



## Zip With Us® and Powerhouse Planning: Empowering a Mission That Brightens the Lives of Our Littlest Heroes

Zip With Us® (ZWU) is a 501(c)(3) nonprofit organization founded in 2018 that donates custom ZipShirts™, Drew's Cruisers™, and other adapted medical garments across the United States to babies and kids with cancer and other life-threatening illnesses, allowing them to keep their clothes on during treatments. Through its products, Zip With Us® provides comfort, function, and dignity to children who are experiencing fear and anxiety. Their core mission is to use their products and platform to improve the treatment experience for patients, raise critical research funds, and increase awareness of the challenges our littlest heroes and their families face every day.



### Challenge

The client initially sought assistance in increasing its marketing support through updated marketing strategies and plans to include social media content and additional branded material. During the course of the first contract with Powerhouse Planning, a secondary contract was executed to create an updated website and a fresh, more user-friendly website design.

### Solution

The Powerhouse total remote team solution comes alongside clients to provide services and skills that may fall outside the normal scope of their everyday mission for significantly less cost than might be incurred by hiring those skills individually or by hiring an additional full-time employee. For nonprofit organizations, this can be extremely beneficial, freeing up not only money but critical employee and volunteer time to focus on their mission. Powerhouse Planning's Share the Goodness charitable arm provided Zip With Us® with marketing expertise and web design services as part of its mission to further the visions and missions of nonprofit organizations providing much-needed services in our communities.

## Case Study



**Business Name:** Zip With Us®

**Website:** [zipwithus.org](http://zipwithus.org)

**Industry or Business Type:** Nonprofit,  
Children's Medical Apparel

### Powerhouse Services:

- Thought Partner
- Team Manager
- Social Media & Video Creator
- Content Writer
- Graphic Designer
- Quality Assurance Specialist
- Website Redesign & IT Support

**Benefits:** The client initially sought assistance in revamping and increasing their marketing reach through updated marketing, social media, and website support. By partnering with Powerhouse Planning's [Share the Goodness](#) charitable arm, the nonprofit client was able to obtain the marketing support it needed along with additionally identified website redesign needs that they might not otherwise have been able to afford in such a timely and broad scope.



# Powerhouse

## Results

The Powerhouse/Zip With Us® partnership was the perfect way for a small nonprofit organization to obtain needed help with marketing support, branded materials, and an updated website. While the initial need was for the creation of a strategic marketing plan and social medial content, the Powerhouse Planning total remote team solution quickly identified additional needs and moved to ensure the client would have total marketing support, including a redesign of some website pages and additional branded materials.

Over the course of the initial and follow-up project contracts, Powerhouse Planning:

- Crafted a strategic marketing plan for October 2024 to February 2025
- Created social media posts and graphics for October, November, and December 2024
- Created social media posts for January 2025
- Created Zip With Us® and [Drew's Cruisers™](#) "How it Works" videos for social media
- Created a Zip With Us® [Media Kit](#) with templated press release, boilerplate text, and more
- Created a timeline to best explain the founding, growth, and incorporation of Drew's Cruisers™
- Crafted a photo release form
- Designed a new ZipShirt™ logo and color palette
- Designed testimonial templates
- Created a [Donation Drive Kit](#), including photo release form, flyer template, welcome note, box signage, thank-you note, and more
- Created black and white versions of the ZWU logo
- Designed a new horizontal ZWU logo
- Wrote and designed an end-of-year MailChimp email, with a 2024 recap and call to action, for distribution to the entire donation audience list



- Built out a solution on the website for the donation certification/digital product to allow the user to dedicate a donation in someone else's honor, and to properly alert the honored recipient
- Rebuilt the Drew's Cruisers™ [page](#) on the website
- Added the media kit and Donation Drive Kit to the website
- Designed and created five [coloring pages](#) and added to the website

When nonprofit organizations bring the Powerhouse total remote team solution onboard, their capacity to expand and realize their mission becomes stronger. The Powerhouse Planning/Zip With Us® partnership highlights this in a beautiful way.

*"This team of remarkable women brought immense impact to our organization in just a few months. From the start, they seamlessly integrated with our office and brought very clear action items to each scheduled meeting, constantly updating us on status and retooling each item to perfection based on our feedback. From the moment we started working with Jessica and Powerhouse, we very much felt like we had an entire team that had been together for years . . . It was very familial, warm, and easy. We were blown away by their organization, focus, compassion, generosity, incredible talent, personal character, and the depth of their team both in dynamic as well as skill sets. Jessica gifted our nonprofit organization, Zip With Us, a three-month retainer. Her team was able to execute multiple major projects for us that had been on our to-do list for years but for which we lacked the resources. That feeling of having a full team of people who care deeply about helping you so that you can help more kids is irreplaceable. 'Thank you' will never suffice; we will forever be touched by your beautiful generosity. Because of your team and your shared love of our mission, we are immeasurably better.*

– Angela Degan, Executive Director, Zip With Us®



Powerhouse Planning serves as an affordable, scalable, and targeted resource to assist companies of all sizes in achieving their goals. Our talented freelancers become a team within your team, supporting your company as a whole at no overhead cost to you. Founded in 2012, Powerhouse provides our clients with remote team solutions in the areas of business growth, content creation, and event facilitation while providing careers for military spouses and veterans worldwide.

Visit [powerhouseplanning.com](https://powerhouseplanning.com) to learn more.

