

**Client: Whitman-Walker Clinic – Washington, D.C.**

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**Client Brief -** The Whitman Walker Clinic had been plagued with decreasing volunteerism on the part of its local outreach program to spread the word about help and assistance for two specific audiences on the problems with HIV/AIDS.

**Objective:** To increase volunteerism dramatically, some 30% to spread information about the African American and Hispanic communities could protect themselves from the contact and spread of HIV/AIDS.

**Execution & Strategy:** A theme was developed called the “DCDC Project: Knowledge = Change”, this message was emblazoned on several marketing products and a campaign was generated to solicit new volunteers. In order to appeal to both audiences, the product was printed in both English and Spanish. Getting the word out to these two respective communities was vital, and volunteerism was the key.

**Overall Results:** The program generated 100% participation and satisfaction and touched over 30,000 “at risk” individuals at home and group counseling sessions