Donate Stock

theTASCgroup

CASE STUDY

MEDIA RELATIONS & THOUGHT LEADERSHIP: **DONATE STOCK**

THE CHALLENGE

DonateStock is a stock gifting platform that helps nonprofits access new funding by enabling everyday investors to donate stock in real time. DonateStock aims to make gifting stock a mainstream practice as well as educate both donors and nonprofits on the benefits of doing so: donors receive savings on taxes and nonprofits gain larger pre-tax donations.

TASC was hired to help DonateStock gain media attention to gain recognition from three particular audiences: investors, nonprofits and fintech. Additionally, Steve Latham, co-founder and chairman of DonateStock, came to TASC with the goal of gaining positive media coverage to establish DonateStock's credibility as the company prepared for a potential IPO. To help the client achieve their goal, TASC sought to increase public understanding of the stock-gifting process, position DonateStock as the go-to platform for stock gifting and increase the visibility of both DonateStock's charity partnerships and Steve Latham as a thought leader.

THE STRATEGY

TASC developed strategic messaging to help refine DonateStock's position as a prominent leader and innovator in the stock donation and nonprofit space. The team revamped the organization's messaging and pitch angles. TASC prioritized both reactive and proactive media pitching on evergreen topics to national and nonprofit/philanthropy media targets, researching the beats that were pertinent to DonateStock's goals. TASC also developed op-eds and self-authored content to elevate Steve Latham's thought leadership and subject matter expertise. TASC's strategy was to target investors and the public while promoting DonateStock's mission to empower and educate donors, emphasizing the benefits of donating stock as opposed to traditional donation methods.

THE RESULTS

TASC secured key media placements for DonateStock and its leadership in outlets such as Bloomberg Tax, Forbes and Fintech Futures, with a total estimated audience of over 102 million readers and viewers. Additionally, TASC supported the development and distribution of multiple press releases through PR Newswire, which garnered a total of 176 syndications. Two of these releases were issued on Giving Tuesday and served as a reminder to the public to gift stock. TASC also secured informational interviews for DonateStock Founder and Chairman Steve Latham with prominent media outlets including USA Today and Business Insider.

100+ MEDIA PLACEMENTS

RETIREMENT INVESTOR.IO | FinancialPlanning | Forbes | USA TODAY | FINTECH FUTURES | Bloomberg Tax