

Case Study

Grassroots PR campaign
**COVID-19 Front Line
Appreciation Group**



SITUATION

FLAG (Front Line Appreciation Group) Metro Detroit is a grassroots effort to support local restaurants and medical workers during the COVID-19 pandemic. FLAG collects donations to purchase meals from local restaurants for medical workers at nearby hospitals. FLAG's ultimate goal is to build a sustainable plan for raising funds to continue its purpose.



APPROACH

We offered our services to build awareness, understanding and engagement during the pandemic. Developed on the theme "Feed their bodies. Feed your soul.", we established a grassroots media outreach campaign for digital and social media channels. We also wrote and pitched two milestone press releases, created talking points and key messages as well as delivered media training.



OUTCOME

- The organization became the nation's largest FLAG chapter with donations reaching \$430,000 in a few months.
- FLAG delivered 59,000 meals to 43 hospitals in Metro Detroit from 105 local-owned restaurants.
- Money from FLAG gave a financial boost to locally owned restaurants and provided nutritious meals to healthcare workers.
- FLAG was featured nationally on FOX News "After the Bell" and locally on WXYZ-TV, WJR and WOMC as well as Corp! Magazine and other outlets.
- The organization has connected with multiple resources nationally and in Southeast Michigan.