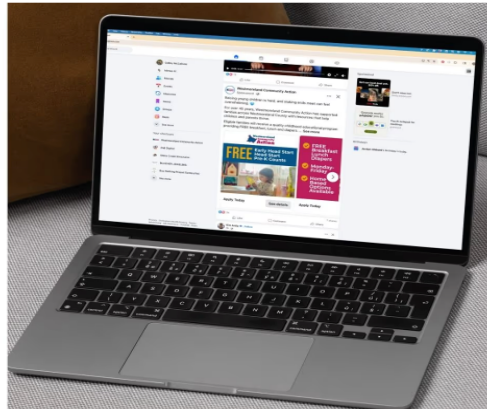


Driving Enrollment Growth for a Community-Focused Nonprofit

Westmoreland Community Action



Westmoreland Community Action, a nonprofit dedicated to "connecting individuals and families to opportunities and resources to improve their quality of life and to help reduce poverty in the community", partnered with Dail Digital to increase program enrollment and expand awareness across the region. With a mission rooted in community impact, the organization needed a strategic approach to reach the right audiences and drive meaningful engagement.

In just a few months, the campaign delivered measurable results, boosting enrollment from under 70% to 98% while strengthening visibility for essential community programs.



Implementation:

Billboards

Direct Mail (EDDM)

Social Media Ads

Geo-Targeting