

# HOLDEN CURATED CONTENT ADVISING

INTENTIONAL, EMPATHETIC, HOLISTIC, STRATEGIC

## Strategic Communications / Storytelling / Arts Management

[justinholden@gmail.com](mailto:justinholden@gmail.com)

[holdencca.com](http://holdencca.com)

[LinkedIn](#)

Holden Curated Content Advising specializes in creating strategic, integrated communications, and content campaigns tailored to your specific needs. Our approach and style is intentional, empathetic, and holistic, providing a deep understanding of the arts, nonprofit, government, and corporate sectors.

### PORTFOLIO / CASE STUDY SYNOPSIS (January 2024)

#### Table of Contents:

1. **Awareness Building:** Regional Media / Digital Content, Thought Leadership, National Media
2. **Organizational Growth:** Organization Messaging, Staff & Leadership FAQ, Giving Day Communications Timeline Strategy

#### 1. THE WELL (2023 to present)

**Awareness Building:** Regional Media / Digital Content, Thought Leadership, National Media

#### Scenario:

It is a pivotal time to collaborate with [The Well \(A Mindful Moment\)](#), utilizing the results of strategic planning to guide, bolster, and create impactful communications strategies. To raise awareness on a regional and national level, the project goals include programmatic storytelling in three, select regional markets as well as thought leadership development and cultivation for national media opportunities. The Well's mission is grounded in improving mental and emotional well-being and connectedness, especially with youth, through arts integration, mindfulness, music, movement, and healing-centered practices. A non-profit based in Cincinnati, Ohio with national and international scope and impact, their signature program "[Mindful Music Moments](#)" uses music and creative prompts for classrooms, organizations, and workplaces.

#### Methodology:

Goal One: Utilize the success and impact of The Well's signature program, "[Mindful Music Moments](#)" as the entry point to the organization's additional programs. Identify three key regional markets (existing / established, growth opportunity, and recently established) to test traditional public relations and social media content efforts, tracking feedback, reach, and engagement. Also, utilize defining which strategic pillars are used to evaluate proactive and reactive opportunities for media coverage and social media. Goal Two: Position and selectively pitch The Well's staff as thought leaders for conferences, speaking engagements, earned media placement in arts, music, education, mental health & wellness publications, as well as podcasts and industry trade media. Building on the progress of goal one and two, create opportunity for Goal Three: national media cultivation and pitching for process and impact storytelling.

Impact: To come in 2024!

Skills: strategic communications evaluation, staff and board workshop engagement, focused work plan timeline planning over the course of six months, content and thought leadership editorial planning

## **2. ATMASHAKTI TRUST** (2023 to present)

**Organizational Growth**: Organization Messaging, Staff & Leadership FAQ, Giving Day Communications Timeline Strategy

Scenario: Invited by Growth Planning Strategist [Courtney K. Ford, CFRE](#) to partner as an advisor to [Atmashakti Trust](#) on organizational communications strategies and fundraising messaging as they aspire to reach more people and communities in India and the United States beginning in 2024. In India, Atmashakti Trust works for socio-economic and political empowerment of marginalized communities. Founded in 1995 to support a mix of development initiatives in rural areas and urban slums, the Atmashakti Trust is committed to a long term mission to bring the benefits of government programs to those in need. The Trust's programs and impact are focused on livelihood and food security, sustainable agriculture, health, women rights and gender equality, education, disaster intervention, and community-centered empowerment initiatives.

### Methodology:

Review and advise on overall organizational messaging and content included on their website. Evaluation and advice on best practices for integrated social media curation (LinkedIn, YouTube, Instagram, Facebook, X fka Twitter) and content development. Create and refine FAQs for their website, staff, and leadership to have concise, proactive, and unified conversations and be equipped for reactive responses about Amashakti Trust's mission, values, programs, history, leadership, and funding sources. Create a framework for communications timeline and evaluation of staffing resources for Amashakti Trust's first Giving Day, aligned with international India Giving Day on March 1, 2024.

Impact: To come in 2024!

Skills: strategic communications planning, institutional messaging alignment, cross cultural awareness, content editorial planning