



Advertising

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## **KW Advertising Kicks Off Awareness Campaign for Rebuilding Together**

**Brookfield, Wis.** – To generate greater awareness and clarify the non-profit's mission, KW Advertising launched an integrated communications initiative for Rebuilding Together of Greater Milwaukee. The campaign included a half-page four-color ad as part of the Milwaukee Journal Sentinel's Partners for Humanity program, online advertising and social media, digital billboards, direct mail and new Web donor page.

"Since 2000, Rebuilding Together has invested over \$7 million in free home repairs in the Milwaukee and Waukesha counties, but few people have ever heard of us," says Lynnea Katz-Petted, Chief Executive Officer of Rebuilding Together of Greater Milwaukee. "Last year alone we provided free repairs on 160 homes, yet people I come into contact with continue to ask me to explain just what do. To more successfully reach out to potential donors and corporate sponsors for our program, we knew we had to do something."

KW Advertising of Brookfield, Wisconsin, was given the responsibility to put together an integrated ad campaign to create recognition for Rebuilding Together and build awareness for the contribution it makes to the community.

"The theme of the campaign, 'The Reasons are Many,' was chosen because Rebuilding Together does so much more than just provide home repairs," reports Gary Ebert, President of KW Advertising. "Rebuilding Together relieves worries of the home owner, restores their independence and revitalizes quality of life. In addition, the work we do on a home helps to rejuvenate a neighborhood which, ultimately, can reinvigorate a community."

Although the campaign is just now hitting its stride, Katz-Petted has already seen positive feedback. "This is just a start in communicating to the public and local businesses what we are all about and how they can become a part of our contribution to a greater Milwaukee."

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### **About Rebuilding Together**

Rebuilding Together of Greater Milwaukee is a nonprofit organization providing free home repairs and accessibility modifications for very low-income, elderly and disabled homeowners to preserve their independence and quality of life. For more information, please visit [www.rtmilwaukee.org](http://www.rtmilwaukee.org).

### **About KW Advertising**

Named by The Business Journal as one of the 2010 Top 25 Milwaukee-area advertising agencies, KW Advertising is a full-service, high-energy agency that attracts clients' attention through creative advertising and marketing services that deliver results. For more information, visit [kwadvertising.com](http://kwadvertising.com) or KW Advertising's

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