

A low-angle, upward-looking photograph of several palm trees against a clear, teal-colored sky. The fronds of the palm trees are dark green and detailed, creating a sense of height and tropical atmosphere. The trunk of one palm tree is visible on the right side of the frame.

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A low-angle photograph of a palm tree, showing its dense, green fronds reaching upwards against a clear, bright blue sky. The perspective creates a sense of height and growth.

# Agape Network Case Study

# Introduction

CIM Consulting is a boutique business development firm specializing in events, promotion and strategic partnerships. We have experience and longstanding connections within Miami's thriving local business and non-profit community. CIM Consulting was hired by the Agape Network to plan and execute the groundbreaking a building development, a critical component to their capital campaign. The groundbreaking event took place on November 30<sup>th</sup>. In addition to creating marketing materials that aligned with their current branding, CIM Consulting also designed their capital campaign brochure and materials for their game-changing development. The Agape Network, a non-denominational faith-based organization 501(c)(3), is a comprehensive and integrated healthcare system that addresses the multifaceted health issues experienced by individuals and families today. The mission of the Agape Network is to ***“restore individuals and families to psychological, social, physical, and spiritual health.”*** Due to the diligent work of CIM Consulting the groundbreaking event for the Agape Network was considered a tremendous success. A few notable attendees included donors, past and present elected officials (including Senator Marco Rubio), prominent leaders of the Miami community and local patrons of the community.





CIM Consulting specialized in the project management of the Agape Network's Groundbreaking, working with them to assess their needs. CIM Consulting's exclusive partnership with media and local businesses provided Agape with coverage from stations such as Channel 7 News and significant donations.

CIM Consulting completely rebranded their marketing materials with the goal of creating a series of materials that complemented Agape's high standards. In addition to revamping their marketing materials, our team designed and created an entirely new website and developed a pitch deck aimed at increasing their fundraising metrics.

CIM Consulting also took on the role of social media management. By enhancing social media engagement, CIM created widespread knowledge of the event, which also included a live stream of the event on Facebook. It was through these services and meticulous hard work that CIM Consulting was able to deliver an outstanding groundbreaking event that landed Agape Network the attendance and speech by Senator Marco Rubio, Miami-Dade County commissioners and Lieutenant Governor-elect, Jeanette Nuñez. Furthermore, CIM's dedication helped the Agape Network bring in almost six million dollars in donations for their expansion project.

Following the groundbreaking event, CIM Consulting has continued to maintain a strong working relationship with the organization and is currently managing their website.

# Analysis





# Event Highlights





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