



Case Study



The Wright Museum of World War II and Powerhouse Planning: Ensuring the Lessons of Yesteryear Are Not Forgotten

The Wright Museum of World War II opened its doors in 1994, establishing a home in Wolfeboro, New Hampshire with a mission “to provide a vivid perspective on the profound and enduring impact of the World War II experience on American society.” The vision of founder David Wright, the museum has stood for the last 30-plus years as an educational institution dedicated to creating a public understanding and appreciation of the exceptional contributions on both the home front and the battlefields made by World War II-era Americans. Today, the museum houses a collection of more than 14,000 items representative of both the home front and the battlefield, placing into historical context the enduring legacy of Americans known as “the Greatest Generation.”



Business Name: The Wright Museum of World War II

Website: wrightmuseum.org

Industry or Business Type: Nonprofit; Museum

Powerhouse Services:

- Team Manager/Marketing Specialist
- Marketing Assistant
- Content Writer/Social Media Specialist
- Technical Writer
- Quality Assurance Specialist
- Graphic Designer
- Team Coordinator Assistant
- Grant Writer, Level 1
- Grant Writer, Level 2

Benefits: Heading into its 30th anniversary season, the Wright Museum of World War II sought skilled assistance in creating marketing content and social media support to enhance their already existing materials, leaving museum personnel the necessary time to devote to planning and executing an oversized season of events. By utilizing the Powerhouse Planning total remote team solution, the museum was able to focus its efforts on its anniversary season as well as devote time and attention to growing its vision to become the preeminent museum dedicated to World War II. In addition, given Powerhouse Planning’s ability to meet clients at their point of need, the museum was able to quickly and efficiently add grant-writing support to the services Powerhouse provided.

Challenge

As a small, nonprofit museum preparing for a significant 30th anniversary season, the Wright Museum needed additional support meeting increased marketing and social media needs. Additionally, it sought to strengthen its marketing and social media presence to increase its national and global presence, allowing it to continue its mission to introduce the Greatest Generation to the next generation and ensure the lessons of World War II are not forgotten. With a small staff and a tight budget, the client needed a solution that could meet their needs and exceed their expectations. Enter the Powerhouse Planning total remote team solution.

Solution

The Powerhouse total remote team solution crafted a strategic marketing plan, composed [blog posts](#), and created social media content highlighting the museum and its mission. The Powerhouse/Wright Museum partnership proved extremely



Powerhouse

successful, with the Powerhouse team producing high-quality marketing deliverables and social media content that resulted in a reported 12% growth in visitor numbers for its 30th season. The marketing and social media support were so successful that the client added grant-writing services in an additional retainer contract to help preserve the museum and its legacy for future generations.

Results

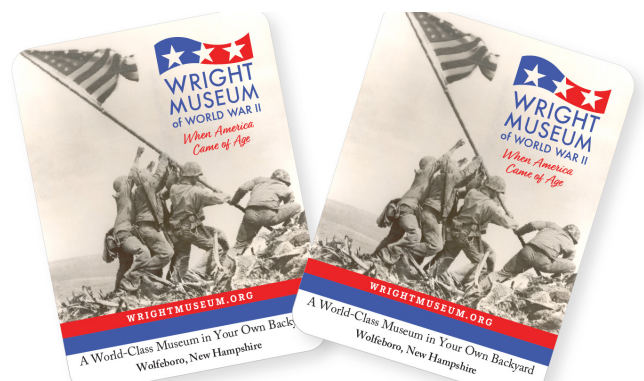


Over the course of the highly successful partnership, Powerhouse Planning

- Crafted toolkits for two federal-level grants
- Provided grant assistance, including identifying, researching, and creating proposals for both private foundation and government funding streams
- Created a 12-month strategic marketing plan
- Designed a campaign logo for Day of Giving
- Created a Wright Museum-branded backdrop
- Crafted a tagline and banner for the museum's 30th anniversary
- Authored a 30th anniversary blog post
- Designed a Duck Boat wrap
- Developed a blog post on World War II blackouts
- Crafted social media posts for each month
- Wrote a press release on designation by The Saturday Evening Post
- Composed a blog post on the Hollywood Victory Caravan
- Authored a blog post on the history of Memorial Day
- Crafted monthly blog posts highlighting the museum's lecture series

- Developed a blog post remembering Carole Wright, the widow of the museum's late founder
- Created and scheduled content for each month across Facebook and Instagram
- Composed a blog post on VJ Day and the end of World War II
- Wrote a blog series about the U.S. home front during World War II
- Designed an end-of-year mailer
- Created a Day of Giving campaign
- Designed an exhibit flyer and exhibit mailer

By utilizing Powerhouse's total remote team solution, the Wright Museum was able to focus on its highly successful 30th anniversary season and its continued legacy in both its hometown and on the national stage. Contracting with Powerhouse freed the museum's small staff to focus on key tasks and opportunities while resting assured that Powerhouse was using its expertise to ensure the museum's marketing, social media, and grant-writing needs were taken care of efficiently and effectively.



"Partnering with Powerhouse has been a great experience for the Wright Museum of World War II. Their innovative approach and unwavering commitment to our organization have brought new energy and ideas to our marketing approach. Thanks to Powerhouse's expertise and collaborative spirit, we've been able to enhance our marketing collateral in more dynamic ways. We are incredibly grateful for their support and look forward to

– **Stephen Farley, Wright Museum of World War II**

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 to learn more.



Powerhouse