

CASE STUDY

DESIGNED BY
DEBBIE M FERRARI

“Over the years, it’s been great to
hear from donors and sponsors that
our materials consistently draw them in!

Joy Authur, Chief Development & Communications Officer
People’s Community Clinic



“ I have worked with Debbie since 2015 and consistently
have been impressed by both her design skills
and commitment to the work of our organization.
[She] has a knack for quickly understanding
the vision of each project and provides materials
that far exceed my expectations.

Joy Authur, Chief Development & Communications Officer
People's Community Clinic

People's Community Clinic contents

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role

Creative Director | Project Manager | Copywriter, Special Events



contract timeline

2015 - 2023



client

People's Community Clinic (People's) was founded in 1970 as an all-volunteer free clinic in Austin. It has since grown into a 50,000-sq-ft facility staffed by over 200 professionals, providing essential healthcare services to the medically underserved and uninsured in Central Texas.



overview

I worked closely with People's to create strategic, high-impact custom-branded campaigns that reinforce the clinic's values and fundraising goals. Their special events stand apart from day-to-day communications and serve to engage supporters and elite donors and strengthen their social media and community presence. Over the years, we collaborated on more than 50 projects, including event collateral kits, concert promotions, celebrations, and staff incentive programs designed to drive donor engagement and amplify public outreach. Each campaign was crafted to maintain brand integrity while expanding awareness of the clinic's diverse services and mission.





special events

Challenge | Fundraising

People's has a talented in-house team that delivers consistent, on-brand communications. Their biannual special events—high-profile luncheons and concerts—were opportunities to introduce fresh creative perspectives that enhanced engagement and strengthened donor connections..

Creative Brief Focus

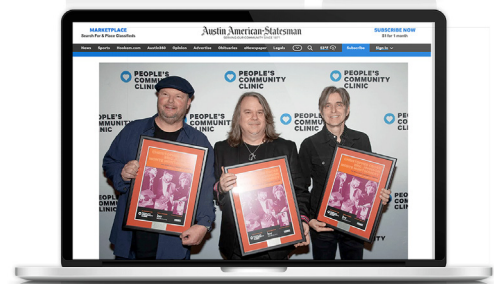
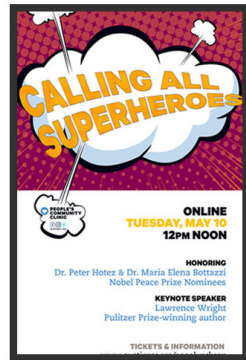
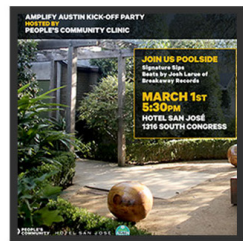
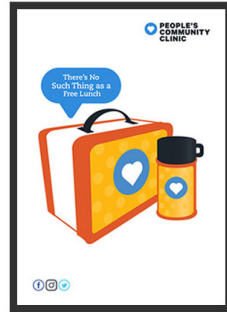
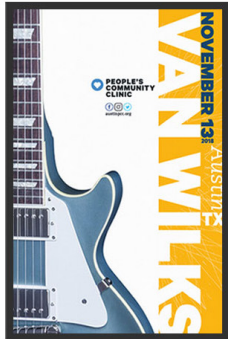
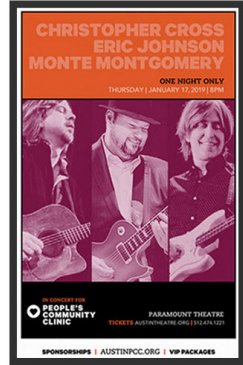
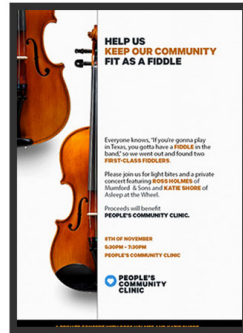
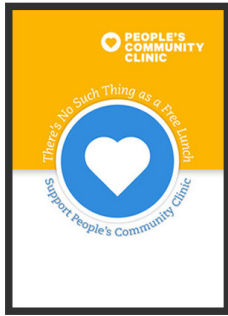
- Excite and engage supporters with distinctive, high-impact creative.
- Amplify visibility and social media reach while reinforcing People's trusted, approachable brand.

Approach

I developed custom, one-of-a-kind campaigns that pushed the creative boundaries of People's core brand while maintaining its integrity. Each event's theme was strategically translated into tailored messaging and visuals, ensuring donor-focused campaigns for fundraising luncheons and high-energy creative for concerts that amplified audience engagement.

Solution

- Designed visually dynamic, high-energy campaigns for concert events, creating bold event graphics, social media content, and promotional materials that amplified excitement and audience engagement.
- Developed fresh creative for the annual luncheon, ensuring strong recognition while introducing new, engaging visuals that kept the event visually distinct each year.
- Delivered cohesive campaigns with invitation suites, donor mailers, on-site event materials, digital assets, promotional merch, posters, and awards, in alignment with People's core brand.





50th Anniversary

Challenge

To commemorate five decades of community service and honor the clinic's history and growth. The mark needed to work within the current brand guidelines and integrate with the existing mark, and also be able to serve as a standalone emblem for multi-platform use.

Approach

I applied best practices and creative strategy to develop a dynamic mark that aligned with People's core identity. The typeface, iconic heart mark, and other key elements of the core brand were thoughtfully considered. Both horizontal and vertical versions were created, each emphasizing the significance of 50 years and ensuring the versatility to function independently or as a companion element.

Solution

- Designed multiple creative directions that expanded and honored the existing brand.
- Refined and finalized a shortlist of marks based on stakeholder feedback.
- Delivered a final anniversary mark with an accompanying brand guide for consistent application.
- Ensured the mark's versatility across print, digital, signage, social media, and video.

initial marks



chosen mark



mark in use





pandemic engagement

Challenge

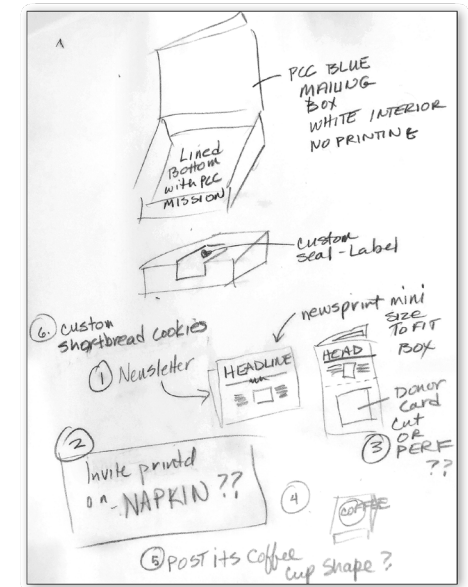
As the pandemic unfolded and traditional outreach channels were disrupted, donors were inundated with fundraising appeals from countless organizations. Even as People's role in community healthcare grew more vital, donations declined. A strategic approach was essential to break through the noise, engage supporters, and shift interest and participation to virtual events

Approach

There's No Such Thing as a Free Lunch, a longtime donor favorite and key fundraising event, needed to adapt to a virtual format. I collaborated with leadership to create an interactive mailing experience that brought the event into supporters' homes, allowing donors to take a coffee break during the presentation. Curated kits included literature and items to enhance participation, making the experience more engaging and immersive. The mailer built anticipation beforehand, kept participants engaged during the event, and helped drive donations.

Solution

- Developed a tailored campaign with distinct identity that engaged donors and key supporters.
- Designed cross-channel materials for premiere virtual event that drove interest and participation.
- Created strategic print and digital assets, including donor mailers, event signage, promotional materials, and digital content.
- Ensured cohesive branding across all campaign materials as well as one-off designs for staff engagement.







conclusion

Collaboration

I worked closely with People's leadership and development teams to ensure all special events campaigns aligned with existing objectives brand story. My work supported their efforts with standout special event materials that enhanced outreach and engagement.

Outcomes

- Developed unique concepts special event campaigns that stood apart from routine communications and supported ongoing donor and sponsor engagement with event-specific branding.
- Created an event-specific cross-channel campaign that delighted stakeholders and contributed to People's fundraising efforts.
- Provided digital content with targeted visuals and messaging that contributed to ongoing engagement with People's social media base.



Tools

Adobe CC: InDesign, Photoshop, Illustrator

Microsoft 360: Word, Excel, PowerPoint

