

# BOOM Charlotte Case Study



BOOM

2022 - 2023  
GGC Engagement



**Global  
Grassroots  
Consulting, LLC**

**PREPARED BY  
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**BOOM**

*Que-Os is the 501c3  
organization behind BOOM*

## PERFORMANCE ART

BOOM Charlotte is a performance arts nonprofit. Performance arts that they support include the following:

- Dance
- Music
- Spoken Word Poetry
- Theater
- Comedy
- Live Visual Art
- Interactive Art
- Film
- and more

# ABOUT BOOM CHARLOTTE

A Charlotte-based,  
Nonprofit Organization

## MISSION

To spark creativity and collaboration among a diverse group of artists, performers, and audiences.

## APPROACH

To achieve the mission we convene artists, volunteers, nonprofits, businesses and neighborhood organizations to form a unique coalition working to transform the way arts and culture are created and shared in Charlotte.

## IMPACT MODEL

**BOOM Fringe** features the edgy, the experimental, and the experiential groundbreaking works of local and national artists.

**BOOM Intersection** occurs in public space in which art, culture and community collide.

**BOOM** is open and inclusive.

# The Engagement at a Glance

March 2022 - October 2023

**GGC was utilized to enhance BOOM Charlotte's fundraising efforts in order to engage new donors.**

## Organizational Challenges

- BOOM coordinates 1 big annual festival, but lacked substantial engagement throughout the remainder of the year.
- BOOM is an arts nonprofit organization led by a small team of creatives with limited business knowledge or experience.
- BOOM historically relied almost explicitly on grant funding to maintain operations; they needed to identify and capture new streams of funding.

## Global Grassroots' Deliverables:



Improve community engagement to create more public visibility and involvement for BOOM.



Educate the team and build out better business practices to improve efficiency, effectiveness, and engagement.



Lead corporate and individual sponsorship programs to establish a more well-balanced fundraising strategy.

# Results:



## In the 19 months that GGC worked with BOOM, the following occurred:

### **INCREASED ENGAGEMENT**

**9 Events with 4 NEW Community Facing Partners: 4,000+ people reached**

### **IMPROVED BUSINESS PROCESSES**

**Established the 'Partner to Sponsor' fundraising development model**

**Supported the establishment of a new revenue stream: vendor markets**

**Established internal team meeting efficiencies**

**Supported event coordination, marketing, and more!**

### **INCREASED FUNDS**

**Brought in \$19,000+ in individual donations & corporate sponsorships for FY '22 - '23 (80% of total donations/sponsorships)**

**Brought in additional \$3,000+ during first three months of FY '23 - '24**

As a result of their work with GGC, BOOM Charlotte gained a stronger following within the Charlotte community. They also improved internal business practices for greater efficiencies and identified new sources of revenue. Finally, BOOM Charlotte received the most individual and corporate donations/sponsorships since its inception in 2016.