



UTOPIA COMMUNICATIONS, Inc.
 Changing the world, one client at a time.

The Case for Wounded Warriors

The Challenge: The Lt. Dennis W. Zilinski II Memorial Foundation, a local non-profit charitable organization, was in need of direction on how marketing and public relations could help increase donations (both direct and via the web), give creative counsel with fresh new ideas and also raise the registration numbers for their annual fundraising event, the “Run with Dennis.”

The Gameplan: Utopia submitted a one year proactive activity plan with suggestions for greater exposure of the Fund via additional mainstream fundraising activities such as game day at BlueClaws, a golf outing, a wine and cheese event, and, of course, a wider reach for the Annual Run with Dennis.

The Results: An event held at The Blue Claws Stadium on Veterans Appreciation Day drew over 250 participants, a wine & cheese event with a silent auction in Rumson was attended by more than 200 people who donated \$100.00 per ticket, and the annual run had over 1,400 registrants -- up 20% from the previous year. These events generated extensive coverage in local and regional newspapers and The Run was featured on NJ Discovers as a featured event. The Asbury Park Press did a follow-up article as well. The combined events combined raised nearly \$300,000 in donations for the fund!

