness
- Mental Health
- Financial Empowerment
- Housing Assistance
- Senior Services
- Veterans Services
- Youth Development
- Legal Services

**JAN 14**  
10AM - 2PM  
Orange Grove Community Center  
14416 Dedeaux Rd, Gulfport  
IAmLegacy.org

KIDS ACTIVITIES FOOD + GIVEAWAYS  
(While Supplies Last)

HELPING OUR COMMUNITY LIVE THE DREAM.



Meet Us at the...

# COMMUNITY resource expo

PRESENTING PARTNER

**MARTIN LUTHER KING** LIVING THE DREAM



**BOYS & GIRLS CLUBS OF THE GULF COAST**

**JAN 14** | 10AM-2PM  
ORANGE GROVE COMMUNITY CENTER

YOUTH DEVELOPMENT

**HOUSING & FINANCE**

**HEALTH & WELLNESS**

**MEDICAL SCREENINGS**

- PROSTATE
- BLOOD
- PROVISION
- REGULAR EYE EXAM
- DENTISTRY
- DENTAL CLEAN
- FREE COVID-19 TESTS
- FREE TOE-NAIL CLIPPING

**YOUTH ACTIVITIES**

**JOBS & TRAINING**

**SENIOR & VETERANS SERVICES**

