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Flint Marketing Firm Lends Hand to Non-Profit

Raise It Up Youth Arts and Awareness needed a website for their organization, but when funds ran short, the Flint-based marketing and design firm, Gramling Creative lent a hand and offered their website design services at no cost.

“I worked as a coordinator in the past for one of Gramling Creative’s clients, Salem Housing. I was really impressed by the work that they did for Salem. When I started my own organization, I remembered that Gramling Creative was the “go-to” company when it came to web design in the area.” said Natasha Thomas-Jackson, Director of Raise It Up!.

Natasha first contacted Gramling Creative in November of 2009. “We love to do work for non-profits.” said Shane Gramling, Founder of Gramling Creative. “I can relate to this organization because I was raised in a single-parent home on Flint’s eastside during the 90’s. I learned first hand about many of the extreme negatives that Flint’s kids are facing. Raise It Up! is focused on targeting positive growth in Flint’s youth, which is one of the many things our kids need.”

Natasha soon ran into funding restraints. “Shortly after contacting Gramling Creative, I realized that we had no money in our budget for a website.” said Natasha. Shane planned on doing some pro bono work for local non-profits for quite some time. “I wanted to establish a system of selection before we started doing a slew of pro bono work, but after we found out about all the positive things Raise It Up! was doing in the area, I knew it was time to dive in and lend a hand.” said Shane.

“I was very happy to hear of Shane’s generous offer to design a new website for our organization.” said Natasha. The website is scheduled to launch in April of 2010 and will feature an events calendar, Flickr photo gallery integration, and videos produced by local kids as well as a forum for them to communicate. Stay tuned to RaiselItUpYouth.org to see the completed project this April.

Gramling Creative is a multidisciplinary design & marketing agency that serves up everything from print design and interactive web development, to photography and copywriting. For more information, please call 810.309.0001, visit MeetGC.com or email askus@contactgc.com.

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