



## Case Study: Yachad's Our City Film Festival

### Client:

Yachad, a DC based non-profit dedicated to bringing communities together through affordable housing

### Challenge:

As donors and volunteers were aging out of the organization, Yachad wanted to reach a new, younger audience

### KRPR Strategy:

- Develop a film festival that would increase interest in Yachad, raise funds, and promote its mission of togetherness

### Result:

- Created Our City Film Festival, showcasing films about DC's residents, neighborhoods, communities and history
- Sold out events and expanded each consecutive festival (2008-2013)
- Procured media attention from [The Washington Post](#), [The Washington City Paper](#), NBC4, NPR, WAMU, Comcast Newsmakers, etc.
- Locked in corporate sponsorship from PNC Bank, Office of Motion Picture & Television Production, Humanities Council and others
- Generated tens of thousands of dollars in profit for Yachad and built a list of thousands of new, interested constituents

