



Case Study

Haiti We Hear You Campaign

The Adventist Development and Relief Agency (ADRA) and Capitol Hill Seventh-day Adventist Church have long shared a deep commitment to service, compassion, and community impact. Together, they bring faith to action—empowering individuals and transforming lives through humanitarian work, education, and outreach. ADRA operates in more than 100 countries, delivering sustainable development and emergency relief to those most in need, while Capitol Hill SDA Church serves as a vibrant spiritual and community hub in Washington, D.C., dedicated to worship, fellowship, and service. Their collaboration on initiatives like the *Haiti We Hear You* campaign reflects a shared mission: to extend hope, promote dignity, and build stronger communities through faith-driven compassion and purposeful engagement.

For More: www.ANN.com

Type of Organization:
Nonprofit/NGO

Location:
Silver Spring, MD and Washington, DC

Services Provided by Kennedy Consulting Group:

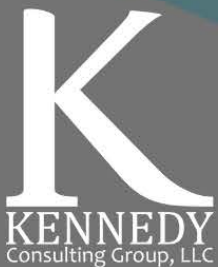
Executive Producer and Creative Lead
Coordinated all marketing and PR
Digital Media & Social Media Manager
Project Lead for Videographer and Photographer
Community Outreach & Engagement

Project Overview

Kennedy Consulting Group partnered with the ADRA and Capitol Hill Church to produce and manage the *Haiti We Hear You* campaign—an initiative designed to amplify awareness, inspire giving, and strengthen community connection. Serving as Communications & Outreach Coordinator, KCG coordinated all marketing, public relations, and digital media efforts while managing the videography and photography teams. The project included the development of a compelling marketing video for ADRA's giving campaign and the coordination of multiple media interviews to expand visibility. KCG also led community outreach and engagement strategies to ensure authentic storytelling and broad audience reach. The campaign successfully elevated ADRA's mission, expanded its donor engagement, and reinforced the power of collaboration between faith-based organizations and creative media leadership.

Challenges

Implementing the project in Haiti came with a unique set of challenges. Traveling to a country experiencing civil unrest required extensive planning, security coordination, and flexibility to ensure team safety on the ground. Extreme heat and limited access to medical supplies added to the logistical complexity, particularly while serving a large group of more than 3,500 people. Despite these conditions, the team remained focused, resourceful, and committed to delivering essential services and support to the community—demonstrating resilience and dedication in the face of difficult circumstances.



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Actions

In response to the challenges of working in Haiti, Kennedy Consulting Group implemented a series of strategic actions to ensure mission success and maintain safety while maximizing impact. The team developed a coordinated communication and logistics plan that prioritized on-the-ground safety protocols, efficient resource distribution, and clear messaging to reach both local communities and international supporters.

1

Ensured Safety and Operational Coordination

Developed a comprehensive logistics and communications plan that prioritized on-the-ground safety, coordinated travel amid civil unrest, and established clear protocols for team movement and resource distribution.

2

Strengthened Storytelling and Media Visibility

Produced a powerful marketing video for ADRA's giving campaign and managed multiple media interviews to raise awareness and inspire donor engagement, both locally and internationally.

3

Enhanced Community Engagement and Impact

Led outreach and engagement efforts that connected directly with local communities, supporting the distribution of medical supplies and essential resources to more than 3,500 people while maintaining ADRA's message of hope and compassion.

Analytical Results

Kennedy Consulting Group managed the communications, public relations and community engagement outreach resulting in the following achievements.

100,500 REACH

Through the strategic use of social media platforms, traditional news outlets, and on-the-ground coordination, Kennedy Consulting Group successfully amplified the Haiti We Hear You campaign's visibility and impact. The team reached more than 3,500 people on-site who were seeking medical attention while simultaneously engaging an international audience of potential donors and supporters through targeted storytelling and media outreach. By integrating digital strategy with real-time community engagement, KCG elevated awareness, strengthened donor confidence, and expanded the campaign's reach far beyond its local footprint.

In addition to the targeted communications and outreach campaign, Kennedy Consulting Group achieved the following results:

Enhanced brand visibility and public trust for ADRA as a leading humanitarian organization.

Developed a repeatable communications framework for future international relief efforts.

Captured compelling photography and videography assets used for future storytelling, fundraising, and program documentation.

ADRA & Capitol Hill Church

Both ADRA and Capitol Hill Church partnered with Kennedy Consulting Group to execute a comprehensive communications and outreach campaign that elevated awareness of the *Haiti We Hear You* initiative. Working in full alignment, the collaboration combined storytelling, media outreach, and digital strategy to highlight the impact of the mission, engage donors and supporters, and amplify ADRA's humanitarian work on an international scale.

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