



MEDIA RELATIONS & THOUGHT LEADERSHIP: DESTINATION TOMORROW

THE CHALLENGE

Destination Tomorrow is a grassroots LGBTQ+ advocacy and community resource center founded by Sean Ebony Coleman, one of the few Black transgender individuals actively running such an organization today. Destination Tomorrow's mission is to empower those it serves in a holistic way that prevents or mitigates future crises. To do this, it provides housing, health, academic, career, financial and personal support services to historically under-resourced members of the LGBTQ+ community, most notably Black and brown transgender and gender nonconforming individuals.

To expand nationally and secure federal and state funding to scale up its support services, Destination Tomorrow charged TASC with boosting its media presence and name recognition while developing Sean's thought leadership platform as a national expert in the LGBTQ+ community.

THE STRATEGY

TASC worked with Destination Tomorrow to craft messaging that would effectively communicate the unique challenges and crucial gaps in support experienced by the LGBTQ+ community, demonstrating the organization's value and highlighting its powerful impact.

TASC then pursued a strategic combination of proactive and reactive outreach to journalists and news influencers across local, national and independent outlets. TASC focused on reporters covering the LGBTQ+ community and other social impact topics, leveraging developments within the organization, national observances and high-impact moments as they arose.

TASC also worked to raise Sean's profile as a leading and authoritative voice within the LGBTQ+ community through earned media and awards opportunities, bolstering his public image as an expert on LGBTQ+ and racial justice issues.

THE RESULTS

Through TASC's efforts, Sean and Destination Tomorrow were highlighted in multiple national and local publications including [CNN](#), [The New York Times](#), [Business Insider](#), [New York Daily News](#), [USA Today](#) and [NBC News](#). TASC drafted and placed op-eds from Sean in [HuffPost](#) and [LGBTQ+ Nation](#). Additionally, the team worked with him to launch a podcast about queer advocacy and a monthly column in Gay City News.

TASC established relationships with reporters and local broadcast affiliates spanning three states on behalf of the nonprofit. These relationships helped amplify its rapidly expanding slate of services and projects. To date, TASC has garnered more than 300 million impressions in coverage for Destination Tomorrow, opening doors for political and legislative initiatives, enhancing visibility and leading to greater funding. Over this three-year engagement, the organization saw its revenue increase more than tenfold and expanded its programming with new centers in Atlanta, Georgia and Washington, D.C.

300+ MEDIA PLACEMENTS

HUFFPOST

The New York Times



BUSINESS
INSIDER



USA TODAY