



Our people, traditions...

TikTok
@guaraxe

Case Study

Stories of Resilience During COVID

New Solution

During the height of the COVID-19 pandemic, SGSA partnered with SERJobs for Progress to address the urgent need for workforce development and reentry services in underserved communities.

Funded by the Harris County CARES Act, the project focused on expanding access to job training programs for individuals disproportionately affected by economic instability. SGSA played a key role in implementing strategic marketing efforts to engage and enroll participants.

The campaign strengthened donor trust and expanded visibility, connecting more individuals to vital training and employment resources by 40%.

We also applied Kotter's 8-Step Change Model as a methodology.

Deliverables

SGSA supported the setup of a Salesforce CRM by collaborating with the on-site staff developer, helping to track participant progress and streamline donor reporting. In parallel, we crafted compelling stories and narratives for grant proposals, emphasizing the successes of alumni and the program's transformative impact.

In addition to narrative development, SGSA designed and implemented a multi-channel marketing plan, including targeted digital ads, social media content, and email campaigns.

[Read Full Report & See Media Highlights.](#)

[Client Appreciation Letter](#)

Visual + Narrative Campaign Buildout

To increase awareness and enrollment, SGSA launched a strategic outreach campaign that included social media content, targeted ads, and community engagement efforts. Authentic storytelling was central to this campaign, with SGSA documenting and sharing the stories of seven program alumni. These stories were shared across multiple channels, including email campaigns directed at donors and stakeholders, social media platforms, and program websites.

These efforts not only increased program enrollment by 40% but also deepened connections with donors and supporters, showcasing the program's real-world impact and building momentum for continued support.

Case Study

Museum Media Coverage & Arts Education

New Solution

As a contemporary arts institution, CAMH needed to ensure that its programming and exhibitions remained visible, accessible, and relevant to both local and national audiences. At the same time, the museum faced increasing competition for public attention, both from peer institutions and a rapidly evolving digital landscape.

The rise of social media algorithms and changing audience behaviors meant that CAMH had to rethink how it engaged with the public, particularly in making contemporary art more approachable. Michael Robinson, a subcontractor with Social Good Strategies & Associates lead a comprehensive strategy integrating email marketing, social media optimization, influencer partnerships, and public relations initiatives.

[See full marketing and communication strategy.](#)

Project Management, Strategy and Partnership Development

Understanding the growing role of influencers in shaping audience behavior, Robinson expanded CAMH's engagement with local content creators who had an existing connection to the museum. Instead of treating influencer marketing as a transactional advertising tool, Robinson and his team worked closely with selected influencers to create content that felt organic and aligned with the museum's mission.

To further extend its reach, CAMH leveraged TikTok as a discovery tool for new audiences. Robinson guided the museum's approach to TikTok, emphasizing authenticity and favoring informal, behind-the-scenes content over highly polished promotional videos. By participating in pop culture trends and using staff, artists, and guests to discuss exhibitions in an approachable way, CAMH positioned itself as an accessible, community-driven institution.

The Guardian

'A way to build on our ancestral legacy': artists reclaim a major center of Black culture

Freedmen's Town was once a destination for Black people after the civil war but after decades of decline and gentrification, a new exhibition aims to take it back



"We wanted ... to highlight a hidden treasure that is not a paragraph in a social studies book but very much alive and real." Photograph: Sean Fleming

Case Study

Rebrand

Communications

Strategy for Wellness

Company

New Solution

Serenity Retreat lacked a cohesive visual identity and structured marketing strategy that effectively communicated its purpose. The company needed a branding approach that conveyed warmth, trust, and inclusivity while maintaining a professional and calming aesthetic. Additionally, there was a need for an integrated marketing strategy that would engage audiences through digital and traditional media, reinforcing Serenity Retreat's mission and services.

Beyond the visual design, Morris also developed a structured direct mail and letterhead design strategy, ensuring that all print communications maintained brand consistency. Additionally, a 2019 social media and newsletter strategic plan was implemented, outlining marketing efforts in phases to create meaningful engagement.

[See full rebrand and communication strategy.](#)

Project Management, Strategy and Partnership Development

To address these challenges, Shavon Morris, an expert in UI/UX design and brand identity, developed a comprehensive branding strategy for Serenity Retreat. The brand identity was built around a visually cohesive framework that emphasized tranquility, transformation, and accessibility.

A calming color palette of taupe, blue, sage, and beige was chosen to evoke serenity and trust. The classic Baskerville typeface, paired with natural textures and human-centered imagery, reinforced the brand's emphasis on personal growth and well-being. These elements worked together to create an inviting, reassuring visual presence that aligned with the company's core values.

The success of the project was reflected in the client's satisfaction. Nicole Banks, CEO of Serenity Retreat, praised Morris's work, stating:

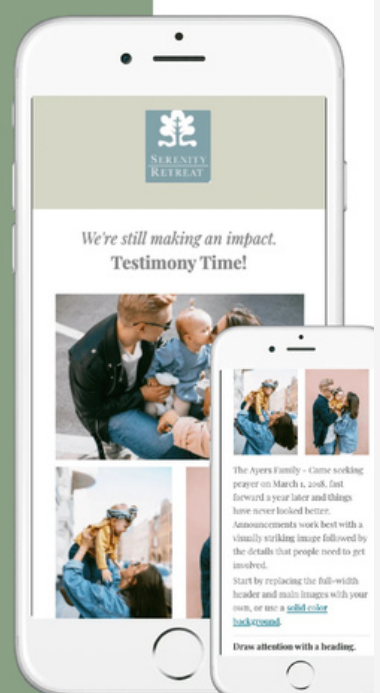
"Shavon's attention to detail and passion for design really guided every interaction; we were extremely impressed and excited to work with her again."

Email Marketing Cultivation

Stories create an emotional bond between the brand and the customer

A story engages different brain areas that release adrenaline and put to work neural coupling — a process that makes readers tune into the beat of your story and experience it as their own. Since people are more prone to emotional-driven purchases, a well-told story can influence customers' attitude towards your brand and boost their loyalty.

Stories carve the brand into the memory of subscribers





Case Study

Strengthening Community Partnerships With Practical Tools

New Solution

SGSA partnered with the University of Houston's Center for Art & Social Engagement to foster collaborations with Texas Southern University and Project Row Houses, a Third Ward-based arts and community organization dedicated to social engagement and neighborhood revitalization.

This initiative strengthened long-term partnerships between the University of Houston, Texas Southern University, and Project Row Houses, expanding mentorship opportunities for underrepresented students. Over two years, the project touched the lives of students through stipend support and continued mentorship, aligning university programs with community needs and amplifying the university's impact in the Third Ward.

Project Management, Strategy and Partnership Development

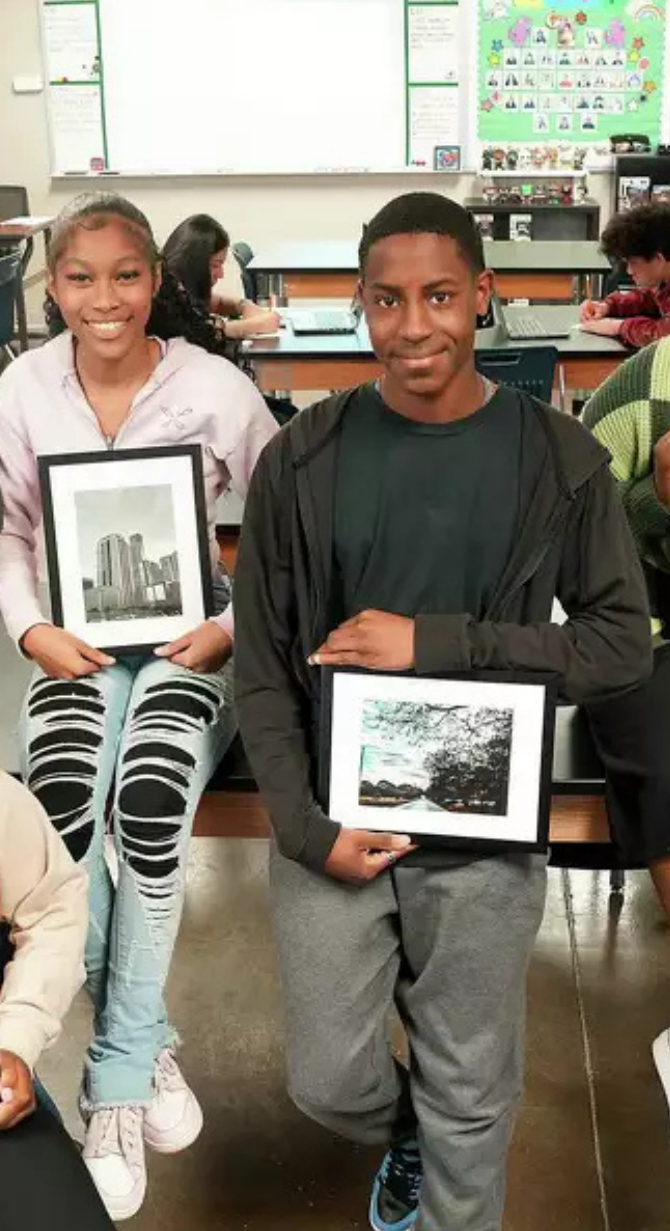
For strategy and partnership development, SGSA facilitated collaborative planning sessions to align the goals of the university and community partners with the needs of underrepresented students. These sessions focused on identifying mutual benefits, creating actionable partnership agreements, and establishing metrics to measure success. We also conducted community listening sessions to incorporate the voices of Third Ward residents into the program design, ensuring that initiatives were relevant and impactful. This approach fostered trust among partners, strengthened relationships, and set the foundation for long-term collaboration centered on mentorship, social engagement, and neighborhood revitalization.

Deliverables

SGSA delivered a mentorship framework connecting underrepresented students to local leaders, along with customized curriculum modules emphasizing social engagement through art. We developed a partnership evaluation toolkit to measure success and guide future collaborations.

Additionally, we supported the creation of a Summer Studio Curriculum, offering students structured opportunities to engage with community projects.

[Additionally, Since partnering with Project Row Houses, the curriculum we developed has been adopted as the foundation of the entire program,](#) shaping its structure and guiding sustainable mentorship, meaningful curriculum development, and measurable impact.



Case Study

Frameworks for Creative Impact

New Solution

The Teaching Artists in Classrooms (TAIC) program and the Teacher Advisory Group (TAG) were created during a time of limited access to arts education and significant district-wide upheaval. Shavon Morris, SGSA's Founder and Managing Director, played a critical role in supporting the development and implementation of both initiatives. These programs bridged resource gaps for under-funded schools, addressing reduced access to arts education during this challenging period.

By embedding local artists into classrooms and fostering collaboration with teachers, both programs provided vital support to art educators. They also introduced students to new materials, perspectives, and cultural experiences through direct connections with the Museum of Contemporary Art Houston (CAMH).

Workshops, Trainings, Organization and Program Development

SGSA used Monday.com to build a tailored CRM system for tracking schools, districts, and teaching artists involved in TAIC and TAG. This system documented artist assignments, workshop schedules, and school engagement metrics, while also tracking communication logs and attendance.. This tool streamlined operations and provided a clear framework for future planning and growth.

SGSA facilitated a series of one-on-one training sessions, and group discussions tailored to the needs of teaching artists and educators. his collaborative approach equipped participants with practical tools to deliver impactful arts education while fostering a strong connection between schools and the Museum of Contemporary Art Houston (CAMH).

Deliverables

SGSA developed strategic frameworks that ensured TAIC's success, including tools for selecting and onboarding teaching artists, creating collaborative planning sessions with art teachers, and designing engagement opportunities for students, such as museum visits and field lessons.

[The program garnered press coverage in outlets like the Houston Chronicle,](#) amplifying its success and showcasing the transformative impact of arts education in under-resourced schools.

Working with you would be an honor.

At SGSA - Social Good Strategies & Associates, we help organizations expand their reach, improve their programs, and amplify their impact. We focus on real, actionable work: telling stories, refining websites, clarifying messages, and creating tools like guides and templates that teams can use and reference long after our work is done. Our projects address real community needs, lift up underrepresented voices, and ensure that the organizations we support are equipped to grow and connect with the people they serve.

When approaching challenges, we start by understanding the specific needs of the people and communities involved. Whether we're working with nonprofits, educators, or mission-driven programs, we focus on practical solutions that make a difference. We design tools, improve workflows, and build strategies that help organizations expand their impact and reach more people. Our work is about helping organizations do what they do best—better.

We want to continue partnering with marginalized groups, low-income families, underserved youth, and disenfranchised individuals. Across all projects, we will continue to focus on clarity, equity, and measurable results.

"The single biggest problem in communication is the illusion that it has taken place." George Bernard Shaw.

solutions@sgsa.tech

Shaun Morris



Social Good Strategies & Associates