



To Whom It May Concern:

I would like to provide you with my experience with Victoria Corcoran and Lara Lowman while serving as the Board President for Marywood Children and Family Services.

In short the experience has been wonderful and we are extremely pleased with the marketing savvy, problem solving and follow through exemplified by both Victoria and Lara. Each understands how to diagnose a problem, develop a realistic plan for execution and then act on it.

Some additional details:

During a transition period for Marywood we encountered many "interesting" challenges. These included:

Finding, creating, cleaning, developing and populating a donor database.

- o Result: The Corcoran team took the challenge head on and we are finally on the right track with solid donor database with good contact information.

The messaging for Marywood has been diluted over the years with inconsistent touch points and inconsistent messages.

- o Result: We have developed strategic (phase by phase) plans to establish consistent message appropriate communication to ALL of our stakeholders. We are executing on this plan and the feedback has ranged from "Thank you" to "Finally, it seems you are on the right track now...how can I donate?"

The website was static and a bit dated in appearance and content. It also was not directly targeting our stakeholders with key information which they could take action.

- o Result: While still in progress, the Corcoran team identified a vendor, spec'd out the services, and provided a template for success to integrate with our future direction with Catholic Charities.

On top of all of this Victoria and Lara are easy to work with and funny! They are always professional but there is nothing wrong with having fun while you work, right?

Please call me if you would like to know more.

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