

ASPIRE! ONE

strategy : creative : branding

AspireOne is a strategic branding firm that focuses on helping organizations reach people more effectively. With an experienced team of senior-level practitioners, AspireOne uses a holistic approach of combining strategic consulting with the implementation of solutions in identity development, online communications, and brand experience consistency.

Core Strengths

- **Growth Strategy Development**
 - How can we reach our untapped potential?
- **Brand Positioning, Architecture & Ongoing Coaching**
 - How are we perceived by our audience?
 - How do our various campuses and/or ministries relate to each other?
 - We need help ensuring we're on the right path and are staying the course
- **Identity Development**
 - Are we who we say we are? How does that get lived out through the experience we offer, logo development and tools we use?
- **Website Development, Social Media & Mobile Planning**
 - What is the most effective way to leverage our website and social media channels?
 - How can we focus our resources to work harder in this area?
 - How can we optimize our content for mobile?
- **Market Research & Segmentation**
 - Who REALLY is our audience and how do their needs differ across demographic lines?
- **Marketing & Communications Plans Development**
 - We'd love an outside perspective to help shape our approach
- **New Product Development**
 - What are the emerging needs of our audience and how are we equipped to serve those needs?
- **Facilitated Brainstorming Sessions** – Great for new idea development, naming exercises & new launches
 - We'd love a guided approach that leverages the best of what our team has to offer & teaches us new ways to solve problems

While we serve select corporate clients, our primary passion is helping churches and Christian nonprofit organizations have a greater impact.

A few partners we've been privileged to serve



Team

AspireOne is a boutique firm located outside the Chicago area and is comprised of senior-level practitioners with a broad range of expertise in areas from strategy through implementation.

Team Leadership

Keith Baldwin, Founder and Chief Creative Officer, has developed significant expertise over a 30-year career in user experience, media, and design. Keith leads AspireOne's operations as well as the new media team, and is the creative vision behind many leading experiences online..

He has spent over twenty years leading teams focused on the brand development and strategic architecture of websites for a wide range of both corporate, nonprofit and ministry organizations including Willow Creek Community Church, the Willow Creek Association, Seacoast, Parkview, The Salvation Army, Moody's Today in the Word, HoneyRock of Wheaton College and American Idol Underground.

Keith receives high praise from clients for his on-time, on-scope project leadership and specific expertise areas including site architecture, navigation and the user experience. During his tenure with AspireOne, Keith has developed a consistent methodology for translating brand, marketing and communications strategies into solutions that deliver innovative results across all platforms. Keith's creative solutions are consistently looked to as the industry's standard for excellence in media, with clients frequently appearing on award lists for best in web design.

Dawn Nicole Baldwin, Lead strategist and founder, speaks on strategic branding at conferences nationwide, guest lectured on marketing strategy at the University of Chicago Graduate School of Business, (Chicago Booth) coached students at Kellogg School of Management in partnership with the City of Chicago, and is considered one of the leading experts on branding and marketing for nonprofits and ministries.

She frequently contributes to today's leading edge thinking of integrating Christianity and culture as one of the flagship members of Outreach magazine's judging panel of America's Most Innovative Churches, co-founder of the conference "Cultivate," designed for leading Communication Directors in ministry, and also founding board member for both the Center for Church Communications and The Influence Lab. In the past two years, she's been a contributor to several books including *Unique: Telling Your Story in the Age of Brands and Social Media* and *Starting from Scratch*, both by Phil Cooke, as well as *Just Lead* by Sherry Surratt (Former President & CEO of MOPS) and Jenni Catron (Executive Pastor of Menlo Presbyterian) and *Outspoken: Conversations on Church Communications* by Tim Schraeder. (Communications Director for Willow Creek)

Her experience base includes the successful leadership of three entrepreneurial firms she founded and consulting interactions with hundreds of individual leaders and organizations. Previously, she was on staff at Willow Creek Community Church leading Visual Communications for 22,000 in weekly attendance and supporting the needs of over 100 ministries. She also led new product launches and was responsible for building the brand of VeggieTales on the staff advertising team of Big Idea Productions.

Lee Hutson, Technical Lead; New Media, has over 25 years of experience producing new media, web and traditional media projects for a wide variety of organizations and audiences. With a focus on the technical aspects of project development, Lee has designed, developed, and implemented a wide variety of web, intranet, CD-ROM and kiosk applications for clients such as The Chicago Field Museum, Kraft Foods, Citibank, Sara Lee and SBC. Lee is highly skilled in a variety of technologies including web programming, Flash development, database development and A/V production. In his role as the technical lead for AspireOne, Lee is dedicated to ensuring that the technology never gets in the way of the communication and consistently goes the extra mile to ensure the client's needs and expectations are exceeded.

“AspireOne spent a significant amount of time getting to know our staff, volunteers, and congregation in order to get a handle on what makes us tick... We made friends with people who genuinely care about our ministry, and about those we seek to reach.”

-Karyn Purvis, Communications Director; Parkview Christian Church

“The Crossing Church has been working with AspireOne since 2009. We consider AspireOne more than just a vendor, they are our partner in ministry. They took the time to understand the culture and mission of our church, and were able to translate that into a website that truly reflects who we are as church. It is not uncommon for us to hear from new attenders that they came on a Sunday because of what they saw on our website. Since the initial website development, AspireOne has continued to partner with us, helping us to integrate the web and other tools with our church-wide initiatives. This has allowed us to extend our message beyond just the weekend services and into a daily experience for our congregation. There are a lot of places you can go to get a website. But if you are looking for a partner in your ministry that can creatively help you reach people, then go with AspireOne.”

– Dale Winson, Executive Pastor of Operations; The Crossing

“I wanted to make sure you knew that you have been really important to our work at IMB over the years and specifically this year. You may never know the impact that the work you do has on our work. Suffice it to say, you have had a part in impacting everything from human needs projects like Syrian Refugee work to relief efforts in the Philippines. You have also been key partners in other projects that makes sure our stateside churches know what God is doing in a powerful and mighty way across the globe. I know that sounds like "corporate speak," it is not. It comes from the heart. Thank you.”

– Craig Martin, Managing Director, Global Communication Team-Richmond/Americas; IMB (Southern Baptist International Mission Board)