"I know I can count on Nerland Agency to move **quickly** and **BOLDLY** to develop marketing ideas and messaging for my needs. They're reachable, responsive and **enthusiastic** – and they bring a valuable perspective to each conversation."

– Jordan Marshall, Special Projects Manager
Rasmuson Foundation

INCREASED CHARITABLE DONATIONS BY 70%

Alaskans increased donations to their favorite non-profit causes by nearly 70% for two consecutive years in the Alaska Permanent Fund's (PFD)[1] Pick.Click.Give. program. The campaign, now the state's largest fundraiser, won a prestigious Silver Anvil award from the Public Relations Society of America.

▶ THE CHALLENGE

A coalition of nonprofits worked with the State Legislature to allow citizens to direct a portion of their annual PFD to qualified Alaska charities. A young state with few foundations, relatively little "old money," and a transient population, these residents were the least likely to engage in individual charitable giving in the U.S.

▶ STRATEGIC **TRUST:*WORKS*** INSIGHT

The state's oil wealth and history of federal funding kept many citizens in a fairly low intensity relationship with the state's social service needs. The solution was messaging that focused on the trust dimensions of the reliability and technical competence of the program. It was simple to "Pick.Click.Give." online and individuals could make individual donations directly – and locally – to causes of choice.

▶ THE NERLAND SOLUTION

brave:*works* campaign creative used the simple images of green marbles dropping into dozens of Mason jars. These represented small donations from individuals making a big difference to specific causes, and collectively, statewide.

[1]The PFD is a method for returning a portion of the revenues from petroleum development to the citizens of Alaska as an annual direct cash payment.