



**IMPACT
REPORT**
2024



As any marketer knows, trying to compete for attention during an election year is tricky at best, and 2024 was no exception to that rule. Yes, the presidential race was inescapable, but it wasn't the only event of the year filled with dramatic twists and turns.

- Chances are good you spent at least part of your July and August evenings on the edge of your couch seat, captivated by the Summer Olympic feats of Simone the GOAT, Katie Ladecky and Pommel Horse Guy!
- Inside Out 2 didn't get to be the biggest animated flick of all time by only resonating with kids! The crew living in Riley's brain teamed up to teach adolescents and adults everywhere how to value all the emotions that make us... well, us.
- Admit it: you virtually checked in on the adventures of adorable little Moo Deng a few too many times. (We did too!)

The Summer Olympians and Joy's gang also showed us the **power of unity and what we can accomplish together**. We see the results of strong, results-driven collaborations day in and day out here at Hiebing – especially in our relationships with our valued clients.

Because so many of our clients trusted us to deliver needle-moving marketing in 2024, we were able to devote **over 3,200 hours of brainpower and talent** to six nonprofit organizations doing life-changing work in our communities. From strategizing impactful campaigns to executing compelling creative initiatives, our team was honored to help them amplify their missions and generate positive change.

As you explore this year's Hiebing Impact Report, we hope you'll be as moved as we are by the transformative work of these organizations. Our team is energized knowing that the marketing support showcased in these pages helped power some of their outstanding efforts. We are immensely grateful that our four-decade (plus a few more!) tradition of giving back in these ways continues to thrive.

In addition to our work with nonprofits, Hiebing is proud to endow scholarships that support underrepresented populations. These scholarships are making a significant difference in the lives of promising future professionals. This year, we celebrate the achievements of Em-J Krigsman and Nico Ulrich Arreola at the University of Wisconsin–Madison's School of Journalism and Mass Communication as well as Vanessa Genis at Madison College. Their success – and spirit of perseverance – are a source of inspiration for us all.

Without further ado, please enjoy the fifth annual edition of Hiebing's Impact Report.



Big City Mountaineers

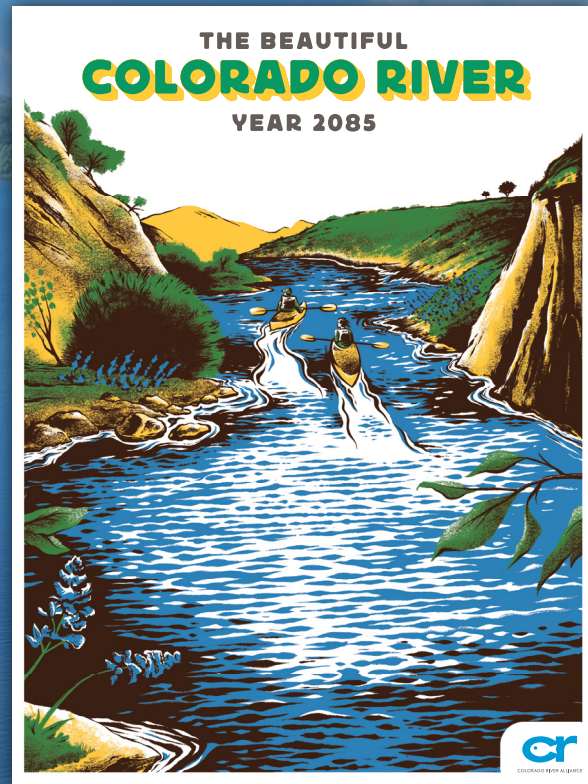
Big City Mountaineers (BCM) is on a mission to connect underprivileged children with the wonders of nature through free, fully outfitted backpacking trips. However, their website previously fell short in providing detailed information about their youth programs and the specifics for each region they serve. This lack of information made it challenging for parents and donors to make informed decisions, often leading them to reach out to BCM staff directly for answers.

To tackle this issue, Hiebing teamed up with regional leaders to gather specific information for each area. We meticulously organized and edited this information to ensure that the pages for each region felt authentic and relevant. As a result, we created dedicated pages for each program region and gave the overall program page a fresh, new look.

In 2024, BCM introduced the transformative power of the outdoors to 403 kids, marking a phenomenal **40.4% increase over the number of children served in 2023**. The website enhancements not only provided better information for parents and donors but also helped BCM to reach and support more children through their invaluable programs. The future looks brighter than ever for BCM and the children they serve.

40.4%
INCREASE

in number of children served versus 2023



Water Conservation Awareness

The Colorado River is a lifeline for approximately 40 million people across seven U.S. states—Arizona, California, Colorado, Nevada, New Mexico, Utah and Wyoming—as well as Mexico. This vital river provides water for drinking, agriculture and industrial use, supports ecosystems, and generates hydropower. However, the water needs of these areas are under increasing pressure due to prolonged droughts, warmer weather, over-allocation and growing populations.

To ensure the vitality of the Colorado River, raising awareness about its importance and inspiring behavior changes toward river stewardship and water conservation are crucial. The Colorado River Alliance (CRA) is making significant strides in this area, with programs that help leave over 20 million gallons of water in the river every year.

The CRA aimed to make more people in the greater Austin and Highland Lake area aware of the simple actions they can take to conserve water. They envisioned a positive, vibrant campaign that would help people imagine a future where everyone works together to protect the river. Starting with AI, the brand idea was honed to reflect the authentic look of the area, including its plants and natural beauty.

The awareness campaign included a variety of tactics: a dedicated landing page, posters used as giveaways, two native ads and a paid media campaign that ran from April 1 to June 30. The campaign's performance was evaluated based on impressions, **achieving over 600,000 impressions on Meta with a \$2 cost per million (CPM), which is almost five times more cost-efficient than the platform average in 2024.**

We are proud that our work is helping the CRA ensure that the Colorado River continues to thrive for generations to come.

Colorado River Alliance

30th Anniversary Social Campaign

In 2024, the Colorado River Alliance (CRA) celebrated its 30th anniversary, marking three decades of dedicated efforts to protect and preserve the Colorado River.

With the river running right next to our Austin office, Hiebing was delighted to help commemorate this milestone. We created 30 organic social posts for CRA's Meta accounts – highlighting river heroes fun facts about the river, and memorable moments from the past 30 years. These posts not only celebrated the organization's achievements but also engaged the community in a meaningful way.

In addition to the social posts, we ran a social sweepstakes, giving away CRA merchandise to celebrate the occasion. The campaign was a resounding success, with an **average engagement rate of 0.92% on Facebook** and an **impressive 10.25% on Instagram**. On Instagram, the campaign's average engagement rate **outperformed the platform's average by 3.55%.**

We are proud our efforts are helping CRA continue to inspire and engage the community, ensuring the long-term sustainability of this vital waterway.

Achieving over **600,000 IMPRESSIONS** on Meta with a \$2 CPM

The Center for Black Excellence and Culture (The Center)

2024 Social Content

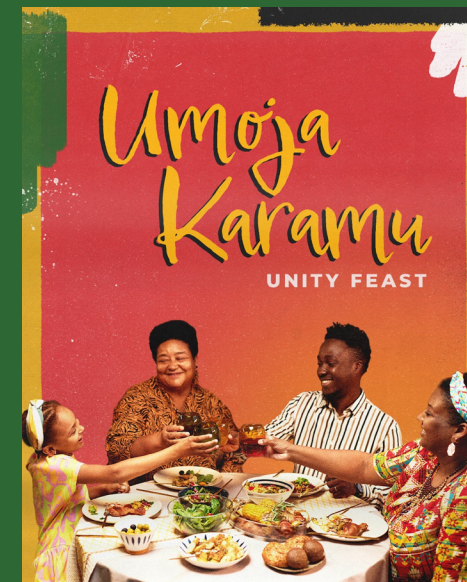
The Center for Black Excellence and Culture in Madison, Wisconsin, is dedicated to celebrating and empowering the Black community through hope, inspiration and education. In 2024, the Hiebing team had the privilege of helping to strengthen The Center's brand identity by developing 59 unique posts that engaged its followers across multiple platforms.

The content we created emphasized a welcoming, inspiring and educational message. It highlighted influential Black historical figures, celebrated local role models and showcased historic groundbreaking initiatives to inspire and engage the community.

The data showed that these important and relevant messages reached a large and growing audience. On Instagram, the campaign achieved an **organic reach of 8.4K accounts in 2024**, marking a **441.9% increase year-over-year**, and **increased followers by over 220 organically**. On Facebook, the campaign reached **63K views** and achieved a reach of **32K**, marking a **358.1% increase compared with 2023**, with **1.7K content interactions in 2024**, reflecting a **72.4% increase over the previous year**.

Hiebing was honored to help The Center use its social platforms to pay tribute to Black excellence and powerful legacies, bring vital historical lessons to light and share the growing anticipation for the grand opening of their building in 2026.

Reached over **71.4K** **UNIQUE ACCOUNTS** organically in 2024



C THE CENTER





Groundbreaking

June 19, 2024, marked a special day as The Center for Black Excellence and Culture broke ground on its \$36 million building in South Madison. Hiebing was honored to strategize and help execute a groundbreaking ceremony that celebrated the success of The Center’s capital campaign and the onset of building construction, igniting new momentum for The Center’s opening in early 2026.

The event was two years in the making and stakes were high, with influential Madison and Wisconsin business, political and community leaders in attendance. The event balanced the importance of Juneteenth with a celebratory atmosphere, giving the community a sense of how The Center would look and feel once opened.

Over 350 attendees celebrated in an expansive outdoor setting, with creative touches that helped them immerse themselves in what The Center will look like. The diverse crowd included Black residents, community members, business leaders, and political figures, all coming together in support of The Center. Attendees spent hours celebrating, eating, dancing, shopping, and building new bonds.

To create a full cultural celebration, local businesses were included in the festivities, with boutique stalls, food vendors, and a live band. The event was documented through a comprehensive social strategy, including livestreaming and real-time social stories that reached nearly 2,800 users across Instagram and Facebook. Other social posts leveraging information about the groundbreaking reached 10,768 users. In addition, we secured 63 media placements across various formats, amplifying our message far and wide.

The groundbreaking brought the community together, added new fuel to fundraising efforts and served as the pivotal transition moment from “imagine if” to “imagine when.” With the help of many hands, the dream of The Center now has shovels in the ground and will soon come alive with generational, community-wide impacts.

350+
ATTENDEES

63
MEDIA PLACEMENTS

13,500+
USERS REACHED ON META



:30 Bucks Sizzle Video

The Center for Black Excellence and Culture is being built in Madison, but it will serve as a vital resource for the entire region. Recently, the Milwaukee Bucks provided an incredible platform for The Center by showcasing a promotional video on the big screen during a basketball game. This opportunity allowed The Center to introduce its mission and impact to the Milwaukee community in a grand and memorable way.

Hiebing helped out by writing, producing and editing a captivating 30-second video, narrated by the esteemed former Milwaukee news anchor Toya Robinson. The video highlighted the numerous benefits of this Black-inspired, designed, and led gathering space, emphasizing the social and economic solutions it aims to foster. To further engage viewers, the video included a QR code, offering an easy way for people to learn more and get involved.

The video premiered to a sold-out crowd at the Fiserv Forum, which holds nearly **18,000 enthusiastic fans**. Additionally, it was showcased in a box full of potential donors. Following the event, the video continued to gain traction and visibility on The Center's social channels, spreading its uplifting message even further.



ELEANOR WAYKA
CEO, WOODLAND BOYS & GIRLS CLUB



Boys & Girls Clubs of America

For decades, Hiebing has been a steadfast supporter of the Boys & Girls Clubs. Recently, we discovered the incredible impact of the organization’s Native Services division, which is the largest Native youth service provider in the nation. Its nearly 250 Clubs reach over 120,000 Native youth across tribal lands nationwide.

Before the inception of Native Services, Clubs on Native lands felt disconnected, as their unique challenges were not mirrored by other communities. However, a significant

restructuring at the national level brought about a transformative change. Native Clubs began receiving culturally relevant programming and support, which proved to be a gamechanger.

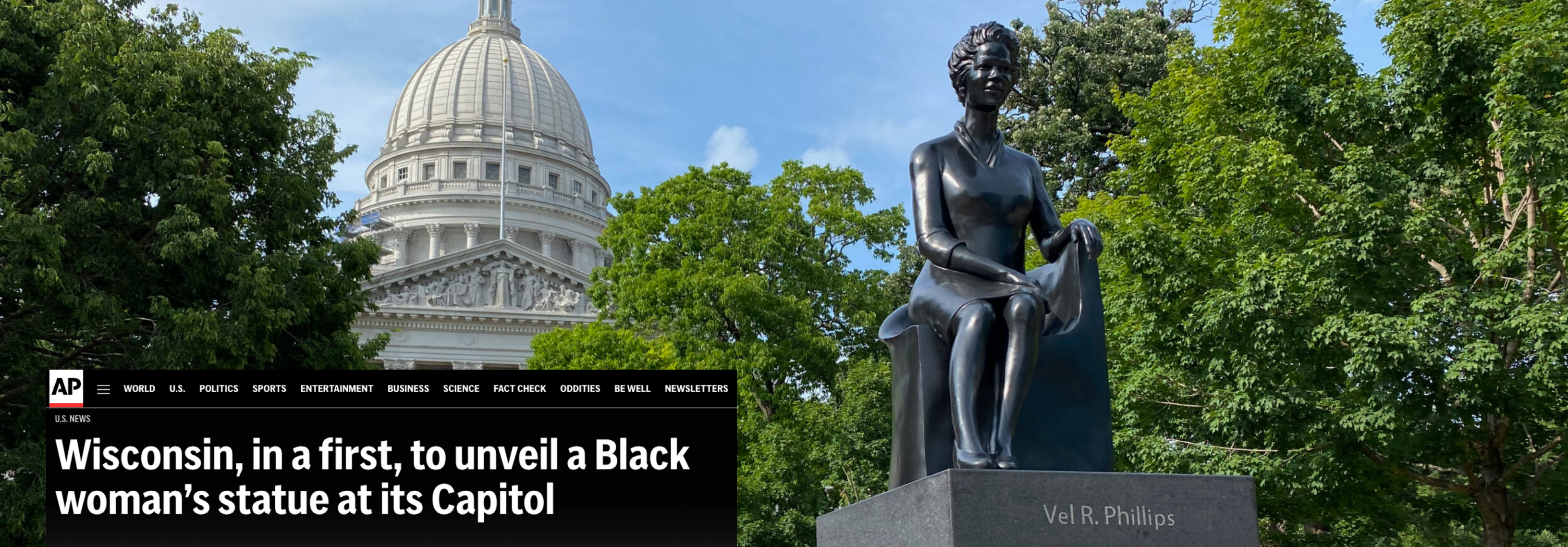
A dedicated team of individuals now oversees these Native clubs, instilling a profound sense of identity, pride and empowerment. Their efforts are helping kids find purpose and live with integrity and resilience.

In collaboration with two clubs in Wisconsin – the Lac Courte du Oreilles of the Ojibwe and the Woodland Club of the Menominee – we created a compelling video that tells the Native Services story. Our team was inspired

by the days we spent on reservations, talking with caring leaders and capturing the joyful energy of the kids these clubs serve. This video is being used on a variety of channels to drive awareness and inspire people to invest in these clubs and the remarkable kids they serve.

Together, we are making a lasting difference in the lives of Native youth, celebrating their heritage and fostering a brighter future.

Watch video [here](#).



Wisconsin, in a first, to unveil a Black woman's statue at its Capitol

Boys & Girls Clubs of Dane County

Vel Phillips Statue Unveiling

It's not often that you get to make history—but that's exactly what we had the opportunity to help the Boys & Girls Club of Dane County (BGCDC) do as they unveiled a sculpture of former Wisconsin jurist, legislator and trailblazing leader Vel Phillips outside the Wisconsin State Capitol. As a response to the 2020 protests at the Capitol, BGCDC created the Vel Phillips Legacy Initiative Task Force to address the underrepresentation of the Black community's contributions to Wisconsin.

The culmination of that effort: **the first sculpture of an African American woman to reside on the grounds of any U.S. state capitol.**

Hiebing had the privilege of assisting with a national media relations effort ahead of the sculpture's unveiling. We identified journalists at major national publications and wrote media materials with the goal of educating readers about Phillips' unparalleled legacy and putting Madison on the map as a leader in monument representation.

We secured several high-profile placements—including in the Washington Post, Associated Press and USA Today—leading to a cascade of corresponding media pickup across the United States. Most importantly, though, we helped spread the memory of a titan of civil rights far beyond the Wisconsin communities she impacted during her extraordinary life.

76
NEWS
PLACEMENTS

814MM
IMPRESSIONS
in the campaign

Hearts for Helping

For over 20 years, Hiebing has proudly collaborated with the Boys & Girls Clubs of Dane County (BGCDC) to enrich the lives of kids and families. One of our favorite ways to support this incredible organization is through their signature fundraising event, Hearts for Helping. This inspirational evening features live and silent auctions, entertainment and a delightful dinner.

The proceeds from Hearts for Helping empower the Clubs to serve more than 7,500 young people across ten locations, including eight school-based sites and two traditional Club sites. This event is a cornerstone of BGCDC's efforts to make a lasting impact on the community.

Hiebing had the honor of creating an inspiring video that highlights the vital role BGCDC plays in the village that raises a child. This video was showcased at the Hearts for Helping event and has since been leveraged in other marketing efforts to further promote the organization's mission. Additionally, we provided updated photography of the kids at the Clubs, which is used in various materials to highlight the programs and initiatives of BGCDC.

The event was a resounding success, **raising over \$300,000 to support the Clubs' ongoing efforts** – and keeping BGCDC's mission driving forward.



This Giving Tuesday, WHAT YOU GIVE SHAPES TOMORROW.

Giving Tuesday Video

The Boys and Girls Club of Dane County (BGCDC) relies heavily on the generous contributions of donors and events throughout the year to fund their impactful programs. Giving Tuesday has become a fantastic opportunity to harness the spirit of the holiday season and raise essential funds. This global day of generosity encourages people to donate to charities and communities, and BGCDC needed to stand out among the many choices available to potential donors.

Hiebing stepped in to help BGCDC make a lasting impression by creating a new video that sparked the question, “What will you give to tomorrow?” It was shared across Facebook, Instagram, LinkedIn and through email marketing, **reaching over 20,000 recipients**. It was also shared with board members, who passed it along to their networks. The campaign was a resounding success, **hitting its \$10,000 goal within hours and ultimately raising more than \$15,500**—making it one of BGCDC’s most successful Giving Tuesdays to date! It also illustrates the power of igniting the collective spirit of giving within our passionate community.


2024 Social

The Boys and Girls Club of Dane County (BGCDC) team wanted to leverage their social media channels to spread the word about their needs and programs. However, they were concerned that followers might get burned out by constant requests for donations and unfollow the organization. To address this, we conducted a comprehensive social audit and provided a strategic recommendation on how they could change their approach moving forward.


In our strategy recommendation, we suggested various ways to use their platforms more effectively. This included moving posts to Stories for a timely element and utilizing features like link stickers. Additionally, we created a package of 48 social templates in various sizes and colors to ensure their feed remains consistent yet not repetitive.

BGCDC received this strategy and the templates at the end of 2024, and we are excited to see the results they achieve with them in 2025. By implementing these changes, BGCDC can maintain engagement with their followers while effectively communicating their mission and needs. This new approach will help them continue to make a positive impact on the community without overwhelming their audience. The future looks bright for BGCDC as they embrace these new strategies and tools to enhance their social media presence.






Be the **ONE** to
CHANGE LIVES today.


United Way of Dane County United Way 

The Power of Caring. Working for All.

Will you BE
ONE of the **ONES**
to change **LIVES**
in Dane
County?



Join us and help unleash the collective spirit of caring we use to close gaps and open opportunities in our community.

United Way of Dane County United Way 

Donate today through your workplace campaign. The Power of Caring. Working for All.

THE NUMBER OF
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to change
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United Way of Dane County

Ahead of the 2024 Giving Campaign, United Way of Dane County (UWDC) sought a compelling brand idea to unify all creative work and effectively share their story. The result? “ONE”:

It all starts with one. One person who understands that helping someone else brings a deeper sense of satisfaction. The power of one individual willing to positively impact another’s life. At United Way of Dane County, we bring together those who help us close gaps and open opportunities in our community. We unleash the collective spirit of caring to solve whole problems. It’s a powerful force that exists one person at a time. Are you one of the ones?

An evolved tagline was also born from the ideation process: “The Power of Caring. Working for All.”

When the brand idea was finalized, the UWDC team incorporated it in their Workplace Giving campaign materials. Hiebing supported the campaign with one of its first-ever paid media efforts.

We recommended an awareness campaign that included Meta posts, :15 online video, and outdoor billboards to support the efforts. Combined, these tactics delivered **over 13 million impressions!** We are thrilled that the number of people we reached through paid efforts played a part in the success of the 2024 campaign, which **raised a total of \$17.3 million in 2024.**

The foundational concept of “ONE” highlights both the power of individual contributions and the collective impact of caring. We can’t wait to see the impact that UWDC inspires with this compelling message in the days ahead!

\$17.3
MILLION
raised in 2024



Hiebing-Endowed Scholarships

Meet the inspiring recipients of Hiebing’s scholarships, dedicated to supporting underrepresented populations in Madison.

At the University of Wisconsin-Madison’s School of Journalism and Mass Communication, Em-J Krigsman recently graduated with honors. During her time at UW-Madison, Em-J completed five internships, served as a two-time editor of the Daily Cardinal and was selected to receive the Senior Excellence Award from the School of Journalism and Mass Communication.

Nico Ulrich Arreola, a freshman who intends to study both journalism and computer sciences, is the second recipient. Reflecting on the impact of this scholarship, Nico expressed heartfelt gratitude, stating, “I believe the value of this opportunity far exceeds the monetary value of the award. Even if I may never get the chance to meet you, know that the amount of joy you bring to so many students is immeasurable. Mine is not an award only I enjoy — so many in my community will use it as a sign of hope. Thank you, thank you, thank you!”

At Madison College, Vanessa Genis, a graphic design student and the daughter of immigrants who moved to the United States to pursue a better life for their family, is the proud recipient of our scholarship at the school. Vanessa shared that her scholarship is allowing her to continue her studies and pursue her own dreams.

We are incredibly grateful for the opportunity to support Em-J, Nico and Vanessa on their journeys. We can’t wait to see how they shape our industry with their bright minds and diverse perspectives.

“I believe the value of this opportunity far exceeds the monetary value of the award. Even if I may never get the chance to meet you, know that the amount of joy you bring to so many students is immeasurable. Mine is not an award only I enjoy — so many in my community will use it as a sign of hope. Thank you, thank you, thank you!”

– NICO ULRICH ARREOLA

University of Wisconsin-Madison, journalism and computer science and 2023 Hiebing scholarship winner



Organizations devoted to helping others aren't just sending good vibes out into the world—they are transforming it.

That's why we're proud to have donated over 3,200 hours of strategic marketing efforts to six amazing and deserving nonprofit organizations in 2024. Though their missions vary greatly, they are all united in quite literally changing the world by changing lives. We're excited about the results we helped generate because we love making a difference. But mostly, we are so humbled and honored to play a role in the impact these outstanding organizations are creating – and so grateful for the clients who power our ability to give back.



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