



The *POWER* to Uplift Your Message

STRATEGIC PLANNING

At PhoeniX, we believe in planning the work and working the plan.



Social media plan for Illinois Board of Tourism



Mark Rockefeller attracts millennials to philanthropy



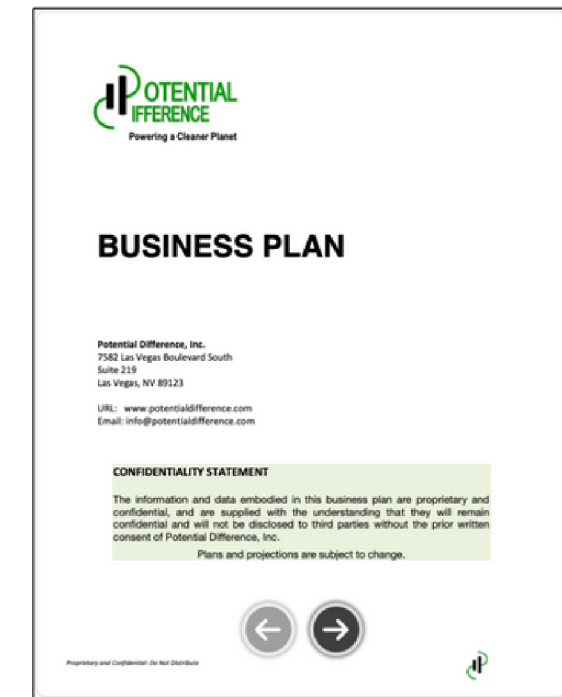
Plan to launch virtual reality golf business



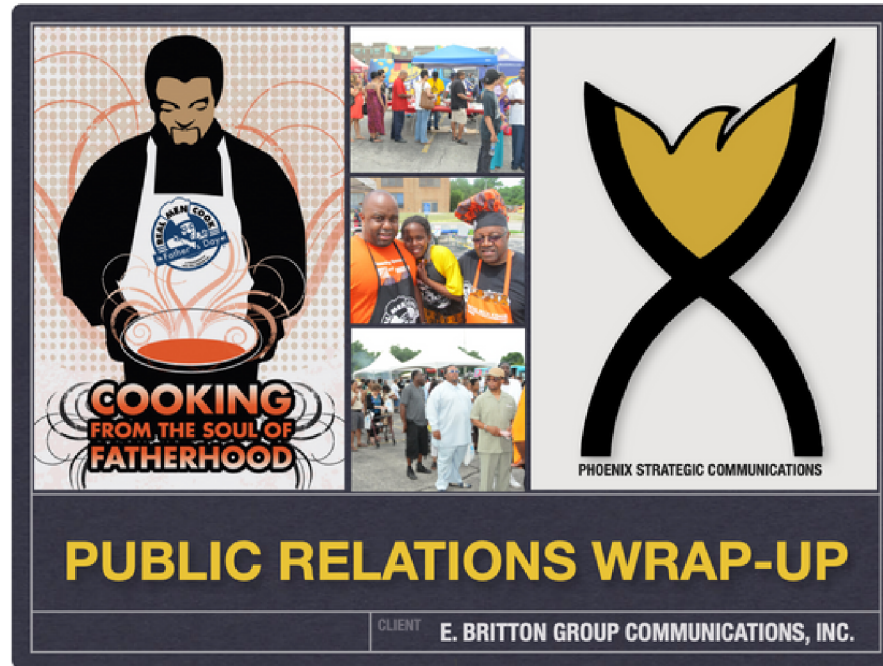
Plan to market well-known HBCU



Large ad agency's pitch to an island destination



Funding for patented electric vehicle battery

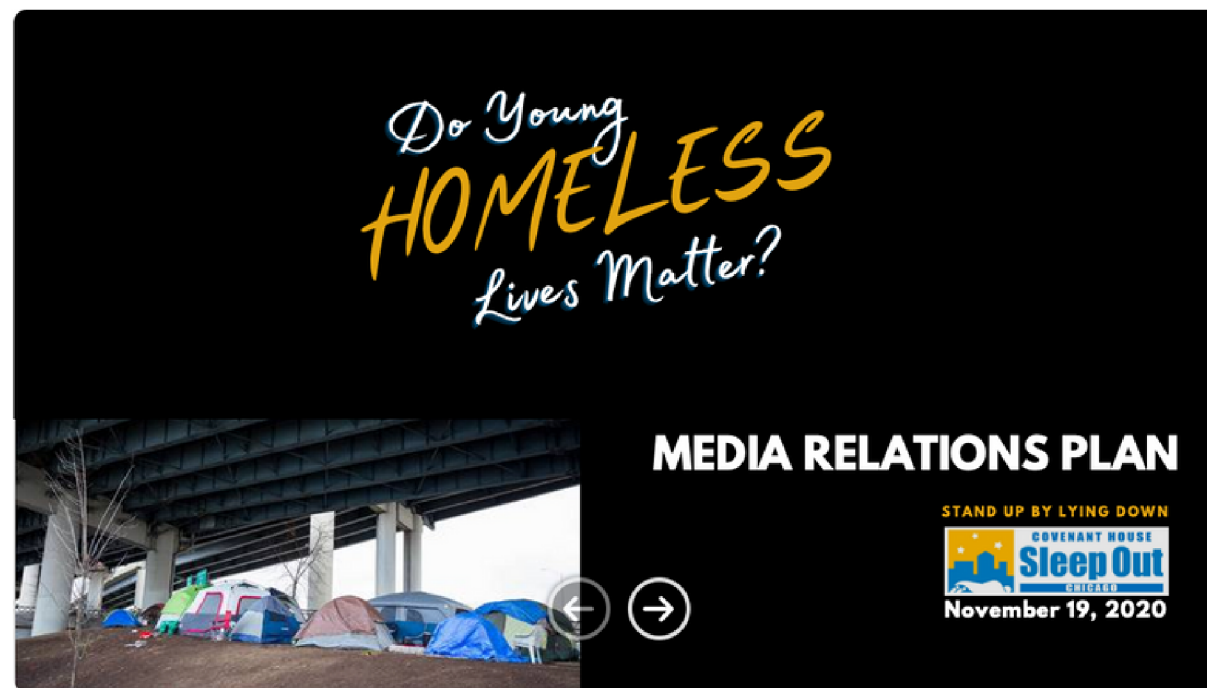


Coverage report for "Real Men Cook"

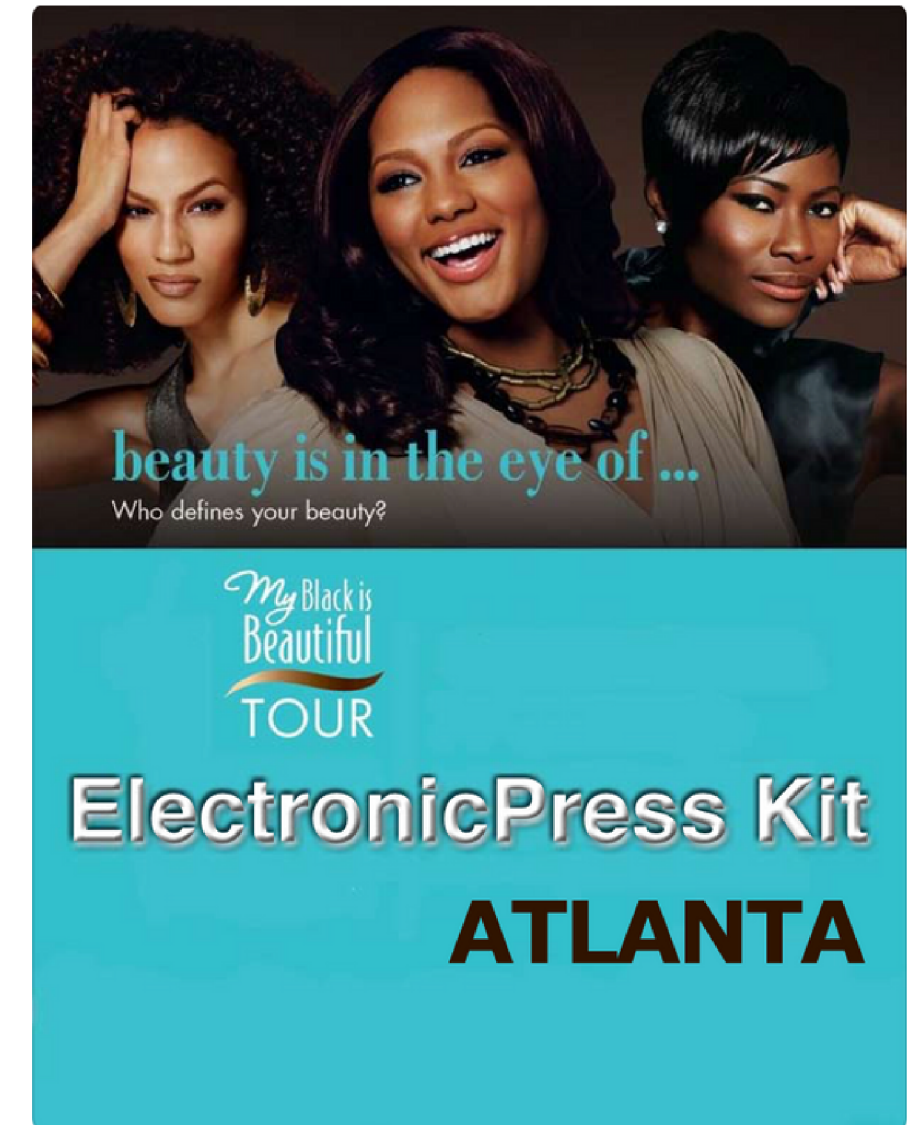


Coverage report for "Sing Egyptian Women" Contest; Cairo, Egypt

PR & MEDIA RELATIONS

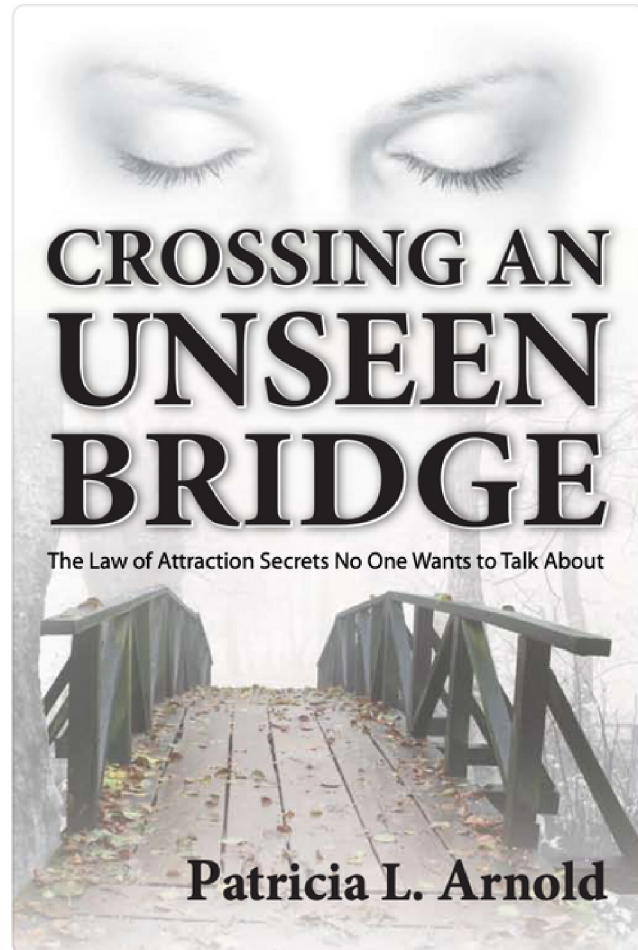


Strategic media plan for pandemic "Sleep Out Chicago"

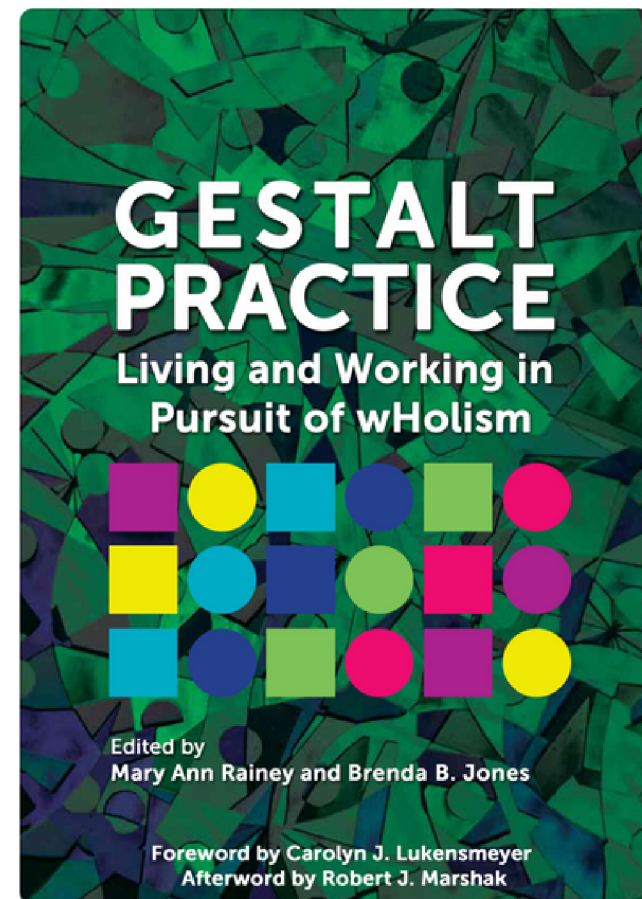


EPK for a stop on P&G's "My Black Is Beautiful" tour

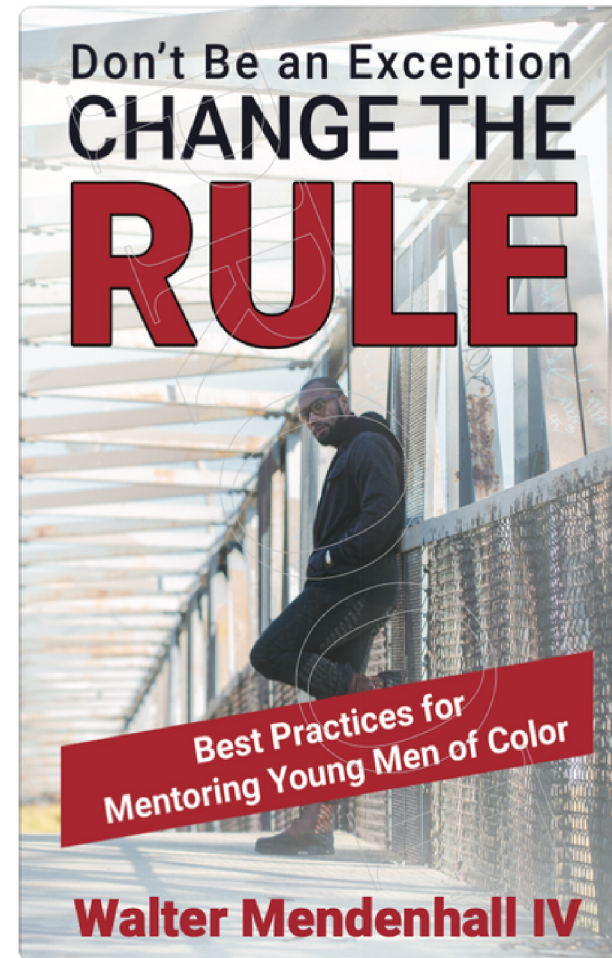
PUBLISHING



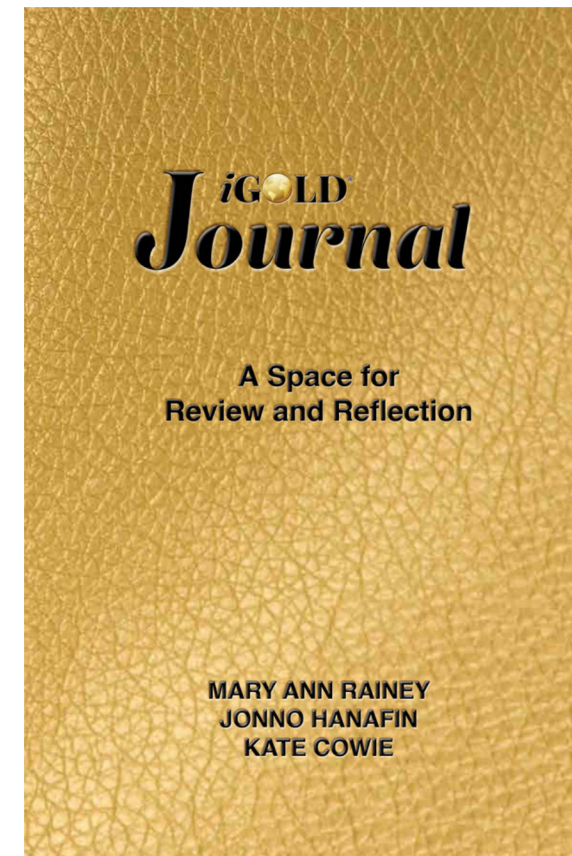
Spiritual deceptions
Author: 197 pp.



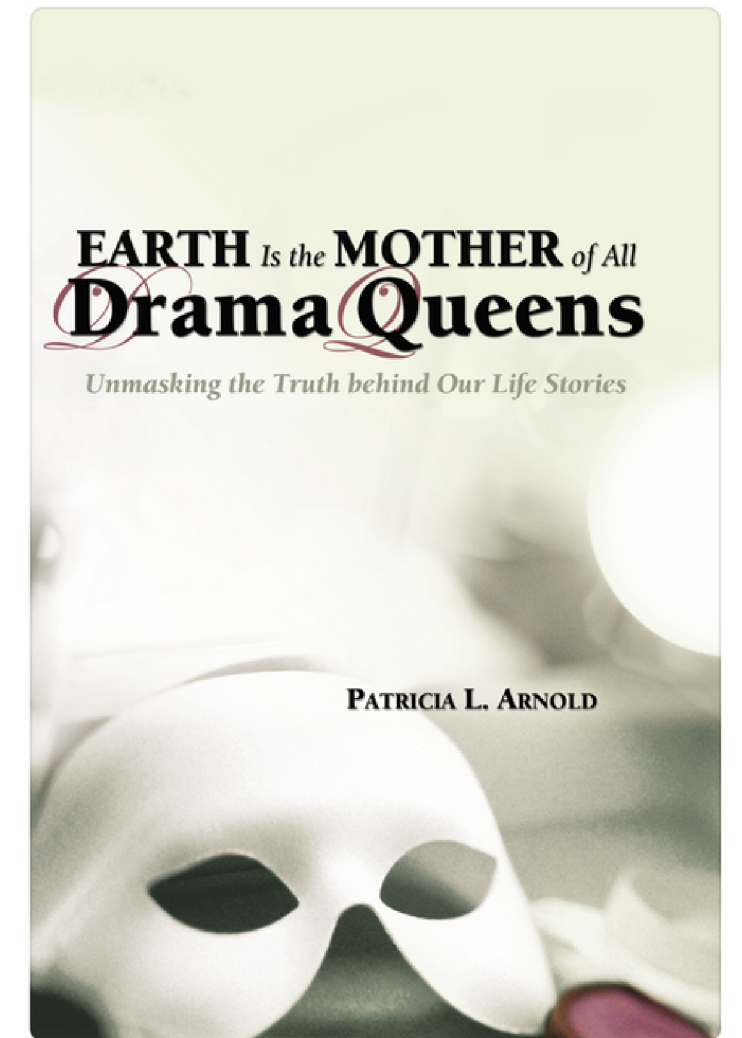
Business textbook
Editing: 294 pp.



Mentoring manual
Ghostwriting: 106 pp.

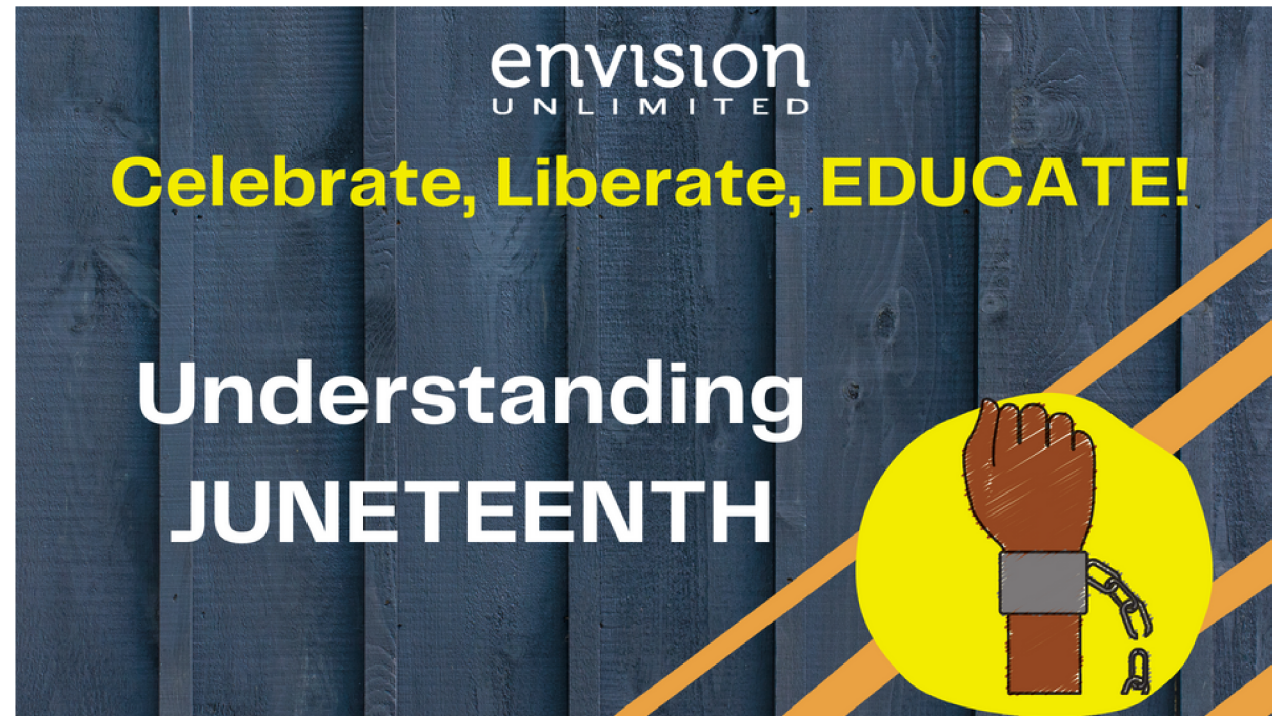


Leadership journal
Editing, graphics,
book shepherding
87 pp.



Metaphysical memoir
Author: 327 pp.

VIDEO PRODUCTION & SCRIPTWRITING



This short video explains Juneteenth, a holiday most people think they understand--but don't.



This fundraising video was featured at a client's golf outing to generate support to build a group home for seniors with intellectual and developmental disabilities.

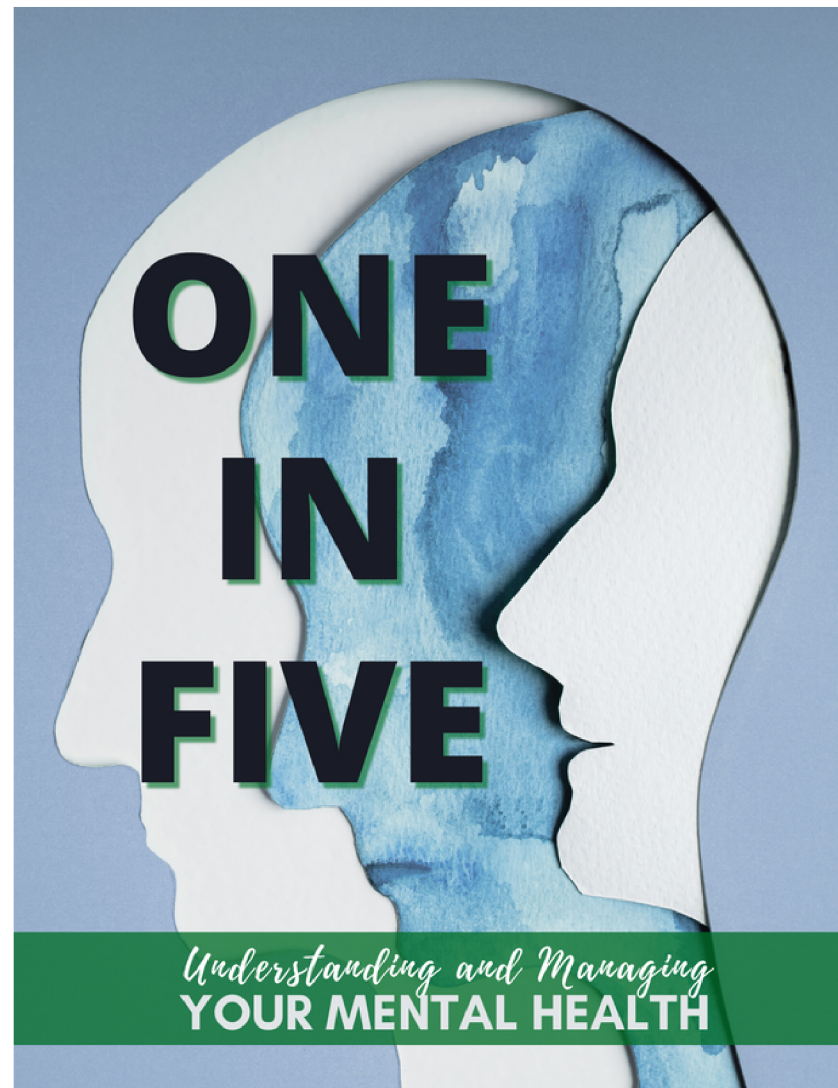
VIDEO PRODUCTION & SCRIPTWRITING



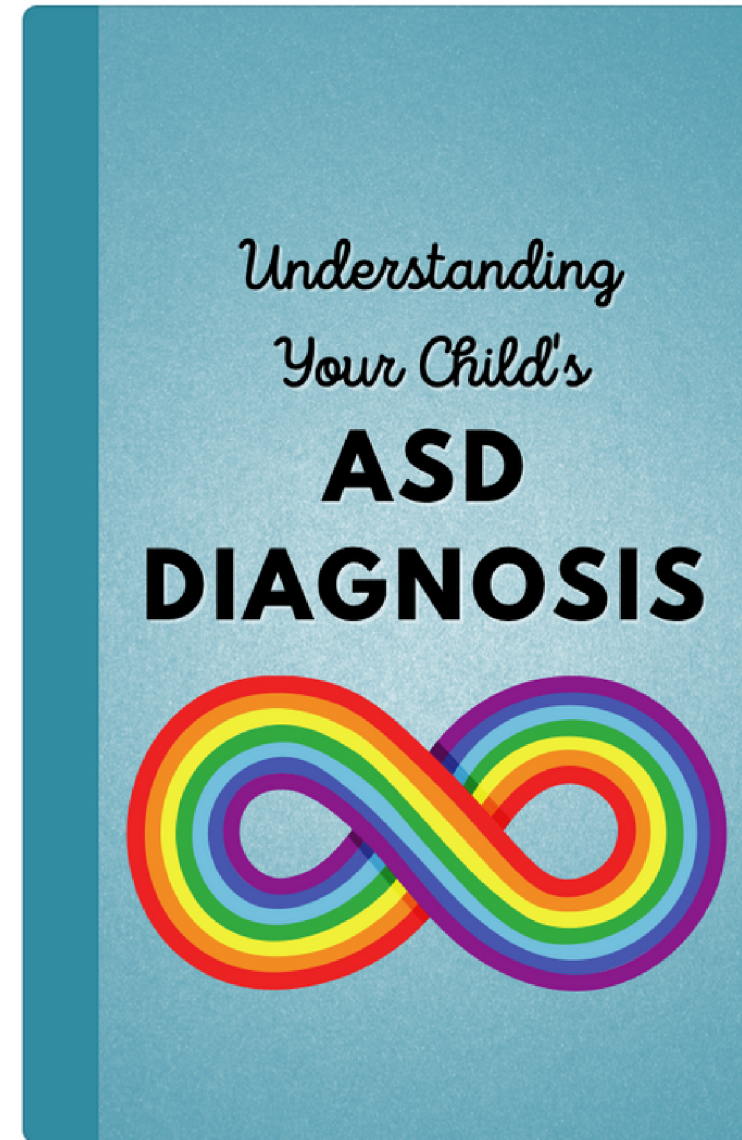
This lighthearted video was featured in a client's e-newsletter. I generally included at least one video in each monthly newsletter that I wrote for them.



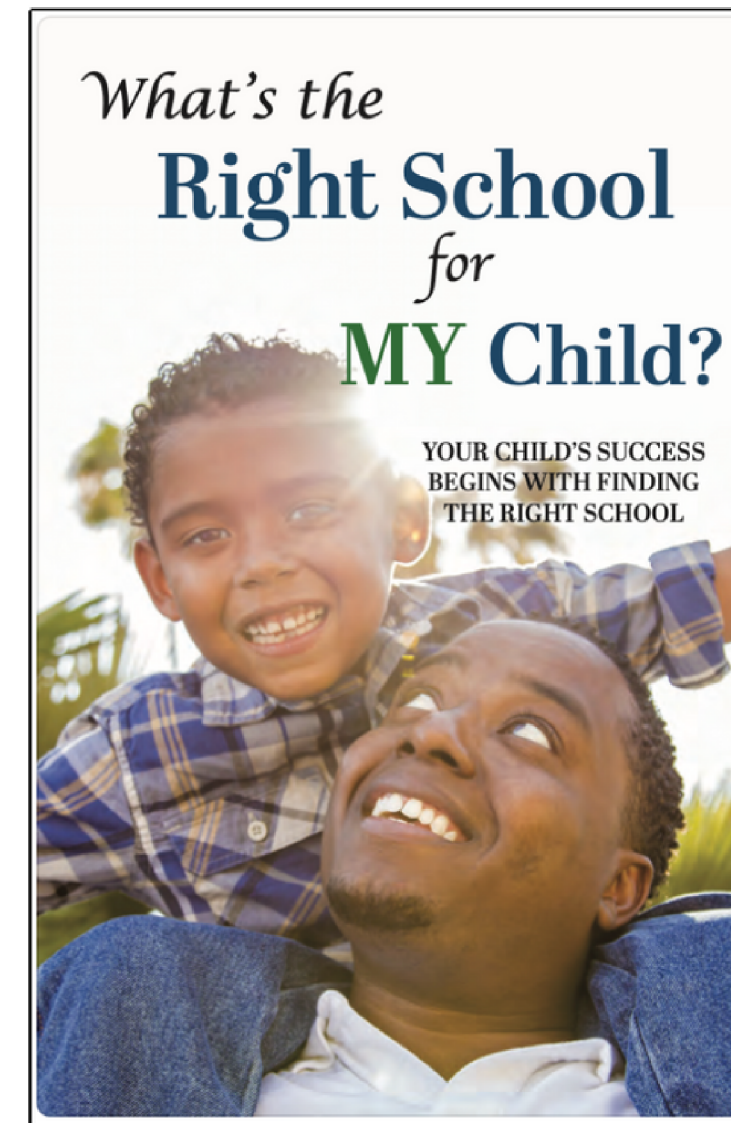
This live, scripted one-hour show hosted by a TV anchorperson was a virtual fundraiser during the pandemic. It featured inspiring, entertaining videos. Three weeks later, viewers were still watching it on YouTube. The organization's donations increased 23%.



Mental Health
E-Book



Child's Autism
E-Book



Parental Involvement
Brochure

BROCHURES & E-BOOKS

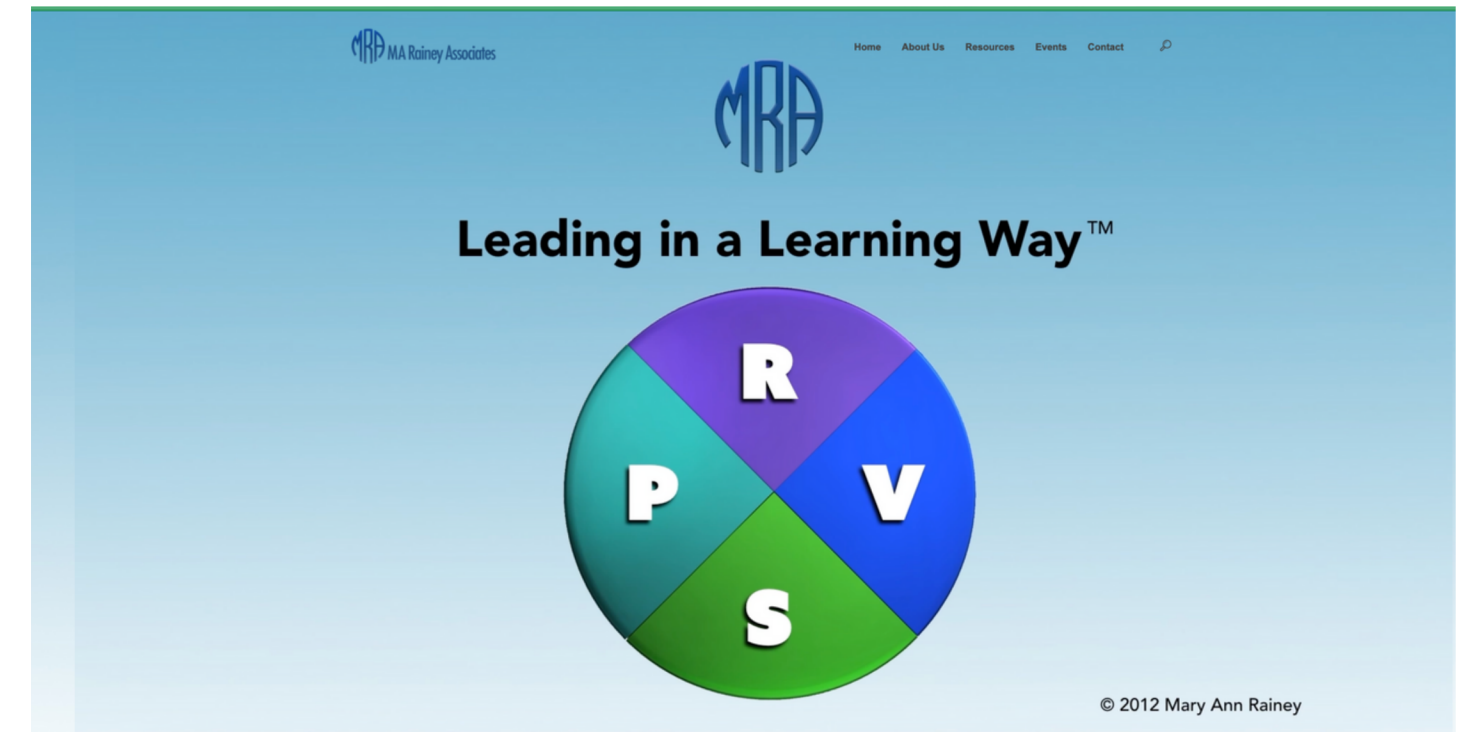
These were developed to market clients' programs and services.

WEB DESIGN & CONTENT

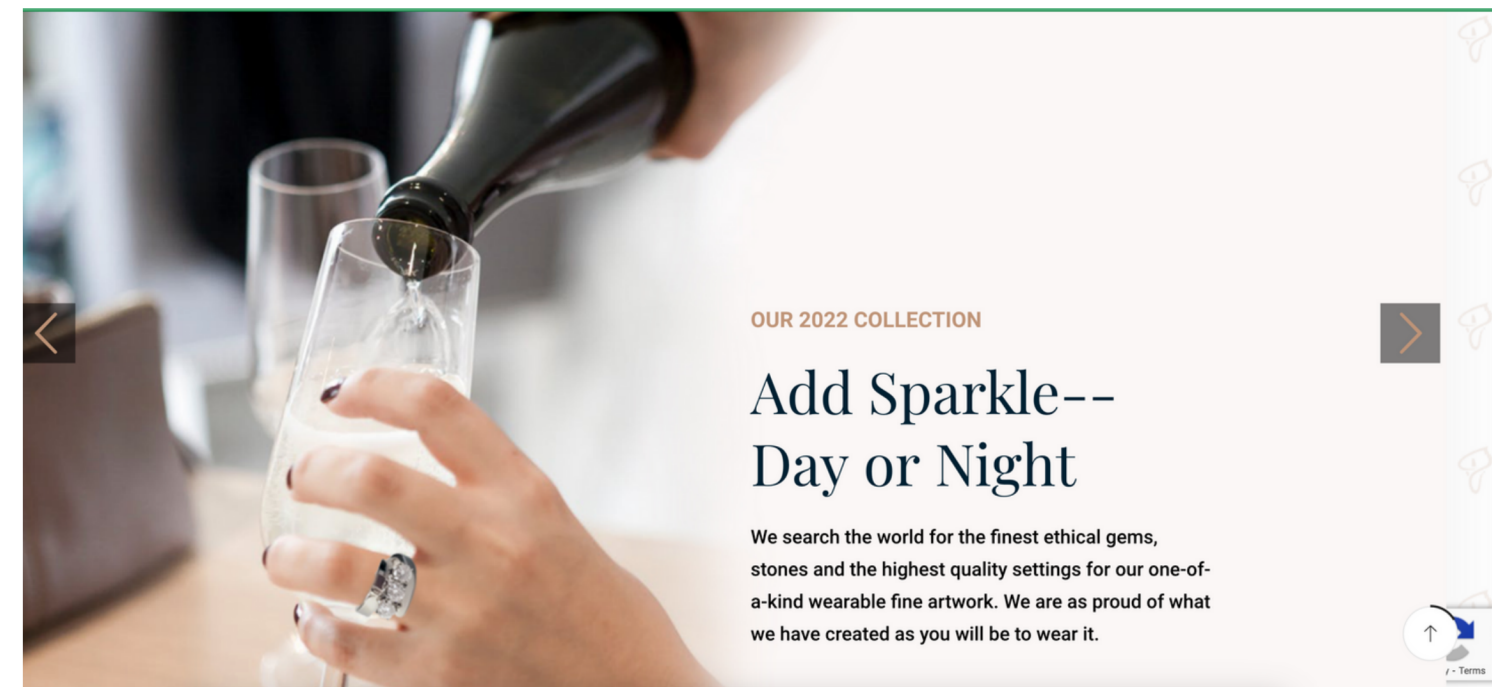


Grammy-nominated singer-songwriter

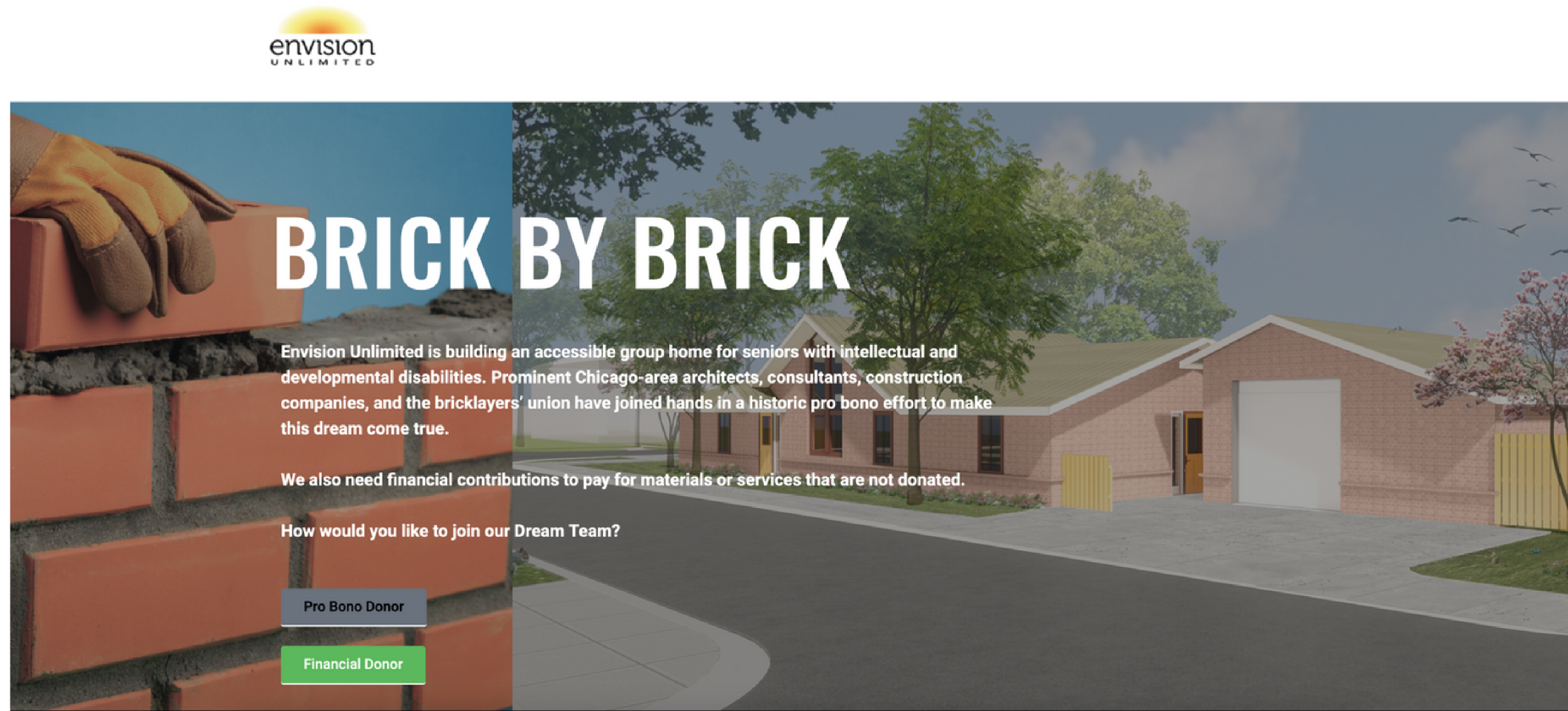
Custom jewelry designer



Global business consultant

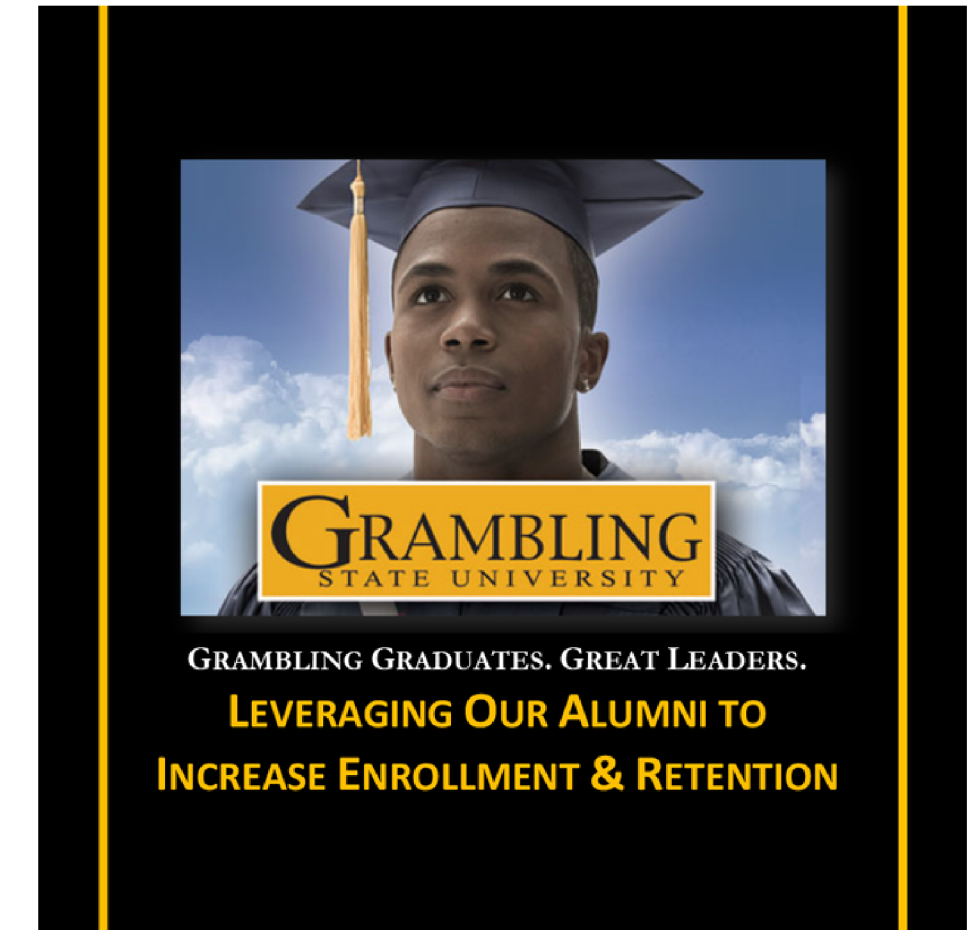
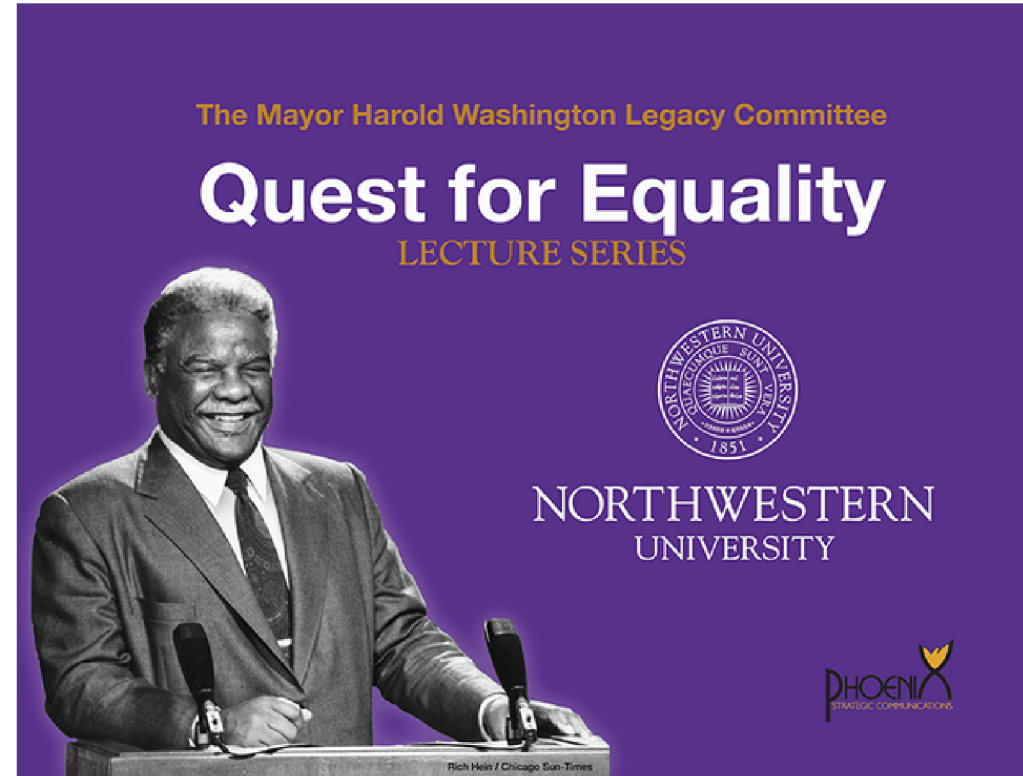


WEB DESIGN & CONTENT



A nonprofit client received a plot of land and needed a simple way to solicit in-kind materials and services from the construction industry and funds from supporters to build a group home for seniors. The solution: a website that supporters could visit, donate, and share the URL. Results: nearly \$1 million within a few months.

MARKETING DECKS



These marketing decks include sponsorship for a public radio series, a lecture series, an alumni engagement program, and a three-day festival in Reykjavik, Iceland to heighten global awareness of the impact of melting glaciers.





NONPROFIT ANNUAL REPORTS

These annual reports were written and designed for a nonprofit that supports individuals with intellectual, developmental, and psychological disabilities.



PRINT NEWSLETTERS

Supporting parents' involvement in their children's education

POWERPARENTING
Vol. 2 No. 2 February 2015



How to Help Your Child Perform Well On Big Exams

Standardized academic tests are just weeks away for elementary and high school students throughout the city. While it's true that some children simply test better than others, there are ways that you can help improve your child's test performance on these exams. It starts with reinforcing good study habits at home and taking advantage of resources outside the home.

Does your child have a dedicated place to study? Even if it's the kitchen table for two hours after school, it signals that it's time to focus on homework.

This issue introduces some resources that can help you immediately. On February 28, our free Parent EmPOWERment Summit includes educators and other experts who will give you valuable tips on how to improve your child's academic performance.

For example, you can find tutoring in every part of the city at parentpowerchicago.org. In the Resource Hub on the site, you can find the perfect fit for your child, from free tutoring at every neighborhood public library to a private tutor in your home.

The summit on the UIC campus, 828 South Wolcott offers free child care, light breakfast and lunch. Television journalist Robin Robinson will be part of our lunch program. Register at parentpowerchicago.org.

Page 1

POWERPARENTING
Vol. 2 No. 4 May 2015




How to Defeat Parenting Stress

As delightful as our children can be, there are few things in life that are more stressful than parenting them. But stress and the health problems it causes can prevent us from being at the top of our game at home and at work. It can't be eliminated entirely. But it's important that we keep it in check.

disappointments and crises that life delivers on any given day—things that make you feel anything but powerful. But stress management isn't one size fits all. Some techniques are better suited to certain personalities and lifestyles than others.

The good news is that although stress is unavoidable, there are a variety of simple techniques that can help you reduce your stress so that you can maintain your cool and cope with the little surprises, The secret is to find those that are easy to fit into your schedule, and so enjoyable that they become part of your daily routine. Consistency is important. Stress doesn't take a holiday—but you can, every time you choose to practice a relaxation technique!

POWERPARENTING
Vol. 3 No. 1 July 2016



Help Your Children Avoid the Summer Learning Slide

Most of us are familiar with the term "use it or lose it." This certainly is the case when children are away from the classroom during the summer. Many of the lessons they learned the previous school year seem to evaporate into thin air. It's called "summer learning loss."

Typically, most students' math skills take a tumble during the summer, leaving them more than two months behind in math achievement. But researchers have found that some students, particularly students from low-income homes, suffer an additional loss: If they're not reading during the summer, their reading gains slide by two months.

When this pattern continues every summer through the first four years of elementary school, **lower income youth slide more than two and one-half years behind other students by the end of fifth grade**, according to researchers.

Children cannot bypass the inevitable summer learning slide alone. It requires the leadership and commitment of PowerParents like you and other caring adults who want them to do well in school now, so that they can succeed in life later.

To equip you to take action, we've included some powerful, yet simple and affordable tips and resources to help you stop and even reverse the summer learning slide.

Studies show that children whose achievement levels slide in elementary school are more likely to perform poorly in high school — and they are less likely to graduate.

Page 1

MORE WAYS WE UPLIFT MESSAGES

Executive Speeches
Electronic Newsletters
Email Marketing
Social Media
Video Scripts
News Releases



Patricia L. Arnold

pat@phoenixisstrategic.com

+1 (312) 698-9817

The *POWER* to Uplift Your Message