



Friends *of* the Public Garden

Website Proposal + Strategy: August 2025



HouseinkStudio.com

A Strategic Vision for Boston's Iconic Parks

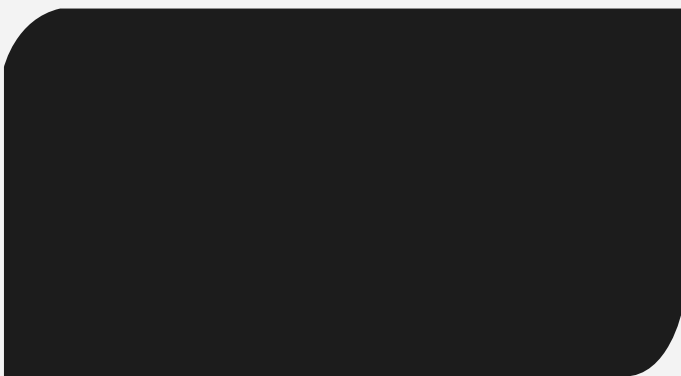


Audience & Messaging: The Parks' Story as the Hero
Visual Identity, UI/UX Design, Web Development, Logo Design + Style Guide

A key directive within the RFP is the suggestion to use the StoryBrand framework to make marketing messages more engaging and user-focused. This is a powerful strategic tool for nonprofits, as it shifts the narrative from focusing on the organization itself to focusing on the audience. Instead of telling the story of the Friends of the Public Garden, we will tell the story of how the organization helps the community and the parks thrive. This approach positions the visitor, the supporter, and the donor as the hero of the story, with the Friends of the Public Garden serving as the expert guide.



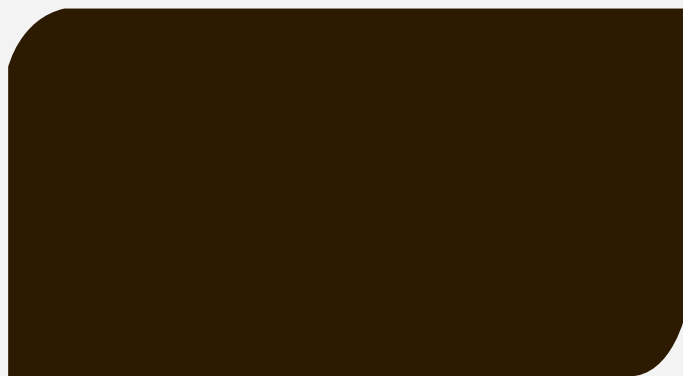
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HEX #2E1A0A
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Aa

HEADER

Neue Hass Grotesk Display Pro

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo
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Friends *of*
the Public Garden

ICONS

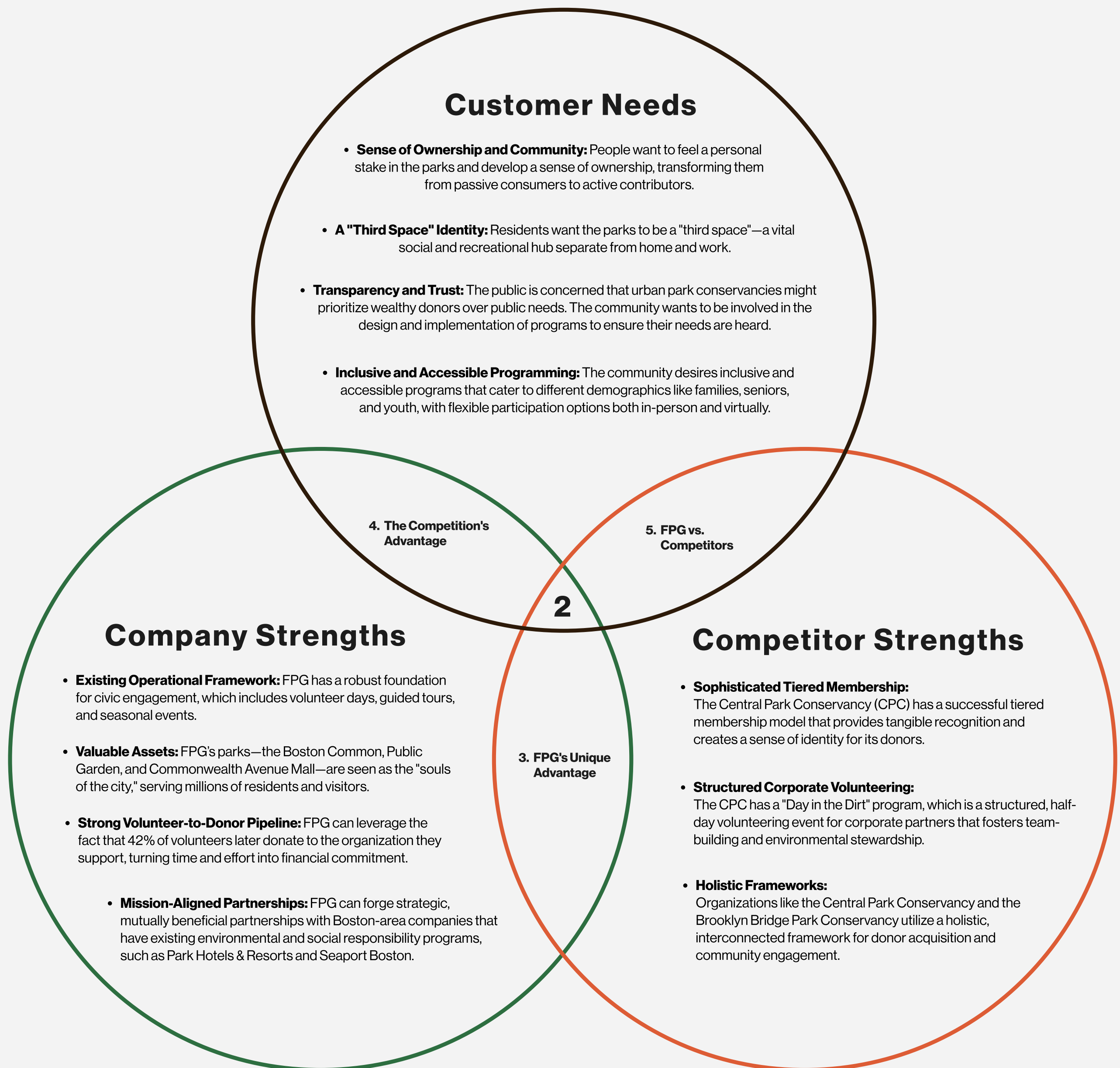




Friends of the Public Garden

3-Circle Analysis for Friends of the Public Garden

This three-circle analysis uses the Friends of the Public Garden's strategic blueprint to identify its competitive position and opportunities for growth by examining **Customer Needs, Company Strengths, and Competitor Strengths.**



The Intersections: Growth Opportunities

The strategic blueprint focuses on the intersections of these three circles to define a path forward for FPG.

1. Area of Overlap: FPG's Current Position

This area represents FPG's existing activities that meet community needs, such as its volunteer programs and events. This is FPG's core business and the foundation upon which the new strategy is built.

2. White Space: Unmet Customer Needs

The document points out that FPG needs to address the perception that it may prioritize wealthy donors over public needs. The proposed community-led co-design model directly addresses this by involving residents in planning and implementing programs, thereby building trust and a more inclusive support system.

3. FPG's Unique Advantage (FPG Strengths / Customer Needs)

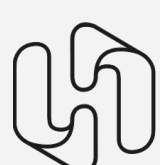
This is FPG's most compelling growth opportunity. The blueprint proposes formalizing a "Volunteer-to-Donor Pathway" to leverage the existing causal link between volunteering and financial support. This strategy is unique to FPG's specific strengths and the community's desire for ownership. The plan suggests personalized thank-you notes, sharing the impact of volunteer work, and inviting volunteers to special events to nurture this transition.

4. The Competition's Advantage (Competitor Strengths / Customer Needs)

The document highlights that other organizations, like the CPC, successfully meet customer needs through sophisticated strategies. For FPG to remain competitive, the blueprint suggests adopting a tiered membership model similar to the CPC, which uses tiered pricing and tangible recognition to make donors feel like they belong to a community.

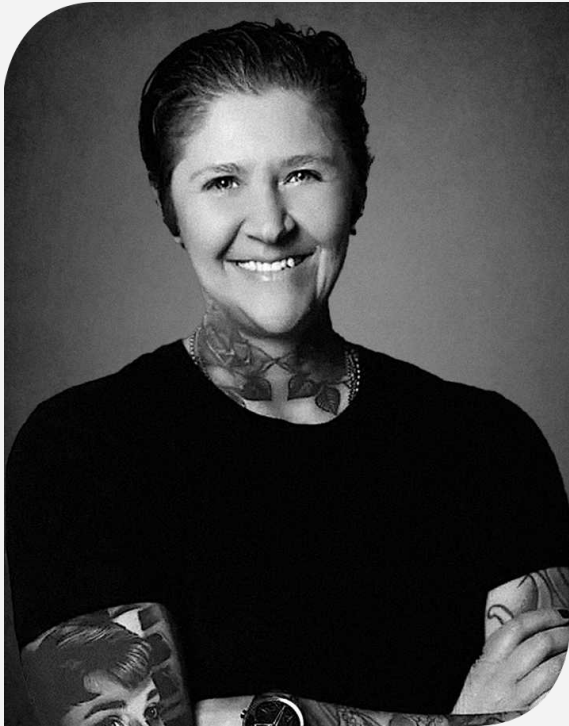
5. FPG vs. Competitors (FPG Strengths / Competitor Strengths)

The analysis shows that both FPG and its competitors have strong operational frameworks. The key is for FPG to adopt and adapt best practices from others. For example, the strategic blueprint suggests FPG can replicate the CPC's "Day in the Dirt" program to create a high-value offering for corporate partners. By focusing on these intersections, FPG can leverage its unique volunteer base and adapt successful models to cultivate a more resilient and community-driven support system.



A Team Dedicated to Your Success

We believe that great design and effective marketing aren't just about aesthetics; they're about strategy, understanding, and connection. We dive deep into your business, your audience, and your goals to create solutions that don't just look good, but also perform exceptionally.



Sheri House, Head of Growth + Project Manager

Sheri House is Head of Growth and Project Manager at Houseink Studio, where she oversees strategic expansion and ensures the successful execution of all client projects. Drawing on a deep understanding of business development and project management methodologies, Sheri leads the team in identifying new opportunities and driving sustainable growth. She is responsible for meticulously planning and coordinating every project, from initial concept to final delivery, ensuring that timelines, budgets, and client expectations are met with precision. Sheri's dual role is critical to the studio's success, blending a vision for future growth with a pragmatic approach to operational excellence.



Maggie Wilson, Business Development + Accounts Executive

Maggie Wilson is the Business Development and Accounts Executive at Houseink Studio, where she is responsible for driving growth and nurturing client relationships. With a strategic approach to market expansion, Maggie identifies new business opportunities and forges partnerships that align with the studio's vision. She excels at understanding client needs and developing customized solutions that deliver exceptional value and results. Maggie's strong communication skills and dedication to client success make her an integral part of the Houseink Studio team, ensuring both business growth and lasting client satisfaction.



Jennifer Morris, Lead Designer + Developer

Jennifer Morris is the Lead Designer and Web Developer at Houseink Studio, where she expertly bridges the gap between creative design and technical execution. With a strong background in both UI/UX principles and full-stack development, Jennifer leads the creation of visually stunning and highly functional websites. Her role involves overseeing the entire project lifecycle, from initial concept and wireframing to front-end and back-end development, ensuring seamless user experiences and robust, scalable solutions. Jennifer's dedication to innovation and her ability to merge aesthetics with functionality make her an invaluable asset to the Houseink Studio team and its clients.



Yvonne Martinez, Content Developer + SEO

Yvonne Martinez is a Content Developer and SEO specialist at Houseink Studio, where she focuses on creating high-quality, engaging content that drives organic traffic and converts visitors into customers. With a keen understanding of search engine algorithms and user behavior, Yvonne crafts compelling narratives and optimizes digital assets to improve online visibility and brand authority. Her expertise spans content strategy, keyword research, on-page and technical SEO, and performance analysis. Yvonne's work helps Houseink Studio and its clients build a strong digital presence and achieve their marketing goals.





The core of the messaging strategy was to position the company as more than just an apparel brand; it was a community of adventurers dedicated to protecting public lands. This message was consistently communicated through the slogan "Protecting Nature Together" and by highlighting partnerships with conservation organizations. The website's messaging made it clear that a portion of every purchase directly supported these conservation efforts, creating a purpose-driven connection with the customer. The brand's commitment to sustainability was also a key part of the messaging, emphasizing the use of eco-friendly materials and the elimination of unnecessary plastic packaging.

Read Full Web Strategy

COLLECT
MOMENTS

'23

air was
crisp.
forget

The Landmark Project

Based in 29609, South Carolina
\$99 Min | \$150 Reorder Min

Eco-friendly
Not on Amazon
Gives back

Featured Products

New

2026 Smokey Bear Calendar
MSRP \$28

Bestseller

National Parks Playing Cards
MSRP \$15

Bestseller

Smokey Logo Sticker
MSRP \$3.50

New

2026 National Parks Calendar
MSRP \$28

Over \$1,345,000 Raised! Protecting Nature Together

Partnerships with conservation organizations are more crucial than ever! Every Landmark purchase you make directly supports groups working tirelessly to maintain and protect our public lands.

Learn More



Web Strategy: Sustainable Experience

UX/UI Web Strategy : Authenticity & Eco-Conscious Presence

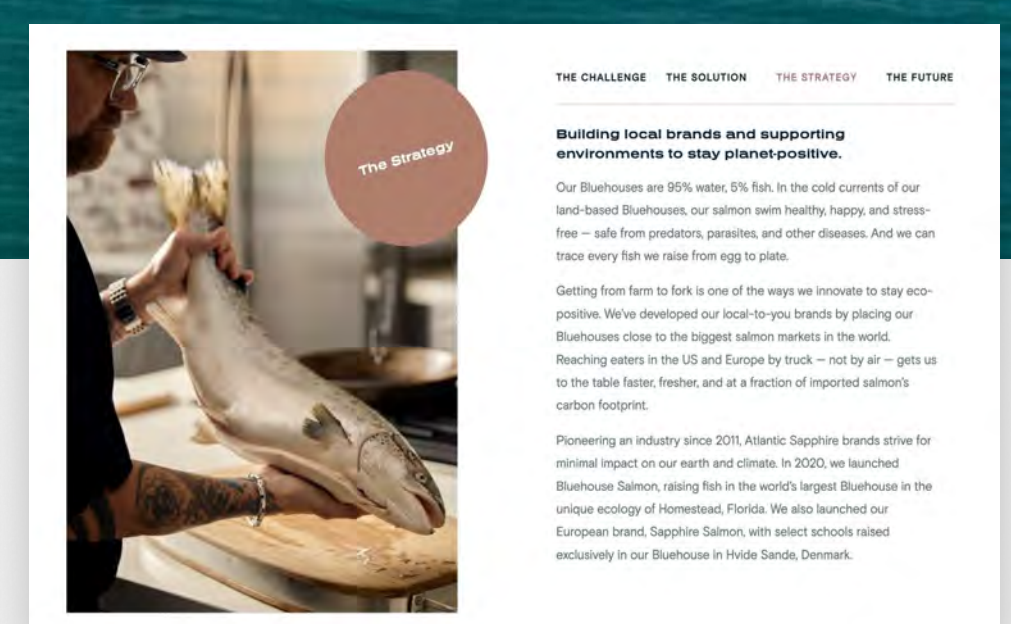
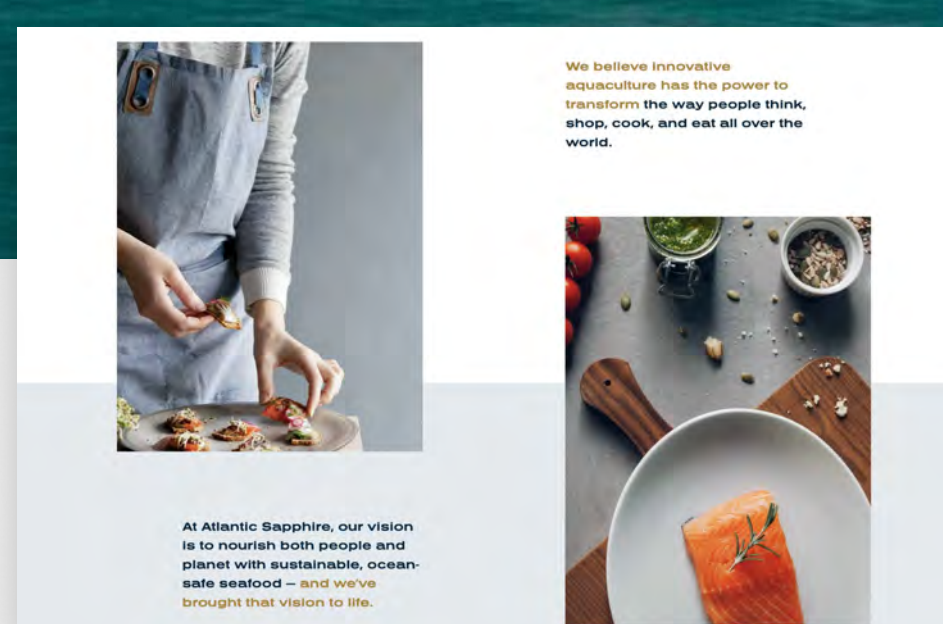
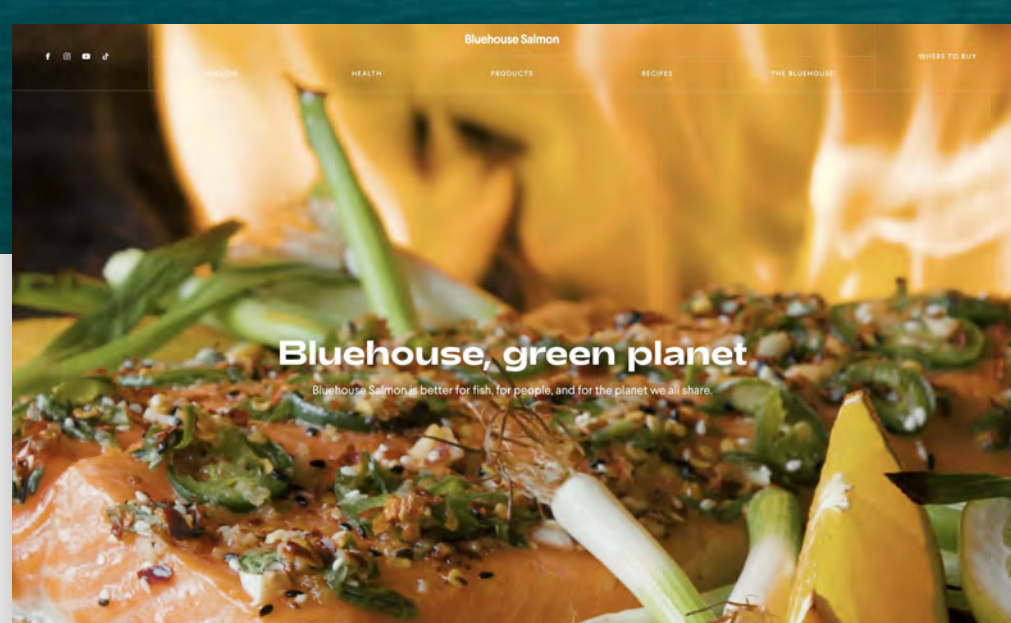
This strategy outlined a plan to enhance the online presence of Blue House Salmon by focusing on a more emotionally resonant message, authentic language, cohesive visuals, and an improved user experience. The goal was to connect with eco-conscious consumers and food enthusiasts, translating their mission into tangible value. By implementing these changes, the Blue House Salmon website was able to transform from an informational platform into a compelling brand experience that built trust and drove conversions.

[Read Full Web Strategy](#) ↗



Planet-first seafood is here

A new source of protein that keeps our
planet green and our oceans blue.





Case Study: Leadership Advisors

The Power of Digital Marketing for Leadership Advisors

This case study outlines a digital marketing strategy for Kilberry, a firm of Management Psychologists specializing in leadership advice. The objective was to demonstrate how targeted digital marketing efforts could enhance their online presence, attract more high-caliber clients, and solidify their position as thought leaders in the executive advisory space.

The focus: on high-value content, precise targeting, and relationship nurturing aligns perfectly with the sophisticated nature of their services and the discerning needs of their executive clientele.

[Read Full Case Study](#) ↗



Dr. Aleka MacLellan
26 September 2022 ————— Assessment

Personality predicts job performance—but does it matter for CEOs?



Dr. Richard Davis
6 November 2014 ————— Assessment

Tactics for asking good follow-up questions



Dr. Navio Kwok
7 June 2021 ————— Assessment

If personality tests are ableist, racist, sexist and classist, why would you use them in the workplace?

